

JOHN MULRY



THE ULTIMATE HEADLINES SWIPE FILE

**Over 400 of the best, most successful
headlines of all time...**

www.JohnMulry.com

Dear Smart Business Owner,

This document contains treasure!

The headlines contained in this document are some of the most successful headlines ever used.

There are over 450 of these headlines from multiple industries and multiple niches.

Use these headlines as is or adapt them for your own business.

I recommend that you keep this document close by for inspiration – not just for headlines but for bullet points, email subject lines, sub-headlines, blog post titles and more...

Don't try and reinvent the wheel – swipe and deploy these headlines.

Enjoy!



John Mulry

The Ultimate Headline Swipe File

450 Of The Most Effective Headlines Ever Written.

1 The Only Thing We've Left Off (Product) Is The Ridiculous Price

2 Do You Know Where You Fail In Your Marketing Strategy?

3 How I Improved My Memory In One Evening

4 How To Reduce "X" By Up To 93%... By Eliminating "Y" From Your "Z".

5 Everywhere People Are Raving About This Amazing New Shampoo!

6 Six Types Of Investors -- Which Group Are You In?

7 Does Your Child Ever Embarrass You?

8 The Biggest Problems You'll Have With Most Plumbers...And How XYZ Overcomes Them All.

9 To People Who Want To Write -- But Can't Get Started

10 Buy No Desk -- Until You've Seen This Sensation Of The Business Show

11 Can You Spot These 7 Common Decorating Sins?

12 Take This 1-Minute Test -- Of An Amazing New Kind Of Shaving Cream

13 Nobody Should Be Allowed To Have Anything To Do With Advertising Until They've Read This Book At Least 7 Times

14 What Everybody Ought To Know About This Stock And Bond Business

15 Free Book -- Tells You Twelve Secrets To Better Lawn Care

16 The # 1 Most Common Fatal Mistake When Buying A House

17 Major Diet Plans: Which Ones Actually Work...And Which Ones Are Guaranteed To Torture You, Cost A Fortune, And Leave You Fatter

18 Three Fairy Tales You'll Hear From Brokers... Even Honest Ones

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- 19** The 13 Biggest Mistakes You Could Make As The Parent Of A Teen
- 20** A Dozen Dirty Tricks Of New Car Dealers. Some Are Totally Undetectable--Unless You Know What To Look For
- 21** 5 Ways Even Good Lawyers Steal From Clients
- 22** I Was Shocked And Embarrassed When I Found Out That Home Remodeling Was Labeled America's # 1 Most Complained-About Industry
- 23** FREE Comprehensive Real Estate Property Survey Allows You To Compare & Price Out Every Single Possible Available Site... Without Talking To A Broker
- 24** I Have Created What I Consider To Be The Perfect, Designer-Friendly Flooring Showroom... Take 90 Seconds To See If You Agree
- 25** Four Critical Characteristics To Demand From Your Dry Cleaner... Does Yours Do These?
- 26** Should An Experienced Traveler Like You Fly With A New Airline Like Us?
- 27** Never Accept A Real Estate Contract That Contains These 5 Words
- 28** Make Sure Your Mover Complies With These 17 Key Points
- 29** Six Closely Guarded Secrets Of The Diamond Industry... Revealed At Last
- 30** Four Quick Questions Will Reveal A Chiropractor's Operating Philosophy. Ask Them, And Save
- 31** 8,448 Locations Can't Be Wrong: XYZ Makes More Money
- 32** Something You Probably Didn't Know About Rolex Watches.
- 33** What The Eye Surgeons Don't Want You To Know
- 34** What Nobody Ever Tells You About X.
- 35** The One Mistake That Costs Every Homeowner \$3,000 A Year
- 36** The Common Blunder Made By Average Business Owners That Typically Causes Customers NOT To Reschedule Appointments With You.

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37 When Doctors 'Feel Rotten,' This Is What They Do

38 Who Ever Heard Of A Woman Losing Weight -- And Enjoying Delicious Meals At The Same Time?

39 How I Made A Fortune With A 'Fool Idea'

40 Find Out EXACTLY What Your Customers Want To Spend More Money On With You... Without Guessing Or Leaving It To Chance.

41 Whose Fault Is It When Children Disobey?

42 Do You Have These Symptoms Of Nerve Exhaustion?

43 Profits That Lie Hidden In Your Junk Closet.

44 Is The Life Of A Child Worth \$1 To You?

45 Percentage Of Candidates Who Certify Before The End Of The Program – Us: 96% Them: 21% (We're A Little Bit Higher.)

46 They Laughed When I Sat Down At The Piano -- But When I Started To Play...

47 Is Dry Skin Making You Look Older Than You Should? Touch These 5 Spots And Find Out

48 Free To High School Teachers--\$6 To Others

49 Who Else Wants Lighter Cake -- In Half The Mixing Time?

50 No More Back-Breaking Garden Chores For Me -- Yet Ours Is Now The Show Place Of the Neighborhood

51 Do You Really Want The Lowest Bidding Temp Agency To Provide Employees For Your Million Dollar Project?

52 How Much Is 'Worker Tension' Costing Your Company?

53 1,172 Credit Union Specific Forms In Stock ALL The Time. Other Companies, Unexplainably, Have Zero.

54 Imagine Me... Holding An Audience Spellbound For 30 Minutes!

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55 How To Do Your Christmas Shopping In 5 Minutes

56 Protect Yourself From Being BURNED By IT Candidates Who Over-Represent Their Skill Level.

57 Men Who 'Know It All' Are Not Invited To Read This Page

58 For the Woman Who Is Older Than She Looks

59 Check The Kind Of Body You Want

60 Play Guitar In 7 Days... Or Your Money Back

61 Here's A Quick Way To Break Up A Cold

62 If You Were Given \$200,000 To Spend, Isn't This The Kind Of (type of product) You Would Build?

63 Last Friday...Was I Scared! My Boss Almost Fired Me!

64 Former Barber Earns \$8,000 In Four Months As A Real Estate Specialist

65 A Building Flaw That Can Cost You \$10,000 In Resale Value If You Buy From The Wrong Builder.

66 The 3 Habits That Keep People Poor And The 2 That Can Make You Rich

67 How To Avoid A Speeding Ticket Without Slowing Down

68 Own A Gold MasterCard? A Premier Visa? Not After You Read This, You Won't!

69 The Best Color To Paint Your House For Faster Sale

70 If Your Pharmacist Goofs, You Could Be Dead. How To Protect Yourself--Takes Just 3 Seconds

71 7 Fast Ways To Stop A Headache...Without Drugs

72 The Average Hospital Bill Has \$600 In Phony Charges. Take These 10 Defensive Measures, And You'll Save Way More Than \$600

