

# **Doberman Dan's Maximum Response Copywriting Checklist**

**Includes Special Bonus Report:**

***The 100 Greatest  
Classic Headlines  
Ever Written***

**By  
Doberman Dan  
[www.DobermanDan.com](http://www.DobermanDan.com)**

# CONTENT/OFFER CHECKLIST

COMPANY \_\_\_\_\_ PIECE/PROJECT NAME \_\_\_\_\_

## **Headlines/Intro/Beginning/Envelopes.**

- |  |     |    |     |
|--|-----|----|-----|
| <input type="checkbox"/> Multiple headline ideas written down?   | Yes | No | N/A |
| <input type="checkbox"/> Do headlines reflect proper context?  | Yes | No | N/A |
| <input type="checkbox"/> Will offer be in headline?  | Yes | No | N/A |
| <input type="checkbox"/> Will guarantee be in headline?  | Yes | No | N/A |
| <input type="checkbox"/> Quotation marks around headline?  | Yes | No | N/A |
| <input type="checkbox"/> Is headline bolded?   | Yes | No | N/A |
| <input type="checkbox"/> Lead in headlines?  | Yes | No | N/A |
| <input type="checkbox"/> Follow on headlines?  | Yes | No | N/A |
| <input type="checkbox"/> Will story or stories be used in headlines?   | Yes | No | N/A |
| <input type="checkbox"/> Will testimonials be part of headlines or subheads?   | Yes | No | N/A |
| <input type="checkbox"/> Is strongest point(s) right up front at very beginning?   | Yes | No | N/A |
| <input type="checkbox"/> Have you used hidden benefit in headline and/or as theme?                                       | Yes | No | N/A |
| <input type="checkbox"/> Do you bring bullets out right away?  | Yes | No | N/A |
| <input type="checkbox"/> Do you have one or more Unique Selling Propositions offered/explained?                          | Yes | No | N/A |
| <input type="checkbox"/> Is initial copy/script compelling enough to cause people to want to continue?                   | Yes | No | N/A |
| <input type="checkbox"/> Is piece's salutation personalized, or generic? (Dear Mr. Smith vs. Dear Friend or Dear Golfer) | Yes | No | N/A |
| <input type="checkbox"/> Is envelope handwritten/typed (no label) personal "A" pile mail?                                | Yes | No | N/A |
| <input type="checkbox"/> If not handwritten personal mail, is teaser copy on both sides of envelope?                     | Yes | No | N/A |
| <input type="checkbox"/> Does your font look as much as possible like the publication you're running in?                 | Yes | No | N/A |

## **Guarantees.**

- |  |     |    |     |
|--|-----|----|-----|
| <input type="checkbox"/> Is guarantee worded in an interesting way?                                | Yes | No | N/A |
| <input type="checkbox"/> Length of guarantee?  | Yes | No | N/A |
| <input type="checkbox"/> Value of guarantee?   | Yes | No | N/A |
| <input type="checkbox"/> Are there multiple guarantees?  | Yes | No | N/A |
| <input type="checkbox"/> Unconditional guarantees?   | Yes | No | N/A |
| <input type="checkbox"/> Conditional guarantees?   | Yes | No | N/A |
| <input type="checkbox"/> Satisfaction guarantees?  | Yes | No | N/A |
| <input type="checkbox"/> Results guarantees?   | Yes | No | N/A |
| <input type="checkbox"/> More than money back guarantees?  | Yes | No | N/A |
| <input type="checkbox"/> Will shipping/handling be refunded?                                       | Yes | No | N/A |
| <input type="checkbox"/> Keep premiums after refunding?  | Yes | No | N/A |
| <input type="checkbox"/> Need authorization for refund?  | Yes | No | N/A |
| <input type="checkbox"/> (Seminars) Less than entire seminar, "after first day" type of guarantee? | Yes | No | N/A |
| <input type="checkbox"/> No guarantee?   | Yes | No | N/A |
| <input type="checkbox"/> Any warranty?   | Yes | No | N/A |
| <input type="checkbox"/> Use up product still get refund type of guarantee?                        | Yes | No | N/A |
| <input type="checkbox"/> Prorated refund for subscriptions type of guarantee?                      | Yes | No | N/A |
| <input type="checkbox"/> Any guarantee for free info?  | Yes | No | N/A |
| <input type="checkbox"/> Is guarantee stated on order device or info?                              | Yes | No | N/A |

