

**Attention: Business Owners Who Want to Get the HOTTEST Marketing & Copywriting Advice On the Planet...**

***“Finally... You Can Have Dan Kennedy and His Team Sitting In Your Office, Looking Over Your Shoulder, and Revealing Everything You Need to Know To Write Killer Direct Response Copy and Create Marketing Campaigns That Will Outsell The Pants Off Your Competition – And Best of All, It’s Yours for FREE!!!!”***

**For just \$19.95 in Shipping, you can get a FREE 30-Day Membership in Dan’s Exclusive “Copy Confidential” Program... and receive \$1444.00 in Bonuses! But You Need to Hurry as this Offer is Only Good for the First 30 People Who Take Action!**

**From:** The Desk of Jack Turk, Head Copywriter GKIC

**Dear Friend,**

People often ask if they can come and “be a fly on the wall” at our offices here at GKIC... or at Dan Kennedy’s work cave... just to watch, listen and learn from what goes on behind the scenes – and many say price would be no object, if offered such a backstage pass.

This goldmine of business intelligence is especially attractive for business owners interested specifically in learning the deeper secrets of creating high-powered marketing campaigns fueled by first class sales copy.

After all, not only is GKIC an 8-figure (and growing) marketing juggernaut, many of Dan’s premium and successful clients **are happy to pay Dan’s fees of \$50,000.00 or more plus royalties for the nuggets of wisdom inside his head.** So with front row access to both GKIC and Dan Kennedy you’d be getting an insider’s look at some of the most expensive copy money can buy... and you you’d be able to INSTANTLY take what you learn and apply it to increase the profits in your business.

**Well, I have BIG NEWS!**

If such a thing strikes you as supremely valuable... then you now have a chance to gain almost “real time, insider access” to the making of the ideas, strategies, tactics and actual sales copy that fuel the 8-Figure yearly revenues of GKIC...plus get a look at copy Dan develops for clients which, in total, generates hundreds of millions of dollars.

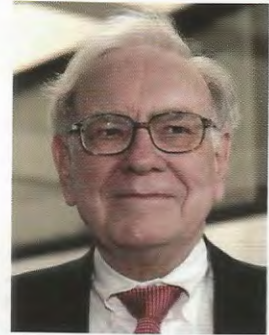
I’ll lay out the details in a minute... including how you can get all of this for FREE... but first, a question for you:

**Do you think you could make EXTRAORDINARY PROFITS as an investor if you were invited to the private meetings that WARREN BUFFET (the most successful investor in modern times) has with his long-time partner Charlie Munger?**

If you were able to listen in on Buffet's telephone conversations with his key associates?

If he patiently explained to you the thinking behind his investment decisions?

If you saw his companies' business plans, his notes regarding potential investments?



I presume your answer is: **of course!** Even if you do not consider yourself an expert investor, and even if you lack confidence about investing, if you were able to see what WARREN BUFFET is doing as he does it – and be told why he's doing what he's doing – your confidence and skill as an investor would surely soar!

Well, along those very same lines **you hold in your hands right now a similar “can't miss” opportunity** (and you can't run into trouble with the SEC for using this “insider information”).)

Wouldn't it be great if you didn't have to worry whether the person writing your copy had exactly the experience and training you needed?

Imagine being able to have Dan Kennedy himself and his team sitting in your office, looking over your shoulder, and **revealing everything you needed to know to write killer direct response copy.**

Imagine what it would be like have at your fingertips **the hottest copywriting and marketing samples – actual work created by Dan and GKIC for their high-profile campaigns – available as models for you and your copy team.**

**Imagine being able to get the inside scoop on the strategic planning that goes on behind the closed doors of GKIC's corporate headquarters** ... to be a “fly on the wall” in the actual War Room where their “head honcho marketing team” creates the unique and groundbreaking promotions that generate hundreds of thousands of dollars.

Imagine being able to ask questions and get feedback on YOUR most critical copywriting and marketing pieces... making sure **you've got the eyes and ears of the world's top talent on your side looking out for your business.**

Well, you don't have to imagine...