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73 5 Overlooked Deductions For Salaried Executives

74 The Most Common Tax Mistake (You're Probably Making It Now)

75 Mess Up Your Tax Return? Here's 4 Excuses That Work With The IRS... And 3 That Don't

76 The 4 Grim Facts Of Life About Lawsuits: Don't Go Into Business Until You Memorize Them

77 What To Do For Aging Parents: 4 Options That Beat The Socks Off A Nursing Home... Or Having Them Move In With You

78 Save Money By Knowing How Supermarkets Trick You Into Buying Higher Priced Items

79 Should You Take It Back To The Photo Shop? How To Tell If The Processor Is To Blame For Your Bad Snapshot

80 The Cost Of Producing Quality Corporate Videos Has Fallen By 64% Over The Last Five Years... But Most Video Production Companies Are Still Clinging To And Charging 2003 Prices

81 Doctors: Put An Easy \$341,450 In Your Pocket Every 12 Months... Without Doing Anything More Than You're Doing Right Now

82 Speed On The Internet: Two Questions That Other Providers Hope You'll Never Ask Them

83 How To Cram Eight Hours Of Classroom Computer Training Into One Easy 75-Minute Session...At Your Home Or Office

84 Out Of 537 Multi-Tenant Buildings Outside Of Downtown, Only SIX Have Immediate, Large-Block Leasing Capacity

85 Innovative Wall Building System Makes Homes "Fly Off The Shelf"

86 If You're Renting A Home or Apartment With A Payment As Little As \$550, You Can Qualify For A Brand New Home In Just 6 to 18 Months

87 How To Safeguard Your Business And Income Against The Unethical Competitor Out To Steal Your Customers

88 There's Two "Schools Of Thought" When Dealing With Employee Back Injuries: One Costs You Four Times As Much As The Other...For Inferior Results. Which Do You Prefer?

89 The One Thing Almost Every Chiropractor Is Taught To Do That Actually Increases Appointment Cancellations. (Eliminating This One Thing Alone Will Almost Instantly Slash Appointment Cancellations In Half)

90 Of Course You've Heard Of Laser Vision Correction. But Have You Heard Of AFFORDABLE Laser Vision Correction?

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- 91** The Big Hairy Secret That Big-Name Brokerage Houses Don't Want You To Know About Their Mutual Fund Selection Process (Hint: They Don't Have A Process)
- 92** You've Got The Ugliest Kids I've Ever Seen In My Life (That's What They'll Say If You Get Caught Using The Wrong Photographer)
- 93** If You're Planning On Spending \$2,500 On A Diamond Engagement Ring, I'll Send You Home With Either A Ring Worth \$4,100, or \$1,000 Cash Still In Your Pocket
- 94** How Much Should You Pay For A Good Pair Of (Product)?
- 95** FREE Teleconference Reveals the Five Ways to Massively Increase Your Dental Practice Business...
- 96** A sure-fire formula for success... do what the most successful traders do
- 97** The closest you'll ever come to a "no-risk" trade...
- 98** "If You Could Turn \$100 Into \$100,000.00 For EVERY Hour You Spend On The Phone With John Smith... The Greatest Marketing Genius In the World, How Long Would You Stay On The Phone And Listen To Him?"
- 99** 6 Reasons Why You MUST Be On This Call...
- 100** What You've Been Told About "X" Can Be Misleading, Costly, & Even Harmful!
- 101** Never In The History of Web Marketing For Small Business Has So Much Valuable Online Business Building Information Been Available in ONE PLACE!
- 102** New Web Technology Enables You To Get A \$15,000 Learning Curve For FREE
- 103** The Three Most Important Results Your Customers Are Seeking From The Purchase Of Your Product Or Service?
- 104** Easy, Appealing and Fun Reasons Why You Should Test All of Your Marketing
- 105** Produce Your Signature Product or Program In Less Than 90 Days Using the # 1 Product Creation Program on the Internet
- 106** He Started Off Searching For The Secrets of The Universe... But What He Discovered Will Shock And Amaze You
- 107** "Think The Same Thoughts As The Most Effective, Successful & Happy People... And You'll Get Exactly The Same Results In Your Life."
- 108** Have You Ever Done Something That Totally Changed Your Life Forever?

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- 109** You Can Now Eliminate Fear, Quit Bad Habits And Gain Unstoppable Confidence & Drive... Even If Nothing Has Ever Helped You Before”
- 110** “This Famous ‘Super-Consultant’ and ‘Home Business Guru’ Who Charges \$5,000 an Hour is Offering You His Business Secrets at a Daring 99% Off... and He’ll Pay You – If He Doesn’t Make You a Believer.”
- 111** I’m Betting YOU and 99 Internet Entrepreneurs \$500.00 In Cash... That I Can Show You All How To Make At Least \$2,000,000 In 12 Months... Guaranteed.
- 112** Why are Entrepreneurs, Executives And People Who Have Already Reached The Pinnacle Of Success Doing All They Can To Spend 2 Days With A Former Street Kid From Tele-Aviv?
- 113** Why It’s Very Smart To Never Make Your Customers Feel “Dumb”
- 114** Here Are 5 Case Studies To Illustrate What’s Possible For You When You Apply The Business2 Process...
- 115** Announcing the ONLY-One Stop Resource For Nonfiction Authors Who Want To Build Their Online Book Sales In the Fastest, Simplest And Most Affordable Way Possible - Using Internet Marketing Strategies!
- 116** If Goal Setting, Positive Thinking, Fire Walking And Every Other “Technique” That Self-Help Guru’s Preach Actually Worked... Then Why Are They Failing Miserably For You?
- 117** Lead Generation Systems That Flood Your Pipeline With New Prospects... So You Never Have To Worry About Revenue Growth Again.
- 118** How To Attract Enjoyable, High-Paying ‘A’ Clients... And Ward Off The Unqualified, Life-Draining Ones.
- 119** Systemize Your Marketing Efforts To Produce A Rainfall Of Business... Even In The Worst Climate.
- 120** The Little-Known American Success Formula... How To Generate Unlimited Revenue Without Spending A Single Dollar
- 121** The Secret Of Great Marketing... And Why Most Business Owners Spend Their Careers On The Brink Of Failure.
- 122** How To Use Conference Calls To Slash Through The Clutter.
- 123** 4 Simple Strategies That Will Make You Stand Out From The Crowd.
- 124** How Much Should You Really Spend For A Great Plasma Screen Television... And How To Tell When You’re Getting Ripped Off.
- 125** How To Get The Credibility You Need To Play... And Stay... In The ‘Big Leagues’.
- 126** How To Hire The Right Person For The Right Job... EVERY Time.

