Monthly Copywriting Genius #50

Discover Why the Desire To Know More Is the Hidden Secret Behind Great Results

How This Copy Genius Makes Asking Questions His Driving Force When Writing Sales Letters

Dear MCG Reader,

Over time every copywriter develops a few secrets of his own. When you tally up what those secrets earn, it often ranges in the millions of dollars.

Today I'm going to let you in on one of those million-dollar secrets. It comes to us from a copywriter who sees himself as an entrepreneur first and a copywriter second. Regardless of the order, this copywriter has built a multi-million-dollar business teaching people how to get healthy.

He wasn't just the genius behind the business, he was his own copywriter. When he couldn't afford to hire a copywriter, he wrote his own ads.

Of course, now his skills are so well honed, that people seek him out to write copy for their products. He commands a minimum of $20,000 a package. And when he does sit down to write a promotion for someone else, he uses the same copy secrets he built his business on.

In just a minute, I'll share one of those secrets with you. But for now, let me introduce you to this month's copywriting genius, Matthew Furey.

How a Book on Self-Publishing Became the Backbone of His Multi-million Dollar Business

If you've been to an AWAI copywriting boot camp, you've probably seen Matthew. He's been a speaker several times. But if you didn't hear him speak, you'd still recognize who it is I'm talking about.

Matthew Furey is the healthiest looking guy you'll ever see. He makes the new muscle-bound James Bond, played by British actor Daniel Craig, look like he needs a good workout.

You see, Matthew is a personal trainer who runs his own fitness business. Matthew sells fitness books and products to his client base. He writes his own sales copy. And it works. He's built a multi-million dollar business.

Like many entrepreneurs, Matthew's business wasn't a runaway success from the get-go. As Matthew confessed when asked how long he's been writing copy, "badly — since 1987. My first decent ads were written in 1996 – after I bought the Nicholas course."

Matt is referring to Ted Nicholas, one of the long-time great copywriters, who offers books and seminars on starting your own business.

Matthew tells us, "I had to 'bootstrap' it in the beginning. I had no money to run more than one ad at a time, so I started slowly and built the business methodically. In terms of hitting a homeruns – you know, ads that brought in six figures for a single product – that began in 2000. Then the same ad, when put before more and more prospects, turned into a multi-million dollar enterprise."

Naturally, as Matthew's business grew, others took notice and wanted him to write sales copy for their products. One such person was a friend of Matthew's. He charged his friend only about $500 to write the letter… but it produced tens of thousands of dollars for his friend.

Then a client approached Matthew to write sales copy for him. Matthew quoted the client $7,500, but in the end, the client gladly paid him more than twice that amount.

As Matthew explains, "After I wrote the sales letter and sent it to him, he told me the ad was worth $20,000 and that he'd be sending me the rest. As of that moment I have never charged less than $20,000 for anything I've written for a client. And it's usually a lot more than that."

Why His Copy Works So Well

Though Matthew occasionally does write copy for other people, he spends most of his time writing sales letters for his own business.

Whether it's an ad for a client or his own product, Matthew always uses the same approach.

He spends a lot of time thinking about what it will take to sell the product. Then, most of the time, he writes the headline and subheads – and maybe the first paragraph. Then he lets the copy sit while his subconscious mind delivers the rest to him.

This process might take a day or three days. Once the idea comes to him, Matthew spends the rest of the time writing the ad from start to finish.

But there's an added step Matthew uses, and it's probably why his copy works so well. To get that idea, he asks a lot of questions. Questions about the target audience's prior buying behavior. Questions about the product and how to position it to the marketplace. Questions that help him zero in on what makes the product unique. Questions that highlight the story behind the product.

In fact, Matthew will tell you his style of writing is characterized by two traits: (1) a clear, simple language anyone can understand, and (2) a compelling and irresistible story.

Matthew adds, "There is no magic wand in this business. Sometimes the reason for an ad's success is beyond human comprehension. Same goes for a failure. Learn what you can from each success and failure and make note of the things that tend to work over and over again. Repeat what works. Eliminate what doesn't work."

About Matthew's Current Control

Matthew shared with us his current control for his "Matt Furey Inner Circle," a product where those who enroll receive every book, report and product Matthew publishes – along with access to Matthew and his other fitness experts – at one price.

Matthew sent the letter out via e-mail to his clients. It's brought in a lot of money for him. And get this: He wrote the email a few hours before he spoke at a Dan Kennedy seminar in Atlanta last November.