Because if you're one of the first 30 to sign up, we're going to make available to you for just the cost of shipping – a **FREE 30-day membership in Dan Kennedy's Exclusive Copywriting Program:**

## **“Copy CONFIDENTIAL”**

Let me tell you, here at GKIC we LOVE, LIVE, and BREATHE sales copy... **because we have an insatiable appetite for copy that sells!**

EVERY WEEK, new e-mails, faxes, printed sales letters, web site copy, even video presentations, tele-seminars, and text-message campaigns must be put together... for our own marketing, for our more than 550 active affiliates, and for key joint-venture partners... all created under intense deadline pressure.

EVERY WEEK many components of the existing, complex online marketing system and all our online media must be updated and improved, requiring new copy.

Also, EVERY MONTH, there's at least one major, new, multi-media, multi-step campaign in development.

THIS IS A HUNGRY, HUNGRY BEAST THAT MUST BE FED. Fed with powerful, persuasive, response-producing copy.

If you see only the finished work as a Member, you can't possibly appreciate all the thinking that has gone into it; the ideas discarded, ideas developed; the copy formulas used and layered atop one another – *this is what you see exclusively in **Copy CONFIDENTIAL**.*

**Marketers the world over MARVEL AT OUR OUTPUT - how we can consistently “ring the bell” with copy that shines and surprises and sells, in the amazing quantity all our marketing activities require. Now you'll get inside, and come to understand how we do it!**

This is your chance to get in on the ground floor of the HOTTEST Marketing and Copywriting advice on the planet... **The sit-in-the-corner-and-eavesdrop-on-it-all experience, the ringside seat can now be yours.**

When you invest in **Copy Confidential**, our “think tank” comes to you each month, in print and audio eavesdrop CD.

### **A Dream for Small Business Owners**

**I enjoy your newsletter every month but I wanted to especially thank you for the practical and employable analysis and improvement of the John Cohoat Letter. Why? It's the dream of small business owners to have people like you critique their stuff. You write about the mistakes but it's something completely else to see a real world example analyzed and improved.**



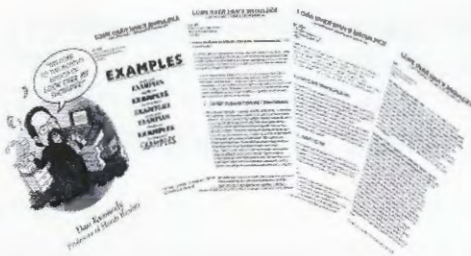
**One letter brought in \$120,000.00... another \$300,000.00 at 76% net profit...**



"I'm an original, charter subscriber. I've had the richest years of my marketing company thanks in part to examples right out of the newsletters. Following your tips on lead generation in one issue, I wrote one letter that brought in \$120,000.00. Another letter based on concepts presented brought in \$300,000.00 at 76% net profit."

**Jerry Jones - Salem, Oregon**

Let me give you the details about this program and what it includes each and every month you remain a member:



**FIRST:** You'll get Dan Kennedy's **LOOK OVER Dan's SHOULDER** which provides an unprecedented look at copywriting work Dan is currently working on for clients along with a very detailed analysis of the strategic thinking that goes into it, the copywriting formulas, the shortcuts used (and that you can use in your own projects).



**SECOND: Copy CONFIDENTIAL** which gives you "Never-Offered-Before" access to the "Secret War Room" where you can listen in on the CONFIDENTIAL conversations inside the GKIC Marketing and Copywriting Department.

On the first Wednesday of every month, you'll hear us discuss LIVE the strategy behind the marketing and copywriting ideas that fuel the GKIC Marketing machine and extract and transfer those ideas to grow your own business and income. Each call will last about 60 minutes, with some Q&A time at the end where you can ask questions.

Every call will be recorded and transcribed – so even if you can't make the call you'll still get all the inside dish you'll need to blow away the competition.