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127 What Are The Most Important Factors To Consider When Buying (Your Product Or Service)

128 How To Write A Clear, Effective, Dynamite Slogan That Will Put Your Competitors To Shame.

129 How To Get Clients To Say “Yes” To Your Personal Recommendations.

130 Why Your Lack Of Remodeling Knowledge Can Cost You A Fortune... Without You Even Knowing It.

131 Don't Be Known As A “Born Loser” When Buying Your Next Computer.

132 3 Simple Reasons Why We're 5 Times Busier Than Our Competition.

133 Buying A New Computer... Should You Really Buy That Extended Warranty?

134 The 3 Most Common Problems Most People Experience When Buying 'X'.

135 Sales Myths Exploded... (You Were Right – Much Of What You Were Taught About Marketing Is Wrong).

136 Become The Go-To Person When It Comes To Buying 'X'.

137 8 Reasons Why You May Think You Can't Afford To Buy 'X'.

138 3 Critical Reasons Why You Should Buy 'X' And Avoid 'Y'.

139 5 Reasons Why We're On The Verge Of Becoming The Premier Provider Of 'X'.

140 5 Unique Ways We Fully Guarantee Our Customers Complete And Total Satisfaction.

141 If You're Considering Buying Windows For Your Home – Then You Had Better Know How To Tell A Good Installer From A Fly-By-Night One.

142 How To Choose An Honest, Competent And Efficient Window Installer.

143 Besides Price – There Are 5 Major Differences Between These Two Types Of Windows... Can You Spot Them?

144 The Worst Thing You Could Do Is Choose Your Replacement Windows Solely On Price...

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145 Are You Using Any Of These Reasons To Not Buy Siding For Your Home...?

146 Getting The Right Siding From The Right Contractor Won't Cost You Money – It Will Pay For Itself... Guaranteed.

147 A Challenge To Homeowners Who Think They Can Get Away With Buying Cheap Siding For Their Home...

148 Good Siding From A Good Contractor Costs About The Same As Cheap Stuff From A Dishonest One... Here Is What To Look For In Quality Siding.

149 Falling Is The # 1 Killer Of Americans Over Age 65... Protect Yourself.

150 Get The Facts About The Latest DRUG-FREE Treatments Your Doctor May Not Have Had The Time To Tell You About.

151 Are You Struggling To Keep Your Middle-Aged Body Pain-Free When You Exercise Or Play Your Favorite Sport?

152 How To Know When A Personal Trainer Can Help You Regain Your Youth.

153 Would You Like Greater Health, More Energy And Unlimited Vitality Through Natural Hormone Replacement Therapy?

154 How Hormone Replacement Therapy Can Help To Prevent Disease And Enhance Your Quality Of Life.

155 Need To See A Doctor But Can't Afford To Take Another Sick Day? See Our Doctor In 30 Minutes... Guaranteed!

156 The Next Time You're Sick You Can See One Of Our Physicians In Just 30 Minutes – Or Wait Somewhere Else For Hours.

157 How To Know Where Your Teen Is And If They're Driving Safely...

158 Want To Take Control Of Your Teens Driving Habits?

159 4 Ways You Can Be Alerted And Monitor Your Teen's Driving Habits In Real Time.

160 Never Wonder Where Your Teen Is OR If They're Safe Again.

161 MobileTEEN GPS Pinpoints Your Teens Car In Real Time, Tells You If They Have Been Speeding And If They Have Left Your Approved Driving Area.

162 Have You Recently Moved To The Area And Need To Find The Perfect Doctor For You And Your Family?

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|------------|---|
| 163 | Everything You Could Ever Want In A Physicians Office – Less Than A 9 Minute Drive And Open 6 Days A Week. |
| 164 | Referring The Right Mortgage Guy Can Mean Clients Raving About You To Their Friends And Family. |
| 165 | Introducing A Mortgage Expert Who Can Educate Your Clients About Smarter, Harder-Working, Faster Equity-Building Loans. |
| 166 | How Our Strategies Can Qualify Your Buyers For A Larger Home And Increase Your Commissions. |
| 167 | Want To Know How Your Mortgage Can Finance Your Dreams, Build Your Personal Wealth And Create Cash Flow For Your Investments? |
| 168 | Transform Your Home Into A Stunning Showpiece... Regardless Of Its Age, Style, Color Or Exterior Finish. |
| 169 | Why August Might Be The Best Time To Add A Sunroom. |
| 170 | Never Accept A Commercial Contract That Contains These 5 Words... |
| 171 | Would You Live In A Home Where The Electrical System Was Not UL Approved? |
| 172 | 8 Secrets To Building A Million Dollar Business? |
| 173 | 12 Secrets Of Common Sense Marketing |
| 174 | How to Save Big Buying a (your product or service) |
| 175 | How To Track Your Advertising Like A Hawk |
| 176 | (Your Product) Buy Or Lease? |
| 177 | Power Eating For Muscle Building And Strength |
| 178 | Have You Tried These Feel Great Foods? |
| 179 | What You MUST Know About (your product or service)! |
| 180 | The 5 Things All Business Owners Must Do Every Day... But Don't |

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181 Discover Why You're A Sitting Duck For Your Competition

182 Learn The One Thing Every Business Owner Overlooks, And Why It Puts Two-Thirds Of Them Out Of Business

183 Why Most Business Growth Information Costs You Serious Revenue

184 Free Report Reveals 9 Step System to Get Your Home Sold Fast and for Top Dollar

185 Which Of These Costly Homeseller Mistakes Will You Make When You Sell Your Home

186 Could you miss out on the greatest value ever in (product/service)? You bet!

187 10 smart ways to avoid (product/service) ripoffs.