## **Offer.**

- |   |     |    |     |
|---|-----|----|-----|
| <input type="checkbox"/> Does order device (form) have a headline?  | Yes | No | N/A |
| <input type="checkbox"/> Does offer give people opportunity to exercise power of choice? (Basic vs. deluxe, etc.) | Yes | No | N/A |

<input type="checkbox"/> Is offer to buy or generate lead?	Yes	No	N/A
<input type="checkbox"/> Is offer too confusing or complicated?	Yes	No	N/A
<input type="checkbox"/> Does offer link product to American Dream, the big picture?	Yes	No	N/A
<input type="checkbox"/> Does offer promise bigger, better, more?	Yes	No	N/A
<input type="checkbox"/> Does offer present big ideas, big promises, big news, big pictures, big results?	Yes	No	N/A
<input type="checkbox"/> Does offer promise improvement over previous versions or competition?	Yes	No	N/A
<input type="checkbox"/> Does offer promise faster, more time, low time involved, instant results, or sell time?	Yes	No	N/A
<input type="checkbox"/> Is offer promote that it's NEW, or link to timely news events?	Yes	No	N/A
<input type="checkbox"/> Are you offering installment payments?	Yes	No	N/A
<input type="checkbox"/> Are you showing the price in the installment amounts, vs. full price?	Yes	No	N/A
<input type="checkbox"/> Are you offering an incentive to pay all at once?	Yes	No	N/A
<input type="checkbox"/> Do date deadlines have "hand-stamped" date stamped on order info?	Yes	No	N/A
<input type="checkbox"/> Is shipping/handling added and marked up?	Yes	No	N/A
<input type="checkbox"/> Is shipping/handling added to first installment?	Yes	No	N/A
<input type="checkbox"/> Do you ask if shipping address is different from credit card address?	Yes	No	N/A
<input type="checkbox"/> Does the offer compare price apples to oranges?	Yes	No	N/A
<input type="checkbox"/> Does the offer break apart each component's value/price and compare it to package savings?	Yes	No	N/A
<input type="checkbox"/> Is offer clearly explained? Does it detail exactly what they'll get?	Yes	No	N/A
<input type="checkbox"/> Have you compared the offer to what they already are familiar with?	Yes	No	N/A
<input type="checkbox"/> Have you chosen your price by first analyzing your costs and multiplying by factor?	Yes	No	N/A
<input type="checkbox"/> Is price shown as odd ending number?	Yes	No	N/A
<input type="checkbox"/> Have you thought through if price is at or above a resistance barrier, a break point?	Yes	No	N/A
<input type="checkbox"/> Are you marking price up and/or discounting? Are you explaining why discount is available?	Yes	No	N/A
<input type="checkbox"/> Are you offering 24 hour ordering?	Yes	No	N/A
<input type="checkbox"/> Are you offering a discount for fax or e-mail orders?	Yes	No	N/A
<input type="checkbox"/> Do you have an order form or coupon that restates the offer?	Yes	No	N/A
<input type="checkbox"/> Does order form leave enough room to allow customer to write comfortably?	Yes	No	N/A
<input type="checkbox"/> Are you collecting fax and e-mail info on order form or lead generation efforts?	Yes	No	N/A
<input type="checkbox"/> Are you enclosing more than one order form with package?	Yes	No	N/A
<input type="checkbox"/> Are all backs of order forms, whatever, filled with copy/graphics/testimonials, etc.?	Yes	No	N/A
<input type="checkbox"/> Do you have a multiple year option for subscriptions, with incentives to do so?	Yes	No	N/A
<input type="checkbox"/> Do you have any continuity offer for auto-charge?	Yes	No	N/A
<input type="checkbox"/> Are you accepting checks by phone?	Yes	No	N/A
<input type="checkbox"/> Is order form separate from rest of package?	Yes	No	N/A
<input type="checkbox"/> Is there a reply envelope enclosed with package?	Yes	No	N/A
<input type="checkbox"/> Is response device or devices key coded for tracking?	Yes	No	N/A
<input type="checkbox"/> Are savings expressed in dollar amounts vs. percentage vs. units? (2 for 1, buy 1 get one free, etc.)	Yes	No	N/A
<input type="checkbox"/> Is price explained in context of the entire offer and promotion?	Yes	No	N/A
<input type="checkbox"/> Are immediate upsells/cross sells/upgrades offered at time of purchase?	Yes	No	N/A
<input type="checkbox"/> Is guarantee rested in offer and ordering instructions?	Yes	No	N/A
<input type="checkbox"/> Have you told them who to call, when to call, who to make out check to, how much, etc.?	Yes	No	N/A
<input type="checkbox"/> Have you informed them of any sales taxes?	Yes	No	N/A
<input type="checkbox"/> Is ordering info on every page of offer?	Yes	No	N/A
<input type="checkbox"/> Is offer made with an endorsement and sent out that way?	Yes	No	N/A
<input type="checkbox"/> Are recorded messages being utilized?	Yes	No	N/A
<input type="checkbox"/> If using recorded message, do you have "toll-free, 24 hour recorded message" in copy?		Yes	No N/A
<input type="checkbox"/> Have you started or contemplated your follow up sequence of mail/fax/e-mail/phone follow up?	Yes	No	N/A
<input type="checkbox"/> Does offer lend itself to offering samples and/or free trials?	Yes	No	N/A
<input type="checkbox"/> What bonuses/premiums are being added to sweeten offer?	Yes	No	N/A

