



The Phoenix

**“If you want more new business...
and if you can afford my \$57,700 price tag...
then I'll put to work everything I know
about marketing, advertising and persuasion
to get you more business than you can handle”**

How will I accomplish this?

What could I possibly offer you to justify such hefty (and prohibitive) fees? The best way I can answer these questions is with a quick illustration. So I'd like you to picture this:

You're a European peasant in feudal times.

Like most peasants in the Dark Ages, you live in a decrepit hut that you built yourself. It's made of mud, straw and animal manure. It's just about big enough for your family to crowd in together. It just about protects you from most of the bitter icy winds. And it just about manages to keep you dry from the occasional drizzle. But that's all the protection you get.

When the torrential rains come, your hut gets flooded with muddy water and the stench of the oxen.

This is the home of the feudal peasant.

**But can you blame him?
Can you expect him to do better?**

In the Dark Ages, a peasant had to take care of everything himself.

He had to select, find and plant his crops.

He had to work and plough his fields – dawn to dusk – without relief from his exhaustion.

He had to feed, protect and tend to his oxen. He had to coax them to work when they were stubborn.

He had to build his own cart... and his own tools... using whatever materials he could find.

And, most importantly, he had to figure out how to do it all on his own.

So it's no wonder that, when it came time to build a house, the peasant just slapped a ramshackle hut together. How can you blame him, when he has so much else to worry about?



Here's what I'm going to do for you:

First, I'm going to raze your mud-and-straw hut to the ground. And then, when the dust settles on the rubble, I'll get to work.

With the focus of a master architect, brick by brick, we'll rebuild:

- A crystal-clear USP that sparkles like a diamond and causes prospects to choose you over the competition.
- Under-the-radar persuasion tools that “sell without selling.” You'll get no-pressure, ethical systems that position you as the obvious – and only – choice for your best prospects.
- Sales hooks that give you a real personality that consumers love to engage with.
- Simple documents that cause people to perceive you not as a pushy salesperson, but as an “expert”... or even a “celebrity”.
- A lead-generation system that brings in qualified prospects day after day.

Whatever “advertising assets” you have, we'll use – and we'll leverage them to their full potential. Whatever assets you don't have, we'll go out and get.

Like the mythical phoenix rising from the ashes, a new business will emerge. Not a mud hut, but a fortress... built with a solid foundation and walls of stone that protect you from the fury of Mother Nature and the might of invading armies.

What people are saying:

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

[*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"

His insights on salesmanship, customer (not company) focused ads and measurable results are refreshingly simple.

Chris Williams, MBA, Harvard Business School
Director, N. American Operations, RBH USA
Minneapolis, Minnesota

Gil-Ad could very easily become the next Gitomer for the Advertising world. His style brings to the forefront common sense that relates direct to profits.

Kim Kalan, VP Marketing and Sales,
Route 29 Caramels & Sweets
Golden Valley, Minnesota

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

Gil-Ad demonstrates step by step, from conceptual abstract idea through to practical advice, how to focus on the important aspects of making your advertising and business promotion investment return tenfold of results.

...A great business tool!

Eran Yaron,
CEO, Box Tray and Giraffe Ltd.,
Qingdao, China

How to qualify:

Because this program requires a huge amount of time and energy from me, it's very expensive. For that reason, it's certainly not for everyone. Here's what you need in order to qualify.

1. Application: You start off by scheduling a regular 3-hour consultation with me, where we'll discuss your overall goals. At the end of the consultation, we'll each decide whether or not to proceed with The Phoenix.



The cost of the consultation is \$2,700. If we both choose to move forward, that amount is credited towards your fee.

2. **Payment:** The Phoenix requires an investment of \$57,700 paid in full in advance of any work. This means that, after our initial consultation, a balance of \$55,000 is payable by check or wire transfer.
3. **Other funds:** You must have an additional \$10,000 available to spend on media and development. And – if we decide I need to work “on-site” – my usual travel expenses will apply:

Business class travel (international) and/or first class (domestic).
5-star hotel accommodation for the duration of my stay.
Taxi fares.

4. **Support:** you must make one of your employees available to me on a full-time basis for the duration of the consultation up until the production of the marketing materials.

How long the project will take varies on a case-by-case basis. Normally, we'd be talking about:

- A few weeks of preparatory work (4-6).
- A week or two in which we produce all the actual materials.
- If required, a follow-up “fine tuning” week two or three months later.

Now:

I don't win every time.

Nobody does.

And that's why I'd like to take a moment to explain what happens in the rare case where your new campaign is not a mind-blowing success.

The important thing is: I'm not going to leave you high and dry. I'll take a long, hard look at where things went wrong... and we'll try again.

If things still aren't working, we'll shake hands and call it a day. And I'll split the investment with you. I'll cut you a check for \$28,850 (half of The Phoenix fee) and another check for half your media expenses up to \$5,000. That's because I want you to know that, if I take you on as a client, I'm committed to helping you.

Realistically?

It's almost impossible for the doomsday scenario I just described to occur. Not because I'm infallible – I'm not – but for another reason:



The Phoenix isn't my main source of income. I do it because I love it. And that means I take on clients if and only if I'm entirely confident that I can help. That's why, if I take you on, you'll know you're in good hands.

If you qualify... and you want to see what I can do for you... then here's what you need to do now:

- Print out this certificate:

<http://gil-adschwartz.com/critique-cert.pdf>

- Fill in all the details and send it, along with a check for \$2,700 payable to Gil-Ad Schwartz Ventures Ltd to:

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

And we'll schedule your initial consultation for sometime within the next 6-8 weeks.

Sincerely,

Gil-Ad

P.S. – I give all clients of The Phoenix program a unique gift. It's a pocket-sized book that contains the 12 greatest secrets of success I've ever discovered. Each one is explained in just a page or so, but they've made a huge difference to my life, and I think anyone can benefit from them. They include:

- Mark Twain's formula for banishing procrastination.
- The pick-up artist's secret of instant confidence.
- A poem written in 1909 that describes exactly how to get whatever you want in life.
- The unglamorous secret of winning, according to a trial lawyer who's almost never lost a court case.
- Sun Tzu's persuasion secret.

And 7 more, each like a rare and beautiful butterfly. This collection isn't available for sale at any price... but it's yours as a gift when you become a client of The Phoenix.