Matthew actually wrote the copy to put on his blog – as an example to use during his speech at the seminar. As he says "I was in a peak state when I wrote it and was very pleased to see the email pulling in new continuity customers like mad."

Matthew came up with a great line in the letter, one that you should take a look at in the sample. It's a question he asks the reader: "What are you prepared to do from your side of the fence?"

This gets the reader in the mind-set of having to do something or suffer the consequences. It sort of works like reverse psychology. Instead of telling the reader to do something it makes them feel guilty for not taking action. And since copywriting is all about emotion, this one gets right to it.

When I asked Matthew how he came up with that line, he explained, "I took it from the movie 'The Untouchables.' It was about the life of Al Capone. Sean Connery and Kevin Costner are the two characters in the police force out to bust Capone. In a scene in a church, Connery is in the pew. Costner tells him he wants his help to bring down Capone. Connery tells him he must be prepared to go 'all the way.' Then he asks him, more than once, 'What are you prepared to do?' So this question puts the reader into the mindset of being the 'doer' or suffering regret."

There are several more great lines like that in Matt's "Inner Circle" email. That's one reason we featured it in this month's issue of MCG. But we also selected it because the copy works.

So please take the time to read the sales letter and look over Matthew's answers to our questions. You'll gain a lot from each. And don't forget to read this month's "$20K Secret" report as well. You'll find it available for download on the Analysis page.

Until next month,

Sandy Franks

Editor, Monthly Copywriting Genius

P.S. When I asked Matthew what words of advice he'd like to pass on to those just getting started in copywriting, he answered: "NEVER GIVE UP. This was the entire commencement speech given by Sir Winston Churchill. I think it says all you need to know. "

How a Book on Self-publishing Turned This Entrepreneur Into a Successful Copywriter

MCG: What was your job prior to becoming a copywriter?

Matt: I worked as a personal fitness trainer in California and I opened the first commercial fitness studio in the area for this business.

MCG: Did you know what copywriting or direct response/mail was before you became a copywriter?

Matt: No clue whatsoever.

MCG: How did you become a copywriter?

Matt: In 1995 I bought a Ted Nicholas course on writing a book and becoming a millionaire from it. I responded to an ad of his in a political newspaper. I got the course to learn how to write and self-publish my first book.

What I got was a seminar that taught me far more – i.e.: selling what you write by placing ads in magazines and newspapers. This course simultaneously turned me into a published author and copywriter.

MCG: Were you self-trained or did someone help you? In other words, did you have a mentor?

Matt: I am self-trained. I think everyone is, whether a mentor is involved or not. You, as a copywriter, have to listen to your mentors – and to what you read or listen to – and form your own conclusions no matter what. The key to being successful always lies within.

I have been mentored by Dan Kennedy, as far as business structure and overall marketing, but not as a copywriter. I have also attended a few seminars on writing copy and have read some books on it. I think this is important to further your understanding, but somewhere along the line, things must open internally to be effective.

MCG: How long have you been writing copy?

Matt: Badly – since 1987. Ads I wrote for my fitness business, well, you can't exactly call it copywriting – but you'd be surprised how many advertising people think an ad with practically zero copy is "copy."

My first decent ads were written in 1996 – after I bought the Nicholas course.

MCG: What was the first project you worked on as a copywriter?

Matt: The great majority of my projects have been for my own products and services. I have written copy for a few people in my "MasterMind" group – but they have to twist my arm to get me to do it.

Building a Multi-million Dollar Business One Ad at a Time

MCG: What was the first success you had as a copywriter?

Matt: Right out of the gate in 1996, I ran ads in magazines that made a profit. Nothing huge, financially, as I had to "bootstrap" in the beginning. I had no money to run more than one ad at a time, so I started slowly and built the business methodically. I definitely wasn't losing money.

In terms of hitting homeruns – ads that brought in six figures for a single product – those began in 2000. Then, the same ad, when put before more and more prospects, turned into a multi-million dollar enterprise.

MCG: Is there one project that stands out as your favorite?

Matt: One of my favorite successes was the ad I did for the *Chinese Long-Life System* a couple years ago. It made me half a million inside of a month.

MCG: How do you drum up clients?

Matt: I don't really pursue them. They come looking for me – but mostly because they're students of mine whom I coach.

MCG: What do you like most about copywriting?

Matt: Coming up with the headline and the story that will drive people into the copy and keep them reading till the very end.

MCG: What one thing did you learn (or take away) from a package you wrote that didn't work as well as you had expected or hoped?