In addition, by signing up now we're going to include these **Incredible BONUS Gifts worth \$1,444.00!**

➔ **Incredible BONUS Gift #1: "Dan Kennedy's Intensive \$10K Sales Letter Writing Workshop"** – Recently discovered in the GKIC Vault,



these 8 edited CDs are **PURE GOLD for anyone interested in Copywriting, Direct Response Marketing, or Information Marketing.** It's not possible to listen to the recordings of this \$10,000.00 per person event without picking up several "Golden Nuggets" that will INCREASE your response rates and boost your profits. **(At least a \$997.00 Value and yours FREE!)**

→ **Incredible BONUS Gift #2: "Monthly Copy Critique Certificate"** – This is HUGE... each and every month that you're a member you'll receive a Copy Critique Certificate that you can "CASH IN" for a detailed written review of any ONE marketing/sales piece that you create – postcard, email, flyer, website, whatever. GKIC's crack team of marketing experts will look over your submission and send you back valuable feedback and insights. Having this kind of expert mentoring is invaluable and insanely hard to find. **(At least a \$250.00 PER Month Value... Yours FREE!).**



→ **Incredible BONUS Gift #3: "Ready-To-Roll" Copywriting Preparation Blueprint and "HOLY Crap!" Checklist** – A single source step-by-step toolkit for gathering ALL the information you need for every copywriting project... including specific questions you need to ask about the offer, target audience – their pain, hopes, etc. plus a "Holy Crap!" checklist to use to make sure you've hit all the high points necessary for great sales copy. This could literally save you dozens if not hundreds of hours this year... **(At least a \$197.00 value... Yours FREE!).**



→ **Finally... BONUS Gift #4:** is a beautiful, gold-embossed leather notebook to safely store all your Copy CONFIDENTIAL and LOOK OVER Dan's SHOULDER resources. – **a very special EXTRA Gift for our valued Subscribers.**

All you need do to take this FREE test-drive is agree to a one-time charge of \$19.95 to cover postage. We'll ship you your entire Test Drive package in the mail IMMEDIATELY.

Take a look at everything you get. Listen to the audios. Review the letters and samples. **See for yourself how valuable this can be for your business.** Then, after the 30-Day FREE test-drive ends, your membership will automatically continue at the Charter Member price of \$197.00 per month, which will be billed to the credit card provided below. **You don't have to do anything to ensure you don't miss out on any of the latest copywriting and strategic marketing insights from Dan and his team at GKIC.**

To sign up, just fill out and return the order form we've included with this letter... or to make it really easy for you, head over to this website and sign up now:

<http://www.dankennedy.com/copyconfidential>

If you were a serious investor offered the chance to peek over WARREN BUFFET's shoulder as he analyzed and chose his investments, and to listen in on his phone conversations with his partner, would you dilly-dally around, thinking it over? I hope not!

Same principle applies here. Do not delay. Sign up today!

Dedicated to Multiplying Your Income,

**Jack Turk**  
**Head Copywriter, GKIC**

P.S., Let me reiterate that there's absolutely ZERO Risk to you. Should you decide to cancel your membership, you can do so at any time by calling GKIC at 800-871-0147 or faxing a cancellation note to 773-305-2711 (Monday through Friday 9am - 5pm).

Remember, your credit card will NOT be charged the monthly membership fee until the beginning of the 2nd month, which means you have 30 days to read, test, and **profit from all of the powerful techniques and strategies you get from being a Copy Confidential Charter Member...** and if you cancel, you can still keep ALL the bonuses! **So it's impossible for you to lose!**

But again, you need to HURRY as this offer is only good for the first 30 people who sign up!

So fill out and return the enclosed order form or simply go to this secure website:

<http://www.dankennedy.com/copyconfidential>

"...EXTREMELY Valuable..."

"I have found it extremely valuable to listen in as new marketing ideas & strategies are developed... specifically the thought process and thinking that goes on "behind the scenes" as ideas evolve into full-blown marketing campaigns. When you peel back the onion, there's a lot more to it than meets the eye."



Jim Edholm, BEI Benefits, Andover, MA