- |  |     |    |     |
|--|-----|----|-----|
| <input type="checkbox"/> If you sell internationally, do you explain different shipping costs?                         | Yes | No | N/A |
| <input type="checkbox"/> If you sell internationally, do you explain the types of currency you'll accept?              | Yes | No | N/A |
| <input type="checkbox"/> Are you testing different colors and sizes for parts of a package?                            | Yes | No | N/A |
| <input type="checkbox"/> Are you testing how package is inserted in envelope? (Loose, in center, paper clipped, etc.?) | Yes | No | N/A |
| <input type="checkbox"/> Are postcards filled with headline(s), copy, testimonials, etc.?                              | Yes | No | N/A |
| <input type="checkbox"/> Have you left room for address and bar code on bottom of envelope or postcard?                | Yes | No | N/A |
| <input type="checkbox"/> Are you using stage names on lead generation follow up pieces, so calls can be tracked?       | Yes | No | N/A |
| <input type="checkbox"/> Are you telling customer exactly what to do? (Call NOW, Pick up the phone, don't delay, etc.) | Yes | No | N/A |

**Believability.**

- |   |     |    |     |
|---|-----|----|-----|
| <input type="checkbox"/> Testimonials?  | Yes | No | N/A |
| <input type="checkbox"/> Who are you?   | Yes | No | N/A |
| <input type="checkbox"/> Why should anyone believe you?   | Yes | No | N/A |
| <input type="checkbox"/> Who says people should believe you?  | Yes | No | N/A |
| <input type="checkbox"/> Are you using a celebrity(s)?  | Yes | No | N/A |
| <input type="checkbox"/> Is your promise as big as possible without being unbelievable?                                   | Yes | No | N/A |
| <input type="checkbox"/> Do you have proof in the form of graphics? (Pictures, drawings, graphs, etc.)                    | Yes | No | N/A |
| <input type="checkbox"/> Can you dramatize proof with before and afters?  | Yes | No | N/A |
| <input type="checkbox"/> Is your guarantee designed to alleviate skepticism?  | Yes | No | N/A |
| <input type="checkbox"/> Are you telling the whole story?   | Yes | No | N/A |
| <input type="checkbox"/> Is the deadline or limit reason explained?   | Yes | No | N/A |
| <input type="checkbox"/> Are you offering an alternative means of response? (Recorded message, web site, free info, etc.) | Yes | No | N/A |
| <input type="checkbox"/> Can you demonstrate the results?   | Yes | No | N/A |
| <input type="checkbox"/> Are you using testimonials that relate specifically to this offer?                               | Yes | No | N/A |
| <input type="checkbox"/> Are you showing the number of people who have bought?  | Yes | No | N/A |
| <input type="checkbox"/> Do you have proof like copy of patent, survey results, studies, etc.?                            | Yes | No | N/A |
| <input type="checkbox"/> Do you have details that add to credibility? (Exact location, description of neighborhood, etc.) | Yes | No | N/A |
| <input type="checkbox"/> Do you have any third party endorsements? (Articles, influential people, etc.)                   | Yes | No | N/A |
| <input type="checkbox"/> Is promotion coming from a person rather than from a company?                                    | Yes | No | N/A |
| <input type="checkbox"/> Have you used one or more damaging admissions?   | Yes | No | N/A |
| <input type="checkbox"/> Have you acknowledged resistance with proactive objection handling, Q & A, etc.?                 | Yes | No | N/A |