Matt: There is no magic wand in this business. Sometimes the reason for an ad's success is beyond human comprehension.

Same goes for a failure. Learn what you can from each success and failure and make note of the things that tend to work for you over and over again. Repeat what works. Eliminate what doesn't work.

MCG: Was there a moment in your career where you knew you had made (or could make good money) writing copy?

Matt: Yes. It was the first client I wrote an ad for. He was a friend. I had never written anything for anyone other than myself. I charged him $500 to write his sales

letter. He was stunned when he received it, and it began making him tens of thousands of dollars online.

Then I had another client ask me to write his copy. I quoted him $7,500. He sent me a check without blinking an eye. After I wrote his sales letter and sent it to him he told me the ad was worth $20,000 and that he'd be sending me the rest. As of that moment I have never charged less than 20K for anything I've written for a client, and it's usually a lot more than that.

It All Starts With a Story…

MCG: What's the first thing you do when you get an assignment?

Matt: It depends upon the client and the product. If it's a fitness product, all I'd do is talk to the client to get his "story." From there I would figure out how to position him.

If I had a client in a category I've never written about, I would conduct an interview, look at old ads, and spend a lot of time thinking about what it would take to sell the product.

Then, much of the time, I write the headline and subheads – maybe the first paragraph – and then I let the copy sit while my subconscious mind delivers the rest to me. This may take a day or three days. Once everything comes to me, I begin to write the ad. Sometimes I write from start to finish. Sometimes I write in pieces. Every project varies a bit.

MCG: What do you need the client to supply you with?

Matt: Who he or she is, followed by accomplishments, the story, the thing making him unique, etc.

MCG: Has a client every supplied you with too much information… enough that it bogged the project down or was too overwhelming?

Matt: I've never had that happen to me. (Fingers crossed.)

MCG: How do you get to know the target audience?

Matt: With questions about their previous buying behaviors.

MCG: How do you come up with the theme or idea for the promotion?

Matt: I usually get it simply by listening to the client. Everyone has unique story that will pull in the audience. For example, I'm doing an ad for an ophthalmologist. He lost his home, a mansion, during Hurricane Katrina – as well as one of his offices.

Yet, in spite of the devastation in his area – as well as his personal losses – he has continued to run a multi-million dollar practice. So what's the lead about? How to make your practice hurricane proof. How nothing that happens, how no natural disaster or economic recession or even a terrorist attack can harm your business if you know what this doctor knows.

Start With a Working Headline…

MCG: Do you develop the headline first, or do you start with the body copy?

Matt: I've never tried to write copy without what I call a "working" headline. By this I mean a headline that gets the flow started.

It doesn't matter whether I decide to change it later on or not – I need something to jump-start my mind.

MCG: After you finish a draft, do you let it rest for a day or so and then re-read and make edits?

Matt: Yes. But, usually, the edits are not that big. Once I have a draft done, I am usually 90% home free.

MCG: Do you ever show your copy to another copywriter for comments and suggestions?

Matt: Yes. I often send the headline, subhead and first paragraph to a few people and get their opinion. If I hooked them with this – I finish the ad. Then I usually read it out loud to one or two key people. When I read it out loud I find the "bottlenecks." You know, the words or phrases that jam the copy and make things harder to understand.

MCG: Do you specialize in writing for certain products? If so, which ones?

Matt: Yes. I'd say, based on my successes, fitness, health and self-improvement. Also, sales letters for seminars are a specialty.

MCG: How would you characterize your style of writing?

Matt: Two things: Clear, simple language that anyone can understand. And a compelling, irresistible story.

MCG: Do you make suggestions on what things the client could test on your package, such as alternative headline, lead or offer?

Matt: Sometimes. It depends on the situation.

MCG: How involved are you in the design?

Matt I'm not involved much in the design. I refer my clients to my graphic and web developers and they know what to do.

MCG: How long did it take you to complete this project?

Matt: The emails were written in about 10 minutes. The pages they're driven to were done in a couple of hours.

MCG: If you could divide your work up in parts, how much time do you devote to research, to writing and/or to editing?

Matt: Depends on project. It really varies quite a bit.

MCG: How do you figure out all the benefits a product offers? Do you list them out, do you talk with the client, do you use the product yourself?

Matt: All of the above.

MCG: Do you think there is a difference between online prospects and direct mail prospects?

Matt: Yes. Offline prospects oftentimes go to the web to check you out and see if you're for real. Online prospects don't go offline to check you out.