188 4 ways to make sure you get the very best deal in (product/service)

189 How to prevent...

190 Finally revealed... why (product/service) doesn't work as advertised

191 5 ways (product/service) will make your life easier OR (will make you more money)

192 6 things everyone hates about (product/service), and why you should still buy one.

193 What if we were able to make you look and feel at least 10 years younger, banish your aches and pains, and give you almost limitless energy to enjoy yourself with?

194 You must feel the difference... or you pay NOTHING!

195 (Product / service) prices soaring? Here's how to save

196 The Five Dangers Facing All Employers and How Knowing What Those DANGERS Are Can Dramatically Reduce Costs and Increases Profits

197 (Product / service) scams... are you at risk?

198 The Five Most Dangerous Trends Facing All Major Law Firms Today

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- 199** 8 truths you need to hear about (product / service)... like it or not.
- 200** Most Financial Planners Make Their Money By Loading You Up With Insurance & Investments That Benefit Them... Not You.
- 201** Give Your Financial Planner This Quick, 5-Question Test and Find Out Who's Pocket He's *Really* Interested In Lining.
- 202** Is your (product / service) attracting all the clients you want?
- 203** How A Fascinating New Business Model With Zero Competition Can Help You Easily Earn \$200,000+ Per Year...
- 204** Here Are 4 Ways To Help Salespeople Dramatically Increase Their Sales, Earnings And Quality Of Life
- 205** How Does This Agent Make \$327 Per HOUR Practicing Real Estate In a Housing Slump?
- 206** Why We're The Only Roofing Company That Never Requires A Down Payment
- 207** Most Roofs Leak Within 5 to 7 Years
- 208** Only 1 Company Has The Expertise To Keep Your Roof From Leaking & Has The Longevity & Warranties To Give You Peace Of Mind In The Event That It Does.
- 209** Is Your Front Desk Costing You Thousands of Dollars Each Year In Lost Clients, Wasted Time... And Squandered Revenue Opportunities?
- 210** You Should NEVER Allow Anyone To Speak With Your Customers OR Set Appointments Without Knowing These *6 Money-Making Strategies*...
- 211** Find Out What Most Small Business Owners Don't Know...And Will Never Know...About The Secrets Of Doubling Your Sales In 12 Months Or Less...Even In A Bad Economy
- 212** In Fact, Learn How To Use The Current Economy As Your Secret Weapon!
- 213** "My friends all laughed...but when they started to see the MONEY *just pouring into my inbox*, they changed their tune... Internet Legacy: Dropout 'Dude' Makes Millions With Busted PC, Fifty Bucks, and Precious Pointers From 'Net Pioneers... (want to know how he did it?)
- 214** "Who else wants to learn the single biggest hidden secret to building a shockingly profitable business, while taking a FREE Test Drive of 107 moneymaking videos - and get a chance to WIN our gorgeous Ferrari 360 Spyder?
- 215** Seven Never Changing, Unassailable Truths For Exceptional Success In Info-Marketing,
- 216** At Any Time, In Any Conditions - Needed Now, More Than Ever

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| 217 | Copywriting Secrets From Inside The OneCoach Vault – Brought Out ONLY For This Event
Moneymaking Secrets More Valuable Than The Crown Jewels – And Nearly As Closely Guarded |
| 218 | Free Leads Via The Internet: Big Opportunity Or Big LIE? |
| 219 | FREE Leads Via The Internet and The ULTIMATE SEO (Search Engine Optimization) |
| 220 | Secret that few Info-Marketers ever stumble on. |
| 221 | Speak – To Promote, To Profit: How To Enter & Make BIG Money In The NEW Business Of Professional Speaking |
| 222 | Learn The Strategies That Will Instantly Arm You With New, Additional Cutting-Edge Weaponry To Win Big In These Challenging Times |
| 223 | Attend An Entirely New, Cutting-Edge And Vitally Important Bootcamp For Info-Marketers...
“FREE” |
| 224 | New, Low Cost “Guerilla Marketing” Opportunities That Help You S-t-r-e-t-c-h Your Marketing Dollars |
| 225 | Does Your Marketing Feel More Like Gambling Than Attracting More Clients? |
| 226 | Acai Berry Diet Exposed |
| 227 | Discover The Hottest Bargains On Beautiful Waterfront Properties Before They Hit The Open Market... |
| 228 | Get Insider Access To The Best Deals On Great Rentals In Your Area |
| 229 | Looking For The Best Bargains On Beautiful Vacation Homes Across The Country? See Them Here First! |
| 230 | Looking For The Hottest Deals On Beautiful Luxury Homes In Your Area? |
| 231 | Would You Like Returns Of 20% Or More In A Safer Alternative Than The Stock Market? |
| 232 | Looking For Your Next Big Cash Flow Property? Get Insider Access To Red Hot Investment Deals Before They Hit The Open Market... |
| 233 | Discover The Hottest Deals And Best Bargains On Lease Option Or Land Contract Homes In Your Area |
| 234 | Looking For Your Next Big Rehab Project? Get Insider Access To Red Hot Rehabs Before ANYONE Else... |

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- 235** Looking For Foreclosure Listings And Bargain Properties In Your Area?
- 236** Get The First Look At Incredibly Low Priced REO Properties In Your Area
- 237** Who Else Wants Insider Access To Red Hot Real Estate Deals Before They Hit The Open Market?
- 238** Attention Landlords! Do you have properties you NEED to sell? Get A Fair Cash Offer Now!
- 239** Do You Have A Problem Property You Need To Sell Fast? We Can Help!
- 240** Do You Want To Know What Your House Is Worth In Today's Market?
- 241** Do You Have An Empty House You Need To Sell? We Buy Houses. Get A Fair Cash Offer And Close Fast!
- 242** Need To Sell Your House Fast For Top Dollar? Any Reason, Any Condition, Get A Cash Offer On Your House Today.
- 243** Did You Have Your House Listed With An Agent And It Didn't Sell? Let Us Buy It! We Can Make A Cash Offer On Your House And Close Quickly...
- 244** If You Need To Stop Foreclosure, We Buy Houses Fast... Get a fair all cash offer on your home and close quickly, no matter the situation, condition, location, size or price.
- 245** Save Your Home And Credit From Foreclosure Right Now! If you're struggling to make mortgage payments, cannot refinance due to lack of equity, have less than perfect credit or stuck with skyrocketing interest rates... we can help!
- 246** Could it really be this easy to STOP foreclosure at absolutely little or no cost, and in less than 48 hours – getting your life right back on track with one small decision?
- 247** Don't take our word for it... ask your plumber these three incriminating questions and see for yourself
- 248** FREE DVD Shows You How To Make Sure Your CPA Is Up To Speed On The Latest Money Saving Tax Strategies
- 249** Now You Can Produce An 8-Minute Professional Corporate Video For Only \$4,495—Less Than Half Of What You'll Pay Anywhere Else.
- 250** You Can Fly From Dallas To Austin For \$29 Each Way Or \$49 Each Way...Which Do You Prefer?
- 251** Your Home or Office Cool In 3 Hours...Or You Don't Pay A Dime.
- 252** Who Else Wants To Double Their Advertising Results...Without Increasing The Expense?

