

Small business owners:

If your ads aren't getting you the results you deserve, I can help.

3 hours with me could help you...

- **Attract more business by triggering intense desire for your products.** I'll help you convey the benefits of your offer in a way that causes your best prospects to drool with desire. How? By showing you how to tell them exactly what they want to hear.
- **Uncover the weakest points in your marketing that may be costing you sales.** With the eye of a jeweller, I'll go over your materials and see things you might not have seen before. Sometimes, subtle changes can clear the choke points and allow your ad to flow.
- **Solve your toughest business and advertising challenges.** For 3 hours, you'll be my most important client. I'll put myself fully in your shoes and use everything I have to help you overcome your obstacles. You can ask me anything. And, while I can't promise to have an instant answer to every question, I'll always be able to give you a fresh perspective.

How can I be so certain I can help you?

Simple.

I've done it before – for dozens and dozens of entrepreneurs and small business owners. And, time after time, they all come back saying the same thing:

You are amazing in your copy, I love the [*headline idea - censored for privacy*], that is light years ahead of what I had and that was just off the top of your head. Wow.

Edward W. Smith, MBA
New York

[*15-minute consultation was*]...Like a college course in sales copy...

Will Atkinson,
Texas

...One of the best, most appropriate and most useful copy critiques I've ever seen...

Alexa Smith,
Ghostwriter
Leeds, UK

Excellent job... I don't know how many other people here understand, let alone appreciate what you did, but it was terrific... I tried to show off instead of meeting the "client" where he is -- as you obviously did so well. My hat's off to you.

Rick Stooker
E-mail Copywriter
Ballwin, Missouri

[*Response to advice on persuasion psychology*] Thanks... That is some wicked psychological stuff you got going on there.

Aitor Astobieta,
Spain

[*Has*] that rare ability to make key points so clear and easy to understand - they seem obvious.

Alan Carr, Author of
"Carr's Copywriting Checklist
for Professional Copywriters"

It's very obvious that Gil-Ad knows his stuff. A successful copywriter and advertiser in his own right, this expertise comes through loud and clear... experienced advertisers will come away with new insights.

Dorothy Pecson,
Freelance Advertising Consultant
Chesapeake Bay, Maryland

3 qualifications you must meet:

What I do isn't suitable for every business – for a few reasons. To help you figure out whether or not we're a good fit, here are my 3 standard qualifications (copied from my website):

**Qualification #1:
You must sell your product or service
directly to the end-user.**

Here's what I mean:

If you sell to consumers, then you qualify.

If you sell to other businesses, that's fine too – as long as your clients are the ones who actually use your products.

What's not ideal is if you sell a commodity to a wholesaler or a retailer. I.e. your clients take your product and simply sell it onwards. If that's the case, I might not be the best person to turn to. Why?

Because I base much of my advertising technique on emotional benefits and persuasion psychology. So when your clients see your product as just a commodity... numbers on a spreadsheet... there's a limit to how much I can help. You're probably better off looking for someone who specializes in that particular area.

**Qualification #2:
You must be willing to try new things
and take small entrepreneurial risks.**

Most of what I'll show you goes against conventional wisdom. Some of it's counter-intuitive, which means you need to be open to new ideas. And you need to know that, realistically, sometimes my advice won't work on the very first try – because nobody wins 100% of the time.

Now: I'm very not saying that the process is risky. Quite the opposite, in fact. In the grand scheme of things, what I'll show you might just be the safest and most predictable form of advertising.

All I'm saying is this:

I'm not offering magic bullets here. There may be setbacks. You must be willing to accept them as part of the price of success. You can't quit at the first sight of blood. And you must have the strength to step out into the unknown.

If you want my help, that's what it's going to take.

**Qualification #3:
You must be willing to invest
in your advertising assets.**

Advertising costs money. It doesn't have to be a lot – but it always costs some. Even so-called free marketing resources cost time... labor... and effort. And so you need money.

More to the point: my products and services are far from cheap. To justify my fees, you'll have to fully appreciate the value of good marketing as a long-term investment. Not as an expense, but as an asset – an asset that brings you consistent, ever-growing profits... year on year... in almost any market and almost any economy.

Do you meet these qualifications?

If you do, and you'd like to schedule a consultation, here's what you need to send me:

Gil-Ad Schwartz Consultations

1. Page [5] of this document, printed out, with all your details filled in.
2. A 1-2 page memo describing (a) your current situation and (b) what you'd like to get out of the consultation. Please be as detailed as you can so I can give you the best advice that's tailored to you.
3. Copies of any marketing materials (brochures, ads, direct mail pieces, etc.) that you'd like me to look over. If you're including direct mail pieces, please send them fully assembled – i.e. exactly the way the prospect will receive them.

Please note it is not possible for me to return any materials to you.

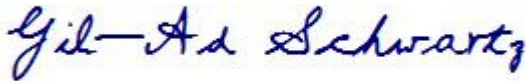
4. A check payable to Gil-Ad Schwartz Ventures Ltd in the amount of \$2,700.

Send it all, first class, to:

Gil-Ad Schwartz,
340 S Lemon Ave #2911
Los Angeles, CA 91789

And we'll schedule your consultation time. Normally, I can accommodate clients within 6-8 weeks.

Sincerely,



Gil-Ad

3-hour consultation certificate

YES, Gil-Ad, I'd like to schedule a 3-hour consultation with you where you'll help...

- ...trigger intense desire for my product in my best prospects.
- ...uncover the weak points in my ads and show me how to fix them.
- ...solve any marketing challenge I'm currently facing.

The type of consultation I'd like to schedule is (*pick one*):

- Critique** – you'll look over my materials and send me a detailed report with step-by-step suggestions and instructions. You'll also answer all my questions and provide additional advice. (**Recommended**)
- Strategy session** – we'll discuss ways for me to reach my long-term goals. (*Note: If you're thinking about The Phoenix, select "Strategy session."*)

I've attached the following:

1. A 1-2 page memo outlining my current situation and what I'd like to get out of my consultation with you.
2. Copies of all the marketing materials I'd like you to go over.
3. A check payable to "Gil-Ad Schwartz Ventures Ltd" for \$2,700. This is my consultation fee.

Please schedule my consultation as soon as possible (if you can, within the next 6 to 8 weeks). Here are my details:

Full name: _____

Address (street and number): _____

City: _____ Zip code: _____

State and Country: _____

Skype: _____ Phone (inc. area code): _____

E-mail address: _____

Signature: X _____ Date: _____