Special Tips and Techniques for Boosting Response

MCG: Do you have any special tips or techniques for boosting response?

Matt: Yes. Continually ask questions about the results you want. Questions posed to your subconscious mind tend to bring extraordinary answers.

MCG: Is there a special thing you do to come up with headlines for your projects?

Matt: Not really. They usually come to me as soon as I begin asking the questions that jog my mind to think.

MCG: Is there ONE thing that every package you write always has?

Matt: A close. You gotta ask for the money and do so with a big smile.

MCG: How do you build credibility for the product?

Matt: The story will usually contain most of it.

MCG: How do you stay in touch with the marketplace?

Matt: I listen to what is going on in the world. I read a lot of newsletters and I am a HUGE consumer of info-products. So I see a lot of what is going on.

About Your Current Control

MCG: How did you come up with the bullet copy in the first few pages of the "Come Fly With Me" email?

Matt: It was totally stream-of-consciousness. I wrote the email a few hours before I spoke at a Dan Kennedy seminar in Atlanta last November, and I wanted to put it on my blog to show as an example during my speech. I was in a peak state when I wrote it and was very pleased to see the email pulling in new continuity customers like mad.

MCG: Were you concerned that using "Come Fly With Me" as a headline might appear cliché?

Matt: No. I don't think it's cliché. I think of it as a great metaphor that anyone who wants a great coach can relate to.

MCG: Whose idea was it to use the cartoon of you flying?

Matt: Mine. It fit the headline.

MCG: In the lead, you talk about two groups: "reasonably fit and wants more" and "totally out of shape." When it comes to fitness, is that the general way people see themselves, or is that a specific character trait of your audience?

Matt: I think so, yes. But MOST think of themselves as totally out of shape or too fat. I believe over 90% of population believes a few extra pounds off would be a good idea.

MCG: What is the secret you mention in the "lift letter" email?

Matt: Ah, you're good. But that is not something I reveal without payment for the product.

MCG: Well, you can't blame me for trying… How did you come up with the line "what are you prepared to do from your side of the fence?"

Matt: Great question. I took it from the movie, "The Untouchables." The movie was about the life of Al Capone. Sean Connery and Kevin Costner were the two characters in the police force out to bust Capone. In a scene in a church, Connery is in the pew. Costner tells him he wants his help to bring down Capone. Connery tells him he must be prepared to go "all the way." Then he asks him, more than once, "What are you prepared to do?"

I never forgot the line and use it when talking to people about goals, ambitions and desires they want to reach but may not be committed to mentally. Without a strong desire, nothing will get accomplished. So this question puts the reader into the mindset of being the "doer" or suffering regret.

MCG: Your tone seems aggressive, no holds-barred. Is that your natural style or something you developed over time?

Matt: Both. But when I write for others – or when I write copy for products other than fitness and fighting – I take a totally different approach.

MCG: The package you give them comes with a lot of material. Have you tested up to that point (found that offering more worked better) or threw in everything you could to make a value-driven offer?

Matt: I've tested the offer with different – or few premiums – as well as at different price points. Initially it was $19.95 a month to be a member. I raised it five bucks, and then another five with no drop off in response. The annual offer used to be about 50 dollars less. I am going to add another premium or two into the mix very soon and see if that bumps response more. I'm thinking it will, especially because the premium I will offer is something that cannot be purchased separately.

MCG: How many people did you e-mail the promotion to?

Matt: 85,000

MCG: What kind of response rate did you receive?

Matt: I sent this email as well as very slight variations over a seven-day period. The variations only had to do with time or product scarcity. At the time I sent this promotion I was thinking that I may have MAX'ed out on Matt Furey Inner Circle memberships that were sold to my list.

Why? Because the product was not new. I had the monthly program since February of 2004 and had done promotions for it quite regularly. But this promotion really surprised me because it showed that whenever you think everyone who could respond with a "yes" has already done so - you can still be pleasantly surprised.

It brought in 596 new members at $29.95 a month and 173 members at $249 for an annual subscription. Altogether this represented $43,077.00 in annual

memberships and $18,170.00 in monthly memberships. Now, this may not seem very impressive, until you do the continuity math. Over 12 months, if everyone who enrolled "sticks" - the monthly income alone represents $218,040.00 in new business. Naturally, the stick rate will not be 100%. Let's just say it was only 75%. That would be $13,552.00 in added revenue per month or another $162,630.00 per year.

Plus, I can assure you that the stick rate for annual memberships is very high. They're more committed.