**Copy.**

- |  |     |    |     |
|--|-----|----|-----|
| <input type="checkbox"/> Does offer present any aspect of underdog trying to come out on top?                        | Yes | No | N/A |
| <input type="checkbox"/> Has internal repetition of key points been used?  | Yes | No | N/A |
| <input type="checkbox"/> Does P.S. restate main benefit/theme/offer?   | Yes | No | N/A |
| <input type="checkbox"/> Are Subheads used throughout?   | Yes | No | N/A |
| <input type="checkbox"/> Any bullets?  | Yes | No | N/A |
| <input type="checkbox"/> Will bullets have reference to page number or actual part of product?                       | Yes | No | N/A |
| <input type="checkbox"/> Do pages end with cliffhangers?   | Yes | No | N/A |
| <input type="checkbox"/> Has internal repetition of key points been used?  | Yes | No | N/A |
| <input type="checkbox"/> Do you use a boxed off coupon in ads, or have copy explain how to respond without a coupon? | Yes | No | N/A |
| <input type="checkbox"/> Does coupons or order forms state YES!... and restate offer in first person?                | Yes | No | N/A |
| <input type="checkbox"/> Has copy been "mangled" with handwritten notes in margin, highlighting, etc.?               | Yes | No | N/A |
| <input type="checkbox"/> Is paragraph spacing and indenting done so readability is enhanced?                         | Yes | No | N/A |
| <input type="checkbox"/> If advertisement, have you squeezed as much relevant, non-boring copy as possible?          | Yes | No | N/A |
| <input type="checkbox"/> Are testimonials prominently displayed and discussed?                                       | Yes | No | N/A |
| <input type="checkbox"/> Will testimonials be re-typed/edited or copies of actual letters/shots be used?             | Yes | No | N/A |
| <input type="checkbox"/> Will piece be explanatory without stories?  | Yes | No | N/A |