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|------------|---|
| 253 | Is Your Current Cleaning Company Cutting Corners...But Still Charging You Full Price? Check These 10 Quick Areas To Find Out. |
| 254 | How To Quit Smoking For Good...Without Will Power, Drugs, or Cravings...And Without Getting Fat. |
| 255 | New FDA-Approved Laser Process Whitens Teeth 6 To 12 Shades In Just 3 Hours..And Is Guaranteed For 5 Years. |
| 256 | "How To Quickly Double The Number Of Sales You Make Online." |
| 257 | "How To Quickly Get More High-Paying Accounting Clients By Getting The Scoop On New Tax Law Before Anyone Else." |
| 258 | Are You Being Overcharged And Underserved? |
| 259 | Local Doctor To Unveil Daring New Health Care Initiative For First 100 Patients Only |
| 260 | Revolutionary New Program Could Make Your Health Insurance Obsolete |
| 261 | Wouldn't You Prefer A Doctor Who Works On Your Schedule... Not Theirs? |
| 262 | Tired Of Mortgage Brokers Who Are More Interested In Lining Their Pockets Than Helping You Get The Best Deal? |
| 263 | The Ballsiest Advertisement I've EVER Seen <i>or The Most Brazen Claim I've Ever Heard</i> |
| 264 | These lead generating strategies are so powerful... everyone is going to think you're cheating! |
| 265 | They Laughed When I Told Them I Was Going to Be a Professional Weightlifter. Nobody Is Laughing Now. |
| 266 | Who Else Wants to Quit their Jobs, Spend More Time with Their Families and Make \$87,000 per Year Working 2 Hours a Day from Home? |
| 267 | Are You Ready to Discover the Secret Marketing Formula that a Handful of Dentists in the UK Are Using to Get Thousands of Dollars a Month (Without Any Extra Work)? |
| 268 | How I Went From a Complete Rookie to Ski World Champion in Only 3 Years and How YOU Can Do the Same |
| 269 | How to Lose 2 Pounds per Week for 8 Weeks Eating Ice-Cream |
| 270 | For Busy Doctors Who Want to Cut Back Work Hours (But Don't Want to Earn Less Money!) |

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271 If You're a Doctor Who Makes More than \$100,000 per Year, You Can Pay 42% Less in Taxes!

272 Successful Serial Entrepreneur Reveals the 6 Secrets that Helped Her Make Millions Selling Informational Products

273 Warning! If You Mess This One Thing Up in Your Mortgage Application, Your Banker Can Take Your Home!

274 Give me 90 Seconds And I'll Show You How You Can Have a Flat Tummy in 3 Weeks

275 5 Ways to Make More Money With Your Existing Website Without Getting More Traffic. Guaranteed!

276 What Would Brad Pitt Say if He Saw You Wearing This Dress?

277 A Money-Making System So Easy that Should Be Illegal

278 Get 1.25% Cash Back on All Your Purchases!

279 Are You Sick of Your "Love Handles"? Don't You Wish They Would Just Go Away? What If I Told You that You Can Make them Disappear with 2 Simple Exercises that Won't Take You More than 6 Minutes per Day?

280 Microsoft Has Increased their Online Sales 142% in 2008 Using Our MarketPack. You Can Do the Same. Discover How!

281 This Is Your Chance to Lower Your Long-Distance Call Costs. Take It!

282 Natural Cream Guaranteed to Completely Eliminate Your Acne in 13 Days –or 110% Money Back and You Keep the Product!

283 What Would Happen if Your Computer Crashed Right Now? How Much Valuable Data Would You Lose? Here's How You Can Make Sure This NEVER Happens to You

284 5 DVDs. 5 Bucks. No Commitments. No Strings Attached. Act NOW!

285 9 Reasons Why You Need to Stop Complaining About the Economy and Do Something About Your Business Right Now

286 How a Single Mom with Two Kids Managed to Get Out of Debt and Save \$20,000 in 11 Months without Working Extra Hours

287 Doctors Astounded by New Miracle Pill that Increases Chances of Getting Pregnant by 211%

288 No "Get Rich Fast" Scams. No MLM Lies. No "Build It and They'll Come" BS. Just Down-to-Earth Tips for the Smart Business Owner.

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| 289 | Failing To Have These Systems Increases Your Chances Of Failure By Almost 3-1 |
| 290 | The Four Marketing Secrets That Will Outperform And Outsell Your Competition By An Average Of 67% |
| 291 | Five Key Strategies Any Business Owner Can Use To Increase Revenues By 50% In The Next 180-360 Days |
| 292 | The Seven Biggest Mistakes Small Business Owners Makes That Causes Them To Struggle And Stay Stuck (And Some Even Go Broke) |
| 293 | There Are 672 Choices For Residential Care For The Elderly In San Diego... Which <u>One</u> Is Right For <u>Your</u> Elderly Parents? |
| 294 | Free Video Presentation: How to Immediately Add More High Quality Leads to Your Pipeline Using Authentic List Building Techniques That Work... All Within A Matter Of Weeks... |
| 295 | How Rich People Think Differently Than The Poor And Middle Class |
| 296 | The Hidden Cause Of Almost All Financial Problems! |
| 297 | Why Knowledge And Skill Do NOT Create Wealth |
| 298 | How Your Childhood Conditioning Is Affecting You Financially Today |
| 299 | How To RESET Your Financial "Thermostat" For Automatic Success |
| 300 | How To Train Your "Mind" To Work FOR You, Instead Of AGAINST You |
| 301 | What Your Competition Doesn't Know About Increasing Sales and Multiplying Profits Can Hurt <i>Them</i> — And Help YOU! |
| 302 | Do You Want To Learn How To Break Through And Reach The Top 5% Of Your Industry That Earns Most Of The Money, Enjoys The Most Freedom And Has The Most Fun? |
| 303 | Now For The First Time Ever You Can Watch The Exact Presentation John Smith's Audience Of Business Leaders Paid \$5000 For... And It's Yours For FREE! |
| 304 | Free Video Reveals The #1 Secret To Radically Transforming Your Earnings |
| 305 | 4 Secrets The Pros Use To Make Money With Direct Mail |
| 306 | Bring Back Old Clients And Get Immediate New Business In The Process |

