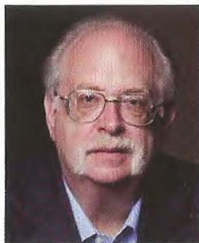


# "Why Would This Grumpy Marketing Genius Give Away The "Secret Sauce" For FREE...Even Though He Charges \$18,800 For A Consultation Day With Him?"



Dan Kennedy, The  
"Millionaire Maker"  
And "Professor of  
Harsh Reality!"

Hi, my name is **Dan Kennedy**. And I'm about to do something I should NOT do. I'm going to give away some of my most potent marketing secrets I've developed over 40 years in marketing and advertising that could generate more income and profits for you when you take action right now and go to:

[www.dankennedygift.com](http://www.dankennedygift.com)

**You see, some people think I'm a little grumpy.** Others say I'm offensive and have a difficult personality. And I often get criticized, argued with and laughed at by counterfeit advertising "gurus".

But I've made myself *tens of millions of dollars* with only a high school education. I have written over 20 books, built and sold 3 businesses and get paid obscene amounts of money helping small business owners like yourself. For example, I routinely get paid *upwards of \$50,000 to \$100,000 plus royalties* to craft sales letters and campaigns for clients, and over 85% of whom use me repeatedly. Why am I so successful? Because my methods work.

**I don't tell you this to brag.** I tell you this because the truth is most small business advertising and marketing stinks. Most businesspeople are floundering around not knowing the difference between "good" and "bad" advertising and marketing and flushing their advertising dollars down the toilet. I am out to fix that.

That's why I'm offering my most actionable secrets for FREE for a limited time when you go to the website below. You see, pretty much everything you think about marketing and advertising is *wrong*, and what you'll discover on that site represents a "lifesaver" from being a *victim* of your advertising.

Get the details of this offer FREE at:

[www.dankennedygift.com](http://www.dankennedygift.com)

## About Dan Kennedy:

- Author of over 20 books on Amazon.com
- 40 years in advertising and marketing
- Sold 3 businesses
- 1000's of ads and sales letters written
- Involved in 11 different businesses
- 2000+ speeches on marketing
- 43 television infomercial projects

**Offer Expires 12/7/13**

## 3 LIES About Marketing Or Advertising You Might Have Heard From An Ad Executive Or Colleague That Could Forever BAN You From Success...

**LIE#1: You Need To "Get Your Name Out There."** FALSE! Everything you see big companies doing isn't right for you. You need powerful, well-crafted, measurable strategies targeting a specific audience...not the masses like image or institutional advertising.

**LIE #2: You Need To Spend a LOT Of Money To Make Money.** FALSE! You need to be smart with the money you spend. Traditional advertising relies on blowing money on billboards and radio commercials with no means of determining if they worked. Direct marketing cuts the fat, waste, guesswork and frustration out of your advertising...thus keeping your time and money investment low.

**LIE #3: Any Customer Is A Good Customer.** WRONG! That's what your local ad rep will tell you, but all he cares about is what media they want to sell you. After all, they're salesmen who are compensated on how much media you use. Direct marketing allows you to target your IDEAL customer, client or patient. I mean, what's the point of getting customers if they're going to penny-pinch you, hassle you, and make you regret getting into business in the first place.

So if you're looking for more free time, less stress, less worries and more CERTAINTY in your business...and your family needs you to have more fun and less stress, strife and aggravation...then get the details for FREE at the URL at right.



## "When You Have Dan's Materials, It Is Not An Expense, But An Investment In Yourself!"

"I thought that once I opened the doors to my practice that patients would start streaming in - boy was I wrong...Then one day I stumbled on a book written by Dan Kennedy and I thought "OMG, this is so stupid simple and clear, why haven't I been doing this all along?"... We have gone from 1 clinic to 4; 1 employee to 35; 0 patients to 7,500...It's been an amazing ride and we owe a big thanks to Dan and GKIC."

- *Dr. Dustin Burleson, Burleson Orthodontics*

"Following Dan's Renegade Principles have not only transformed my business but my life! I was able to build a business from the ground up to over 7 figures in just 3 years all while still enjoying everything that I loved to do...What you can count on from Dan is what you get will be quality and it will deliver."

- *Sean Greeley*



**Yes Dan! I Want To Start Attracting My Ideal Customers, Clients Or Patients Using Direct Marketing Techniques Those Traditional Advertising "Geniuses" Will NEVER Know...**

**Claim Your Free Gifts At:  
[www.dankennedygift.com](http://www.dankennedygift.com)**