<input type="checkbox"/>	Are recorded messages part of enticement to respond or order?	Yes	No	N/A
<input type="checkbox"/>	Is copy strictly benefit driven, with the sole focus on the prospect/customer?	Yes	No	N/A
<input type="checkbox"/>	If features are mentioned, is every one backed with one or more benefits?	Yes	No	N/A
<input type="checkbox"/>	Is a complete story being told?	Yes	No	N/A
<input type="checkbox"/>	Does copy assume prospect/customer knows nothing?	Yes	No	N/A
<input type="checkbox"/>	Is copy written at about a sixth grade level? (No matter who prospect is.)	Yes	No	N/A
<input type="checkbox"/>	Does copy talk to one person at a time?	Yes	No	N/A
<input type="checkbox"/>	Does copy talk to a potential buyer and ignore non-interesteds?	Yes	No	N/A
<input type="checkbox"/>	Is copy laced with "lingo" that prospects/customers talk/think in?	Yes	No	N/A
<input type="checkbox"/>	Does copy give specific details without rounding off, or approximating?	Yes	No	N/A
<input type="checkbox"/>	Is copy written to sound like it's being spoken? (Using words like "listen", "a minute ago", etc.)	Yes	No	N/A
<input type="checkbox"/>	Are all sentences/paragraphs short and super easy to read?	Yes	No	N/A
<input type="checkbox"/>	Are you using a serif font like "Times Roman", etc. for <u>body copy</u> ?	Yes	No	N/A
<input type="checkbox"/>	<b><u>(Note - Can use serif or sans serif for headlines)</u></b>			
<input type="checkbox"/>	Have you read copy aloud before finalizing?	Yes	No	N/A
<input type="checkbox"/>	Does copy refer to any graphics? (Pictures, diagrams, graphs, etc.)	Yes	No	N/A
<input type="checkbox"/>	Do all graphics have captions that are tantalizing and/or reinforce other copy/graphics?	Yes	No	N/A
<input type="checkbox"/>	Does it pass the "who cares" test?	Yes	No	N/A
<input type="checkbox"/>	Does copy focus on prospect/client or on advertiser? (You/your vs. we/I test.)	Yes	No	N/A
<input type="checkbox"/>	Are you using any "grabber" like a dollar bill, Million dollar bill, foreign currency, condom, etc.?	Yes	No	N/A
<input type="checkbox"/>	Are number of pages divisible by four?	Yes	No	N/A
<input type="checkbox"/>	Are ads going to be fractional page, or 7x10 or larger?	Yes	No	N/A
<input type="checkbox"/>	Are you going to attempt to get upper right hand page, or be above fold?	Yes	No	N/A
<input type="checkbox"/>	Is copy big enough to read, and have you considered this especially if you market to seniors?	Yes	No	N/A
<input type="checkbox"/>	Are you using a "table of contents" as a form of bullet points?	Yes	No	N/A
<input type="checkbox"/>	Does copy make them feel empathy, and that they're not alone anymore?	Yes	No	N/A
<input type="checkbox"/>	Is copy written for decision maker?	Yes	No	N/A
<input type="checkbox"/>	Does every separate piece in package have headlines?	Yes	No	N/A
<input type="checkbox"/>	Are you including a cover letter or lift letter?	Yes	No	N/A

**Bonuses.**

<input type="checkbox"/>	Do bonuses have high perceived value?	Yes	No	N/A
<input type="checkbox"/>	Can you make bonuses by breaking out parts of product?	Yes	No	N/A
<input type="checkbox"/>	Are bonuses linked to main product?	Yes	No	N/A
<input type="checkbox"/>	Are you going to use non-linked bonuses?	Yes	No	N/A
<input type="checkbox"/>	Are bonuses set up to more desired than product?	Yes	No	N/A
<input type="checkbox"/>	Are you using bonuses to enhance purchase of upgraded (deluxe) product choice?	Yes	No	N/A
<input type="checkbox"/>	Are you creating or buying multiple bonuses, instead of just one?	Yes	No	N/A
<input type="checkbox"/>	Are you linking bonuses to fast response? (Time, ltd. qty., first x buyers, etc.)	Yes	No	N/A
<input type="checkbox"/>	Can they keep bonuses even if they refund?	Yes	No	N/A
<input type="checkbox"/>	Are you offering bonuses either at purchase or after to reduce refunds?	Yes	No	N/A
<input type="checkbox"/>	Are you offering unannounced bonuses either at purchase or after?	Yes	No	N/A
<input type="checkbox"/>	Are you offering installments as bonus?	Yes	No	N/A
<input type="checkbox"/>	Are you offering upsells that are promoted as bonuses?	Yes	No	N/A
<input type="checkbox"/>	Do you offer free or reduced cost shipping?	Yes	No	N/A
<input type="checkbox"/>	Do you offer special shipping for single payment when installments are offered?	Yes	No	N/A
<input type="checkbox"/>	Do you offer discounts or gift certificates or coupons?	Yes	No	N/A
<input type="checkbox"/>	Do you offer unlimited calling in, or use fax/e-mail help only?	Yes	No	N/A
<input type="checkbox"/>	Do you offer coupons for additional help?	Yes	No	N/A