The Ultimate Headline Swipe File

450 Of The Most Effective Headlines Ever Written.

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| 307 | Can You Write A Prospecting Letter Like This? |
| 308 | Read Every Word Of This Letter To Avoid... & Even Profit From... The Coming Financial Bloodbath Caused By Wall Street , The Fed & Other Unconvicted Felons |
| 309 | 10 Ways You're Leaving Cash On The Table Because You Don't Have A Facebook Fan Page |
| 310 | How To Effectively Sell High Priced Programs: Discover The 10 Specific Business Accelerators To Increase Your Next Sale By A Factor Of 10X-100X Easily And Quickly |
| 311 | "How To Create Your Own Strategic Design Model" to Position Your Expertise in Less Than 4 Seconds and Easily Create and Sell The Highest Programs in Your Industry |
| 312 | How To Get More Time, More Money And More Meaning Using Leverage |
| 313 | If You're Facing Increased Competition, You'll Love This Incredible Simple Strategy That Allows You To Instantly Dominate Any Market You Choose, Raise Your Prices And Never Worry About Your Competition Again |
| 314 | The # 1 Problem Entrepreneurs Have in An Over-Crowded Market Place is NOT Lead Generation... It's Strategic Positioning |
| 315 | Finally The First One Hour Business Acceleration USP Process To Help You Create Your Own Niche Category... And Ensure That Your Target Market Only Chooses You! |
| 316 | 10 Things That Should Always Be In Your Car |
| 317 | No More Hiring Mistakes! Want To Hire an A-Player in 10 Minutes? Here's The 7-Step Process to Hire the Best |
| 318 | "Thinking About Selling Your Home? I'll Show You How To Get <u>TOP DOLLAR</u> , Plus I'll Give You Breakthrough Tips For Selling It NOW!" |
| 319 | What You Should NEVER Say When Buying X! |
| 320 | How To Become The "Celebrity" Agent In Your Community |
| 321 | Want To Know How I Added \$122,500 In My Lousy Florida Market Using The Most Unusual Prospecting System You've Ever Seen? |
| 322 | Legally Steal The Most Guarded Marketing & Business-Building Secrets Of The Most Successful Agents In The Country |
| 323 | How A Little-Known Marketing Secret In The Guinness Book Of World Records Can Quickly Multiply Your Production In Any Market... |
| 324 | How To Get A 3 To 1 Return On Your Marketing Dollars |

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450 Of The Most Effective Headlines Ever Written.

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| 325 | The Closely-Guarded Secrets To Getting More Than \$50,000 In Free Publicity In Less Than 30 Days |
| 326 | The Secret To Bringing Back Old Clients And Get Immediate New Business In The Process |
| 327 | 4 Secrets The Pros Use To Make Money With Direct Mail |
| 328 | The Ultimate Way To Bond With Clients and Stimulate Massive Referrals |
| 329 | "Amazing '22nd Century' Tucson estate boasts every luxury and technology innovation you could ever conceive of... so we included a 602-page owner's manual" |
| 330 | Finally... a proven and tested step-by-step process how to use a SPECIAL EVENT to get more business: |
| 331 | How A Few Small Diet Changes Got Me Off Crutches Permanently... Without Drugs! |
| 332 | How To Create Video Testimonials That Will Sell Your Product / Service On The Spot |
| 333 | Announcing Mortgage Financing So Low That Will Put So Much EXTRA CASH In Your Pocket Each Month... Your Wife Will Think She Married Bill Gates |
| 334 | Announcing New Ways To Use Video Online That Will Generate So Many Additional Sales For Your Websites Your Competitors Will No Longer Be Able To Compete With You |
| 335 | Announcing The New Secret Formula That Whitens Your Teeth In Just 15 Minutes... And Gets Them So Bright You Won't Want Your Wife's Boyfriend To Find Out About It |
| 336 | "Free VIDEO Reveals How To Create Online Products That 'Sell Out' BEFORE They're Ever Created." |
| 337 | Your Investment Behavior Is Easily Predicted By The Wolves On Wall Street. Here Are 7 Ways They Lead The Sheep To The Slaughterhouse |
| 338 | In The Next Few Minutes, I'll Show You The Fastest And Easiest Way To Increase Your Profits By 15-73% Immediately! |
| 339 | This FREE Video Reveals One Of The Key Strategies I've Used To Help My Clients Add More Than \$356 Million To Their Bottom Line Profits... |
| 340 | Could All the So-Called "Healthy" Soy You've Been Eating Actually Be Making You and Your Family Sick? |
| 341 | Could All the So-Called "Healthy" Soy You've Been Giving Your Family Actually Be Making Them (and You!) Sick? |
| 342 | Who Has The Capital To Invest In A Downturn? Those Who Invested In The Last One. |