So we're looking at 200K per year, at least, in added income. When you add this to what I already have in the oven for this same continuity program, you can easy see how this contributes to an ever-increasing amount of income - on autopilot.

A Few Fun Questions…

MCG: If you could choose another career besides copywriting, what would that be and why?

Matt: Copywriting isn't really a career for me – at least as far as I think about it. It is simply something I do to meet my goals as an entrepreneur.

MCG: What advice would you give up-and-coming copywriters to help them learn this trade?

Matt: Never give up. Never give up. NEVER GIVE UP. This was the entire commencement speech given by Sir Winston Churchill. I think it says all you need to know.

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Copy Comments

1. Secret of the Velvet Chord: Appeal to the reader's insecurity… "not everyone can get this…" or make them feel as if they'll become part of an exclusive group that would normally be out of their reach.

2. Secret of Secrets: Let your prospect in on a secret.

3. Secret of the Golden Thread: Stimulate the reader's needs and desires throughout the package.

4. Secret of the 4 P's: Promise (should be complex); Picture (turn the promise into a picture); Prove the promise can come true; Push the buyer into buying. This section is focusing on the PROMISE… What the reader will gain from using this product or service.

5. Secret of Reason for Urgency: Give the reader a reason to act now.

6. Secret of Secrets: Let your prospect in on a secret.

7. Secret of the 4 P's: Promise (should be complex). This section is focusing on the PROMISE… What the reader will gain from using this product or service.

8. Secret of Reason for Urgency: Give the reader a reason to act now

9. Secret of Audacity: Make an audacious claim or promise, but don't explain it right away.

10. Secret of the 4 P's: Picture (turn the promise into a picture).

11. Secret of the Velvet Chord: Appeal to the reader's insecurity… "not everyone can get this…" or make them feel as if they'll become part of an exclusive group that would normally be out of their reach.

12. Secret of Fascination Teasers: A way to create extraordinary curiosity in your reader by offering a tip, insight, question or statement that forces the reader to read on for further explanation.

13. Secret of Exclusivity: A way to position the product or service where only a select group are allowed to participate or receive it. This fits the prospect's desire to be part of something unique

14. Secret of Value Proposition: Make an almost unbelievable offer… one that the reader absolutely cannot say, "No," to. The deal is so good, it rings of value, either because the price of the product is deeply discounted, the premiums given are in-depth and invaluable or the guarantee removes any risk.

15. Secret of the False Close: The point in the promotion where the reader feels as if all of the details of the offer have been stated, but you surprise them by offering one other premium, benefit or discount to further "sweeten" the deal.

Design Comments

1. Notice the use of bold, large typeface on the headline, with bold typeface on the sub-head. This makes it stand out to the reader. It almost forces them to read the copy.

2. The large and colorful graphic right at top of letter compliments the headline. Even if the reader ignored the headline, they'd still be drawn into the copy by the graphic.

3. The fascination teasers are set off by indents and bullets to draw the reader into the copy. Also notice how many are done with bold typeface.

4. Each page of the copy has a sub-head on it. This is used to pull the reader into the copy, but it also acts to push the reader through each section of the copy.

5. The products are shown as a way to enhance the value of the offer. Each report has a strong cover which makes the reader feel he's getting his money's worth.

6. The offer is restated in a sidebar graphic. The reader knows in one glance what this will cost… what he gets for his money.

NOVEMBER 02, 2006

Eat More - Weigh Less

1 (Note: We only have room for 198 more people on this)

Dear Friend,

The November issue of my by-mail newsletter is at the printers, along with Fure-cat's Fitness Motivation CD. And let me tell you, this issue contains a secret that is guaranteed to blow torch fat from your body faster than anything I have ever told you before. 2

In fact, the greatness of this secret is that you really DO get to eat MORE than you are currently eating.

What's more - I am only asking you to make ONE change in your eating habits. Just ONE. Not a complete overhaul.

3 And if you listen to what I am going to reveal - and 'do the thing' I'm recommending, you are going to be absolutely stunned when you look in the mirror each day.

Old clothes that you haven't been able to wear in years will suddenly slide onto your body like they once did.

People on the street are going to approach and ask what you're doing to have dropped so much weight. Double-takes will be the order of the day.

Now, if you're uncomfortable with dropping all the excess flabbage, if you'd rather not be bothered by people complimenting you, then - hey, no argument from me.

Maybe you're not motivated by an improved appearance. Maybe you'd rather have me scare the hell out of you, telling you that failure to follow my suggestions may result in a heart attack, or cancer - or some such disease.