### **Refunds.**

- |                          |   |     |    |     |
|--------------------------|---|-----|----|-----|
| <input type="checkbox"/> | Are you getting product to customer as fast as possible?  | Yes | No | N/A |
| <input type="checkbox"/> | Are you delivering more than they thought they were buying?   | Yes | No | N/A |
| <input type="checkbox"/> | If notebook type course, have you shrink-wrapped the contents?                                      | Yes | No | N/A |
| <input type="checkbox"/> | Have you put a sticker on product telling them to call a recorded message before using?             | Yes | No | N/A |
| <input type="checkbox"/> | Are you sending out a welcome letter?   | Yes | No | N/A |
| <input type="checkbox"/> | Do you have a sequence of contacts after buying to help reduce refunds?                             | Yes | No | N/A |
| <input type="checkbox"/> | Do you call or send something like a \$million letter before they get product?                      | Yes | No | N/A |
| <input type="checkbox"/> | Do you follow up with phone to see how they're doing?   | Yes | No | N/A |
| <input type="checkbox"/> | Do you offer stuff they can only get after the guarantee period is over?                            | Yes | No | N/A |
| <input type="checkbox"/> | Do you get feedback from refunders as to why, and develop changes based on this?                    | Yes | No | N/A |
| <input type="checkbox"/> | Do you survey customers and offer bribes for responding to get feedback?                            | Yes | No | N/A |
| <input type="checkbox"/> | Do you put tons of testimonials in any form/media in with product?                                  | Yes | No | N/A |
| <input type="checkbox"/> | Do you have a stick letter outlining all the reasons they might return, and why they shouldn't?     | Yes | No | N/A |
| <input type="checkbox"/> | Do you use audio, videos, recorded messages or web sites filled with testimonials after purchase?   | Yes | No | N/A |
| <input type="checkbox"/> | Do you offer contests or rewards for sticking with program?   | Yes | No | N/A |
| <input type="checkbox"/> | Do you offer recognition for people who stick with it?  | Yes | No | N/A |
| <input type="checkbox"/> | Do you offer some sort of assistance or help lines, via e-mail, phone, fax, recorded message, etc.? | Yes | No | N/A |
| <input type="checkbox"/> | Do you offer a newsletter or other communication at least monthly?                                  | Yes | No | N/A |
| <input type="checkbox"/> | Do you offer conference calls or other meetings with users and satisfied testimonials?              | Yes | No | N/A |
| <input type="checkbox"/> | Do you offer frequent buyer awards? (Points worth \$ or merch., one free for x bought, etc.)        | Yes | No | N/A |
| <input type="checkbox"/> | Is your shipping container "refund friendly" (too easy), or as self destructing as possible?        | Yes | No | N/A |

### **Referrals.**

- |                          |  |     |    |     |
|--------------------------|--|-----|----|-----|
| <input type="checkbox"/> | Do you offer rewards for referrals? (Cash, gift cert., frequent buyer points, etc.?) | Yes | No | N/A |
| <input type="checkbox"/> | Do you offer recognition for people who refer to you?                                | Yes | No | N/A |
| <input type="checkbox"/> | Do you ask for referrals in writing, in person, etc.?                                | Yes | No | N/A |
| <input type="checkbox"/> | Do you have a referral list people can check out?                                    | Yes | No | N/A |