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| 343 | What If I Could Show You How To Write A Client Attracting Book In As Little As 90 Days... & Makes You Up To \$150k <u>BEFORE</u> It's Published? |
| 344 | Would You Like To Write, Publish & Market A Quality Non-Fiction Book That Attracts Clients Like Crazy And Generates Multiple Income Streams |
| 345 | How To Quickly And Easily Write Persuasive, Tantalizing, Mouth-Watering Sales Copy That Sells Your Products And Services Like Crazy! |
| 346 | "The Secrets To Writing Copy So Compelling That Even Your Competition Will Want To Buy From You" |
| 347 | " <u>Advanced</u> Copywriting Tactics For Creating Highly Persuasive Sales Letters That Make Your Prospects Want To Immediately Buy" |
| 348 | "The Sizzling Hot Sales Copy Formula that Sells Products and Services Like Crazy!" |
| 349 | "How To Write Super High Converting Sales Copy That Hypnotizes Your Prospects and Forces them to Buy Your Product Instantly" |
| 350 | "The 3 Step Blueprint to Creating Amazing Sales Copy That Will Make Your Prospects Think that You're Secretly Reading their Minds, Giving You an Unfair Advantage" |
| 351 | "Insider Secrets to Writing 'Female-Specific' Sales Copy That Magically Persuades Women to Open their Purses and Buy" |
| 352 | "How to Create Offers that Are So Irresistible that Your Prospects Say, 'I'd Be Stupid Not to Buy this Product'" |
| 353 | "Eureka! How to Consistently Hand-Craft Powerful Salesletters that Sell Mega-High Dollar Products, Services and Events Using the Simple 4-Step 'Telepathic' Formula" |
| 354 | "How To Use Powerful Themes and Attention-Grabbing Hooks That Magnetically Attract Highly Targeted Prospects and Puts Them Into a Buying Trance" |
| 355 | "How To Create Compelling Copy For Your Direct Mail Pieces That Get You Noticed And Bring You 10 Times More Sales" |
| 356 | "How To Create Persuasive Email Marketing Copy That Get's Your Readers to Rapidly Click Through To Your Email, Devour Your Sales Message, and Press the Buy Button Without Flinching" |
| 357 | "The 12-Step Foolproof Sales Letter System That Will Overcome Your Prospects Buying Resistance and Have You Instantly Writing Ultra-Persuasive Sales Copy Even If You're Just Starting Out... Guaranteed" |
| 358 | Now You Can Avoid Hiring Weirdo's, Lunatics & Losers And Get All The Information You Need In Just <u>Six Hours</u> Or Less |
| 359 | Who Ever Heard Of A Chiropractor That Got You Back On Your Feet In Just 2 Visits – With No Expensive Follow Up Visits – Ever? |
| 360 | I've Spent \$1.2 Million Dollars To Create What I Consider To Be The Perfect Gym For Hard-Core Bodybuilders Like You – Take 90 Seconds To See If You Agree |

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| 361 | I've Created The Perfect Real Estate Company For Home Buyers In The Lakewood Area Who Are Looking To Spend Between \$90 - \$120,000 – Watch This 11 Minute Video And See If You Agree |
| 362 | Who Ever Heard Of A Business Owner Getting A \$2 Million Expansion Loan – Without The 400 Pages Of Paperwork, The 60 Day Turnaround Time... And With Absolutely No Hidden Costs? |
| 363 | 3 Techniques To Get Your Dog To Finally Obey Your Kids! |
| 364 | “Most peoples' greatest fear about buying their diamond engagement ring from a wholesale jeweler is that they'll be fooled into paying too much for an inferior diamond.” |
| 365 | Book Yourself Solid – The Fastest, Easiest and Most Reliable System for Getting More Clients Than You Can Handle – Even If You Hate Marketing and Selling |
| 366 | “The Five Most Dangerous Trends Facing All Major Law Firms Today” |
| 367 | “How You're Wasting Money In Five Major Areas of Your Voice and Data Spending” |
| 368 | “Five Dangers Facing You In Your Business” |
| 369 | How to harness the power of Google Adwords to generate hundreds of leads every day on virtual autopilot |
| 370 | A simple formula for combining video marketing and social media to ignite a viral stampede of fresh new leads |
| 371 | A step-by-step formula that the average person can use to instantly generate leads in ANY niche of their choice |
| 372 | The # 1 secret weapon to keep yourself generating leads and leaving your competition in the dust |
| 373 | 5 simple outsourcing techniques that will create less work and more leads |
| 374 | The top 5 low and no-cost lead generation tactics that you can begin using today |
| 375 | How a Small Town Tennessee Consultant Launched a Thriving, Highly Profitable Consulting Practice By Writing One Simple Book, and Pushing It to the Top of the Search Engines |
| 376 | How to Identify and Quickly Penetrate a High Profitable Niche Consulting Market In Less than 90 Days! |
| 377 | How to Build Your Own Six-Figure "Continuity Income" Consulting Business from Scratch Without Any Prior Experience |
| 378 | How to generate Facebook clicks for less than a penny each |

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| 379 | The secret to generating 40,000 clicks in a single day |
| 380 | "2 Secret Methods to Get High Paying Speaking Engagements" |
| 381 | How a No-Name, Guy-Next-Door, Meat Cutter Broke Into the Speaking Business In a Narrow Niche and Exploded His Consulting and Training Company Into an Annual Multi-Six Figure Business |
| 382 | How You Can Create High Impact, Memorable Public Speaking Presentations that Educate, Inspire and Motivate Your Audience, Even If You Consider Yourself to Be Boring, Dull and Dry! |
| 383 | How to Move from Simply Presenting To Your Audiences To Using the Magical Power of Influence and Persuasion To Inspire and Motivate Your Participants to Buy More Of Your Products And Services |
| 384 | How to find, meet and network with VIP's (Very Influential People) |
| 385 | 7 undisputable power principles for working any room by creating contacts and turning them into customers |
| 386 | A 5 step system for creating and communicating powerful stories that will supercharge your networking results |
| 387 | A 7-step roadmap for becoming the ultimate networker and creating a huge network of people that know you, like you, trust you, and REMEMBER you! |
| 388 | How to focus your direct mail copy on the 13 most powerful words in the English language |
| 389 | The biggest conversion rate killer that makes 95% of direct mailers fail |
| 390 | The single fastest way to get the attention of your prospect with your direct mail piece |
| 391 | 13 lumpy mail ideas you can use to get noticed quickly in your market |
| 392 | How to laser-target your direct mail to ONLY those you want as your customers and increase your ROI |
| 393 | The quickest way to get the attention of CEOs that gets your mail opened 5 times more |
| 394 | 7 elements every postcard must have to get your prospects to take action |
| 395 | 2 quick-and-easy tips to personalizing your direct mail and increase your revenues |
| 396 | The 4 major players in the list buying industry you must know to get the best list for your campaign |