1 But I won't do that because I cannot prove such assertions. However, I can tell you that those who follow my suggestion, this ONE suggestion, will greatly reduce the chances of heart attack, stroke, cancer and so on. I'm talking about a DRAMATIC reduction in your chances for any of the above.

5 So make sure you enroll as a member of the Matt Furey Inner Circle right now. At present we can only accept another 198 new members. Make sure you're one of them. Enroll NOW.

Two ways to get the job done:

1. Go to http://www.mattfurey.com/furey_inner_circle.html and enroll as an annual member.

or

2. Go to http://www.mattfurey.com/fg324trfsr3ttai.html and sign on as a monthly test-drive member.

That's it, my friend.

Kick butt - take names,

Matt Furey

NOVEMBER 05, 2006

The Secret to Weight Loss

(Note: We only have room for 118 more people on this)

Dear Friend,

I just finished giving a couple presentations in Atlanta as part of the Glazer-Kennedy Info-Summit. Was truly great to meet so many of the Furey Faithful who are using what I've taught to reap major rewards, physically and otherwise.

6 During my talk on Thursday night I made mention of the simple weight loss secret that is part of my November issue of my by-mail newsletter - which is now at the printers, along with Fure-cat's Fitness Motivation CD.

Many of the people attending were willing to pay me $100.00 cash, on the spot, to learn the secret. Naturally, as I wasn't at this summit to teach weight loss, I had to bite my tongue. But I did mention to them, as I am to YOU - where you can go to discover how easy it is to 'eat more and weigh less.'

One man came up to me and said, 'I know the secret. All you do is eat five or six small meals per day instead of three.'

I smiled and told him that this was NOT the secret. He was crushed, for a moment, then he wised up and enrolled in the Matt Furey Inner Circle.

Truth is, it's not about eating more meals or less meals. Nope, this secret is even easier than that.

In fact, the greatness of this secret is that you really DO get to eat MORE than you are currently eating.

What's more - you only need to make ONE change in your eating habits. Just ONE. Not a complete overhaul.

And if you listen to what I am going to reveal - and 'do the thing' I'm recommending, you are going to be absolutely stunned when you look in the mirror each day.

7 Old clothes that you haven't been able to wear in years will suddenly slide onto your body like they once did.

People on the street are going to approach and ask what you're doing to have dropped so much weight. Double-takes will be the order of the day.

Now, if you're uncomfortable with dropping all the excess flabbage, if you'd rather not be bothered by people complimenting you, then - hey, no argument from me.

Maybe you're not motivated by an improved appearance. Maybe you'd rather have me scare the hell out of you, telling you that failure to follow my suggestions may result in a heart attack, or cancer - or some such disease.

But I won't do that because I cannot prove such assertions. However, I can tell you that those who follow my suggestion, this ONE suggestion, will greatly reduce the chances of heart attack, stroke, cancer and so on. I'm talking about a DRAMATIC reduction in your chances for any of the above.

8 So make sure you enroll as a member of the Matt Furey Inner Circle right now. At present we can only accept another 118 new members. Make sure you're one

of them. Enroll NOW.

Two ways to get the job done:

1. Go to http://www.mattfurey.com/furey_inner_circle.html and enroll as an annual member.

or

2. Go to http://www.mattfurey.com/fg324trfsr3ttai.html and sign on as a monthly test-drive member.

That's it, my friend.

Kick butt - take names,

Matt Furey

1 **"COME FLY WITH ME!"**

9 **"I'm Willing to GIVE YOU a lot of FREE stuff to help YOU reach ALL your health and fitness goals in record time"**

2

Dear Friend,

As you read this letter you're unconsciously slotting yourself into one of two groups. You see yourself as someone who is already reasonably fit but wants MORE - or you're totally out of shape and you have doubts as to whether or not my program will work for you.

10 In either case, have no fear. Why? Because I'm world famous for helping the fit get super-fit - as well as helping those who classify themselves as fat or obese - drop their unwanted rolls and begin enjoying a life filled with confidence, courage and power.

Take Your Fitness Level to the Top!

11 For seven years now, ***Combat Conditioning*** and my other programs have circled the globe. Those who follow what I teach get great results. But those who take the NEXT step and become members of the ***Matt Furey Inner Circle*** - well, they're the people getting extraordinary results. Not only that, but because there will always be some who find the exercises in ***Combat Conditioning*** "too hard" at first - they know they need a helping hand, day-in and day-out. They know that support is crucial to their success - and that they cannot succeed without it. As the saying goes, "No one succeeds alone."