### **Customers.**

- |                          |   |     |    |     |
|--------------------------|---|-----|----|-----|
| <input type="checkbox"/> | Have you chosen list carefully per your desires for right customers for your offer?       | Yes | No | N/A |
| <input type="checkbox"/> | Have you segmented lists to weed out wrong types?   | Yes | No | N/A |
| <input type="checkbox"/> | Have you segmented your own list for different offers?                                    | Yes | No | N/A |
| <input type="checkbox"/> | Are you offering more products/services of yours for sale?                                | Yes | No | N/A |
| <input type="checkbox"/> | Are you offering more products/services of others for sale?                               | Yes | No | N/A |
| <input type="checkbox"/> | Are you targeting decision makers?  | Yes | No | N/A |
| <input type="checkbox"/> | Are you surveying your own customers for feedback an ideas?                               | Yes | No | N/A |
| <input type="checkbox"/> | Are you offering your products/services to other people's lists?                          | Yes | No | N/A |
| <input type="checkbox"/> | Are you communicating regularly with your customers?                                      | Yes | No | N/A |
| <input type="checkbox"/> | If yes to above, is the communication in the "voice" of the owner/front person?           | Yes | No | N/A |
| <input type="checkbox"/> | Are you aggressively seeking testimonials?  | Yes | No | N/A |
| <input type="checkbox"/> | Are you getting testimonials in writing with permission to use them in writing?           | Yes | No | N/A |
| <input type="checkbox"/> | Do you send out a new customer welcome kit of some kind?                                  | Yes | No | N/A |
| <input type="checkbox"/> | Do you acknowledge customer's purchases?  | Yes | No | N/A |
| <input type="checkbox"/> | Is every delivery of product/service accompanied by more offers?                          | Yes | No | N/A |
| <input type="checkbox"/> | Is your monthly communication dated and timely, or numbered sequence that doesn't change? | Yes | No | N/A |
| <input type="checkbox"/> | Are you offering back end stuff the same way they came in initially?                      | Yes | No | N/A |

*SPECIAL BONUS*

# The 100 Greatest Classic Headlines Ever Written

**[Click here to discover](#) how to get \$691.00 worth of my most effective money-making secrets... FREE!**

1. THE SECRET OF MAKING PEOPLE LIKE YOU
2. A LITTLE MISTAKE THAT COST A FARMER \$3,000 A YEAR
3. ADVICE TO WIVES WHOSE HUSBANDS DON'T SAVE MONEY--BY A WIFE
4. THE CHILD WHO WON THE HEARTS OF ALL
5. ARE YOU EVER TONGUE-TIED AT A PARTY?
6. HOW A NEW DISCOVERY MADE A PLAIN GIRL BEAUTIFUL
7. HOW TO WIN FRIENDS AND INFLUENCE PEOPLE
8. THE LAST TWO HOURS ARE THE LONGEST--AND THOSE ARE THE TWO HOURS YOU SAVE
9. WHO ELSE WANTS A SCREEN STAR FIGURE?
10. DO YOU MAKE THESE MISTAKES IN ENGLISH?
11. WHY SOME FOODS EXPLODE IN YOUR STOMACH
12. HANDS THAT LOOK LOVELIER IN 24 HOURS--OR YOUR MONEY BACK
13. WHY SOME PEOPLE ALMOST ALWAYS MAKE MONEY IN THE STOCK MARKET
14. YOU CAN LAUGH AT MONEY WORRIES--IF YOU FOLLOW THIS SIMPLE PLAN
15. WHEN DOCTORS "FEEL ROTTEN", THIS IS WHAT THEY DO
16. IT SEEMS INCREDIBLE THAT YOU CAN OFFER THESE SIGNED ORIGINAL ETCHINGS--FOR ONLY \$5 EACH
17. FIVE FAMILIAR SKIN TROUBLES--WHICH DO YOU WANT TO OVERCOME?
18. WHICH OF THESE \$2.50 TO \$5 BEST SELLERS DO YOU WANT--FOR ONLY \$1 EACH
19. WHO EVER HEARD OF A WOMAN LOSING WEIGHT--AND ENJOYING 3 DELICIOUS MEALS AT THE SAME TIME?