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| 397 | The 4-step blueprint to finding the perfect direct mailing list for your product or service campaign |
| 398 | Why Meetup.com and BlogTalkRadio may actually give you a higher return on your social media investment |
| 399 | How to squeeze the most out of your own web radio show and get a ton of traffic to your website |
| 400 | 3 easy ways to turn your networking group into a ton of leads and cash for your business |
| 401 | The # 1 reason LinkedIn can be a high-value cash infusion into your business |
| 402 | 3 reasons entrepreneurs and business owners can quickly grow their businesses through LinkedIn |
| 403 | 5 powerful techniques to drive more traffic to your own websites through LinkedIn |
| 404 | How to use Viral Blogging to create killer headlines and blog posts that get likes, shares and retweets like crazy |
| 405 | How to set up a Viral Affiliate Marketing Machine to launch your product, become your industry's hottest topic and make a ton of cash |
| 406 | How to create viral videos that your clients and customers will share like crazy and establish you as the "go to" authority in your industry |
| 407 | How to use viral video to build a HUGE responsive list of targeted subscribers |
| 408 | How to use online parties and events to get people talking about you, spreading your message and building a massive targeted list |
| 409 | "How to Completely Avoid Devastating Investment Losses in the Stock-Market" |
| 410 | "Four Proven Techniques Help You Know What To Buy, When To Buy It... And When To |
| 411 | Sell It For Maximum Profit" |
| 412 | "Just when you think you have a winning strategy, you lose thousands overnight." |
| 413 | "Revolutionary new software uses four simple techniques to insure you win... every time!" |
| 414 | "What if we could guarantee you a minimum 85% trading success rate?" |

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| 415 | "Here is your one opportunity to completely avoid any further devastating investment losses in the stock market. Let our four proven techniques help you know what to buy, when to buy it... and when to sell it for maximum profit" |
| 416 | "But don't take our word that this is the best investment solution ever. Check this revolutionary software out for yourself in a live trading session and see it happen right in front of your own eyes." |
| 417 | 6 specific methods to boost your opt-ins by 20 - 50% overnight |
| 418 | 3 crucial ways blog content can sway your readers into signing up for more |
| 419 | A 3 step roadmap to build your website to draw search engine attention and boost your rankings |
| 420 | The first tried-and-true way to build a huge list of subscribers through partnerships |
| 421 | How to put your list-collector on autopilot so its working even while you sleep |
| 422 | If You've Been Waiting... And Hoping For Just The Right Home To Come Onto The Market... Wait No Longer! |
| 423 | The Best Way For A Dentist To Add An Extra \$500,000 to \$1 Million To Their Retirement Fund In 5 To 10 Years With NO Extra Work And NO Savings Taken From Current Income |
| 424 | Why Waste \$15,000 or More Every Year on Rent When You Can Buy Your Own Home Today For Less |
| 425 | If you earn over \$40,000 and have good credit we will show you how to buy a home |
| 426 | 5 Ways to Ensure that You Don't Get Ripped Off By Your Remodeling Contractor |
| 427 | The Six Steps Every Contractor Must Follow to Ensure Your Job is Completed on Time and Within Budget |
| 428 | The 5 Proven Ways to Increase the Sales Price of Your Home and Dramatically Reduce the Days on the Market |
| 429 | The Six Steps Your Painter Must Follow to Avoid Having to Paint Your House Again in Two Years |
| 430 | The 5 Most Important Things Every Senior Should Know Before Choosing a Transportation Company |
| 431 | If You Haven't Had A DUI, You'll Be Shocked To Find Out How Much This Ridiculously Easy Trick Will Save You |
| 432 | If You're Facing Increased Competition, You'll Love This Incredibly Simple Marketing Strategy That Allows You To Instantly Dominate Any Market You Choose, Raise Your Prices And Never Worry About Competition Again |

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| 433 | How to Identify and Quickly Penetrate a High Profitable Niche Consulting Market In Less than 90 Days! |
| 434 | How to Build Your Own Six-Figure "Continuity Income" Consulting Business from Scratch Without Any Prior Experience |
| 435 | "The Five Dangers Facing All Employers And How Knowing What Those |
| 436 | DANGERS Can Dramatically Reduce Costs and Increases Profits" |
| 437 | "How You're Wasting Money In Nine Major Areas Of Your Voice And Data Spending" |
| 438 | "The Five Most Dangerous Trends Facing All Major Law Firms Today" |
| 439 | The Subject Line Clinic - How One Subject Line Outperformed All Others By 264% |
| 440 | Free Family Wealth Planning Kit For Everyday Folks Gives You The Step-By-Step |
| 441 | Blueprint For Ensuring You Have Enough Money For Retirement, Your Family Has A Rock Solid Spending (And Savings) Plan, And That You And Your Family Never Fight About Money Again |
| 442 | PLUS... Get The Free CD: How To Find Thousands Of Lost Dollars With Little-Known Financial Secrets Of The Mega-Wealthy |
| 443 | "7 Hidden Secrets To "Staging" Your Home So It Sells Faster And For Top Dollar" |
| 444 | "How to Make Straight A's In School: 50 Proven Secrets for Making the Grade," |
| 445 | The Best Windows On Earth Will FAIL If They're Not Installed Properly |
| 446 | We're The Only Company In Chicago That Pays Our Installers More To Do The Job Right. No Cutting Corners |
| 447 | "How to Write Subliminally Persuasive Emails that Generate Sales Like Magic in 9 Minutes or Less!" |
| 448 | Sell From The Stage... A 7-step system for coaches who want to sign 5-10 new clients in an hour |
| 449 | Million Dollar Expert... A 2-Day training for coaches who want to make a high 6 figure income, working 100 days a year, with one PA |
| 450 | Own Your Niche... A 3-step system for coaches who want to be the # 1 choice in their market |

The Ultimate Headline Swipe File

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451 Candid Video Reveals How 'Ordinary' People Can Break Free Of The Work-Money Link, Create Leverage, And Own REAL Security - Even If You Have No 'Talent' Or A Genius IQ!

A Completely Different Approach to Making Money That Took Me From Broke To Six

Figures A Year Working From Home – Attend This Live Video Broadcast And Legally

452 Steal My Step-By-Step Formula So You Can Do The Same!

453 How One Quick Strategy Brought In \$5,000 From DEAD Leads!

454 Create A Lead Generation Magnet In 3 Hours Or Less...

455 How To Build A 5 - 6 Figure Info-Business The Fastest, Cheapest Way Possible

456 How To Write Emails That Generate Sales Like Magic In 9 Minutes Or Less

457 8 Steps To Growing Your Business By 25% - 75% In Just 48 Hours!

458 How To Make 6 Figures Online Using The Newest FREE Online Tech Tool

459 How To Make \$117,000 In 67 Minutes Starting From Scratch

JOHN MULRY

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