For the not-so-fit group, taking smaller steps in the beginning is the key to getting in shape fast. Taking smaller steps and succeeding builds your confidence and your physical strength, making it easy to go to the next level.

Yes, I've had plenty of students who were totally out of shape when they began training my way, and now they're hitting personal records that seemed impossible and improbable a year ago.

I'm talking about going ....

3 • From Zero to 100,000 Hindu squats in a single year! - **Lt. Col. Robert Schutz**, USMC 2005 - and at least a dozen people on target to make it happen in 2006 - one is 55-years young, **Susan Blais**, of California.

• From Zero to 30,000 pushups in a single year!

• From not being able to bridge due to neck surgery to being able to hold a bridge for 35-straight minutes. - 40+ years young Dave Dreher of New Jersey

• From 398 pounds of blubber to 238 pounds of streaming steel! - Robert Lucarelli, Florida

I'm talking about ....

12 **• Tripling endurance levels to the point that marathons and triathlons are a breeze! - Vincent Palko, Ohio**

• *Becoming a master of hill sprints! - Tim Kauppinen, Wisconsin*

• Taking up gymnastics at age 35 and becoming a coach a few years later. - Eddie Baran, Oregon

• *Learning so much from what I teach that you become a published author and fitness entrepreneur yourself. - too many to list here*

• Or learning so much from my teachings that your personal training career takes off like a leer jet! - (again, too many to list here)
Yes, while other people are stuck in weight rooms, wrecking their bodies with weight machines - training hard yet getting nowhere - I've taught the power of bodyweight exercises, deep breathing, a focused mind and proper nutrition. And the results my students have gotten are legendary.
• Men and women in their 50's who run 20-year olds into the ground!

• *People who thought of themselves as hopeless, suddenly finding hope - and the success that goes with it.*

• Non-athletes who suddenly turn themselves into modern day Hercules or Wonder Woman.

With My Help It's Easy to Better Your Previous Best

Now, what I'm about to say may sound a bit rough, especially if you've never been in my shoes ... but each day I receive over a thousand emails from men and women from all over tarnation. And these well-meaning people want me to reply to them, giving them all sorts of advice on subjects too numerous to list right now.

Truth is I would LOVE to be able to answer all of the emails - and at one time, many moons ago, I literally DID answer every email and phone call that came my way. Then one day, **when I nearly died trying to keep up with the demand** (this was some years ago), I realized I had better have a different plan - otherwise I was going to hate my life and be unable to help anyone.

So I formed the ***Matt Furey Inner Circle*** - a "members only" community where you CAN get access to me as well as many other fitness experts who are happy to answer your health and fitness questions, as well as encourage you and support your drive toward more successful and healthy living.

13 With your membership in the ***Matt Furey Inner Circle*** you get access to our ELITE and private discussion forum, where you can ask as many questions as you want. When you consider the high-level coaching, counseling and support you receive day after day, this service could easily run into the hundreds of dollars per month. For the sake of brevity, let's just say it has a value of $99.00 per month.

The GOOD NEWS is that the private discussion board comes FREE with your membership in the **MFIC**.

4

Going Way Beyond My Books and Courses

If you already have any number of my best-selling products - I can assure you, compared to what you are taught when you're a member of the ***Matt Furey Inner Circle***, well, there's no comparison. I go a whole lot further. Guiding. Instructing. Addressing the personal and individual needs you have that cannot be addressed in a book or set of DVDs. What you're getting is an "interactive experience." That FAR different than quietly reading a book with no feedback from me.

Believe me, one piece of advice from me as well as the many fabulous members already in the **MFIC** - can put you on the FAST TRACK to success in a heartbeat.

Yet, as a member you get FAR MORE than discussion board access to a website. For example, each and every month you're on board with us, you will also receive:

14 1. By mail, my ***Maximum Health & Fitness*** newsletter - in this newsletter I give you nutrition tips, weight loss advice, workout programs to follow - all broken down and explained in motivating and inspiring language that will get you off your keister, literally compelling you to make good on your commitments.

The value of this monthly newsletter, in and of itself is $19.95 per month. Yet, I'll give it to you free with your membership in the ***Matt Furey Inner Circle***.

2. ***Fure-cat's Fitness Motivation CD*** - On this CD, sent to you monthly, you learn physical exercises you can do. You'll get tips that will help you achieve any goal. You'll receive life-changing ways of going through your day to ensure that success is an automatic. The life-changing advice I give you each month is powerful, POWERFUL info that will improve your life for the better. What I teach on these CDs is information you cannot get from me any other way. Same goes with my ***Maximum Health & Fitness*** newsletter. What I teach each month on ***Fure-cat's Fitness Motivation CD*** is easily worth $29.95 per month. Once again, though, it is YOURS FREE when you become a member of the ***Matt Furey Inner Circle***.

More Free Gifts

To recap thus far, with your membership in the ***Matt Furey Inner Circle*** you'll get access to me via the online discussion forum (a $99.00 per month value - at least) - and believe me, one piece of advice from me as well as the many great members already on board - can put you on the FAST TRACK to success. I'm giving you this premium service absolutely free - as well as giving you my ***Maximum Health &***

Fitness newsletter - and ***Fure-cat's Fitness Motivation CD*** free.

Talk about value. It's HUGE.

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I'm Committed to Going the Extra Mile - Are YOU?

As an annual member of the Matt Furey Inner Circle, in addition to the above, I'm going to send you the following by First-Class Mail:

- ***A copy of my best-selling book, Combat Conditioning - a $39.95 value***
- ***A copy of another best-seller, Combat Abs - another $39.95 value***
- ***A copy of Kick Ass Take Names - $39.95 in value***
- ***A copy of my Combat Cardio CD program - a $69.00 value***
- ***A copy of my Furey Fat Loss CD program - again, a $69.00 value***
- ***HUGE BONUS: Never before released Combat Conditioning Card Deck - extraordinary collector's piece***
- ***Another never before released Kick Ass-Take Names! Card Deck - spectacular collector's piece***

All Seven Products Shown Below are FREE With Your Annual Membership in the *Matt Furey Inner Circle!*

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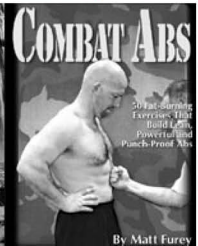

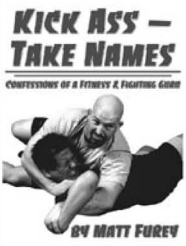

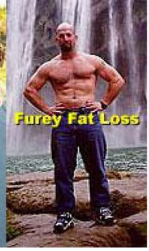

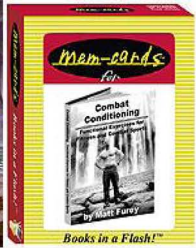

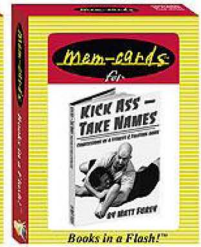

These seven gifts represent nearly two hundred bucks in goods - and the card decks will, mark my words, become major collector's items some day as I don't plan on doing a reprint. Not only that, they are NOT for sale. The only way to get them is by joining the ***Matt Furey Inner Circle as an annual member***.

Altogether, You Get $148.90 Worth of Powerful Information Given to You Every Month!

Let me summarize the incredible offer I've just made you.

As an annual member of the ***Matt Furey Inner Circle*** - you'll get seven FREE gifts, including my international best-selling ***Combat Conditioning*** and ***Combat Abs*** - as well as my monthly newsletter and CD - and discussion board access - and ALL of it is FREE to you when you're an annual member.

What's the Value of One Great Fitness or Health Tip?

Listen. Everyone knows that one great health or fitness tip can totally revolutionize and change your life. One idea or tip can SAVE your life. Not only that, but when you think of the excess pounds flying off at breakneck speed, or the newfound strength, stamina and flexibility you'll garner - then this entire program is a slam dunk, lock cinch.

My students are living proof that my program works - and so am I. Let's make sure you're part of the clan as well.

I promise you this: I will go the extra mile for you. I will over-deliver on what I've promised. You WILL be blown away.

So make a choice to be MORE than you are right now. Transcend yourself. Become a part of the ***Matt Furey Inner Circle*** - to-day.

Don't put off til tomorrow what you can do today.

Click the button below and enroll NOW.

Not tomorrow. Not next week. TO-DAY!

Best,

Superb Value!

Annual Membership in the *Matt Furey Inner Circle*:

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Only $249 Per Year!
-- Just $0.68 a Day!
Includes 7 additional FREE Gifts.

JOIN NOW

P.S. Make sure you order on THIS PAGE ONLY!! Also, so that your service runs smoothly without interruption, your annual membership renews automatically unless you tell us otherwise.