20. HOW I IMPROVED MY MEMORY IN ONE EVENING
21. DISCOVER THE FORTUNE THAT LIES HIDDEN IN YOUR SALARY
22. DOCTORS PROVE TWO OUT OF THREE WOMEN CAN HAVE MORE BEAUTIFUL SKIN IN 14 DAYS.
23. HOW I MADE A FORTUNE WITH A "FOOL IDEA"
24. HOW OFTEN DO YOU HEAR YOURSELF SAYING: "NO, I HAVEN'T READ IT, I'VE BEEN MEANING TO"
25. THOUSANDS HAVE THIS PRICELESS GIFT--BUT NEVER DISCOVER IT!
26. WHOSE AT FAULT WHEN CHILDREN DISOBEY?
27. HOW A 'FOOL STUNT' MADE ME A STAR SALESMAN
28. HAVE YOU THESE SYMPTOMS OF NERVE EXHAUSTION?
29. GUARANTEED TO GO THROUGH ICE, MUD, OR SNOW--OR WE PAY THE TOW!
30. HAVE YOU A "WORRY" STORY?
31. HOW A NEW KIND OF CLAY IMPROVED MY COMPLEXION IN 30 MINUTES
32. 161 NEW WAYS TO A MAN'S HEART--IN THE FASCINATING BOOK FOR COOKS
33. PROFITS THAT LIE HIDDEN IN YOUR FARM
34. IS THE LIFE OF A CHILD WORTH \$1 TO YOU?
35. EVERYWHERE WOMEN ARE RAVING ABOUT THIS AMAZING NEW SHAMPOO!
36. DO YOU DO ANY OF THESE TEN EMBARRASSING THINGS?
37. SIX TYPES OF INVESTORS--WHICH GROUP ARE YOU?
38. HOW TO TAKE OUT STAINS...USE (PRODUCT NAME) AND FOLLOW THESE EASY DIRECTIONS
39. TODAY...ADD \$10,000 TO YOUR ESTATE--FOR THE PRICE OF A NEW HAT
40. DOES YOUR CHILD EVER EMBARRASS YOU?
41. IS YOUR HOME PICTURE-POOR?
42. HOW TO GIVE YOUR CHILDREN EXTRA IRON--THESE 3 DELICIOUS WAYS
43. TO PEOPLE WHO WANT TO WRITE--BUT CAN'T GET STARTED
44. THIS ALMOST-MAGICAL LAMP LIGHTS HIGHWAY TURNS BEFORE YOU MAKE THEM

45. THE CRIMES WE COMMIT AGAINST OUR STOMACHS
46. THE MAN WITH A 'GRASSHOPPER MIND'
47. THEY LAUGHED WHEN I SAT DOWN AT THE PIANO--BUT WHEN I BEGAN TO PLAY!
48. THROW AWAY YOUR OARS!
49. HOW TO DO WONDERS WITH A LITTLE LAND!
50. WHO ELSE WANTS LIGHTER CAKE--IN HALF THE MIXING TIME?
51. LITTLE LEAKS THAT KEEP MEN POOR
52. PIERCED BY 301 NAILS...RETAINS FULL AIR PRESSURE
53. NO MORE BACK-BREAKING GARDEN CHORES FOR ME--YET OURS IS NOW THE SHOW-PLACE OF THE NEIGHBORHOOD!
54. OFTEN A BRIDESMAID, NEVER A BRIDE
55. HOW MUCH IS "WORKER TENSION" COSTING YOUR COMPANY?
56. TO MEN WHO WANT TO QUIT WORK SOMEDAY
57. HOW TO PAINT YOUR HOUSE TO SUIT YOURSELF
58. BUY NO DESK--UNTIL YOU'VE SEEN THIS SENSATION OF THE BUSINESS SHOW
59. CALL BACK THESE GREAT MOMENTS AT THE OPERA
60. "I LOST MY BULGES...AND SAVED MONEY TOO"
61. WHY (BRAND NAME) BULBS GIVE MORE LIGHT THIS YEAR
62. RIGHT AND WRONG FARMING METHODS--AND LITTLE POINTERS THAT WILL INCREASE YOUR PROFITS
63. NEW CAKE-IMPROVER GETS YOU COMPLIMENTS GALORE!
64. IMAGINE ME...HOLDING AN AUDIENCE SPELLBOUND FOR 30 MINUTES
65. THIS IS MARIE ANTOINETTE--RIDING TO HER DEATH
66. DID YOU EVER SEE A "TELEGRAM" FROM YOUR HEART?
67. NOW ANY AUTO REPAIR JOB CAN BE 'DUCK SOUP' FOR YOU
68. NEW SHAMPOO LEAVES YOUR HAIR SMOOTHER--EASIER TO MANAGE

69. IT'S A SHAME FOR YOU NOT TO MAKE GOOD MONEY--WHEN THESE MEN DO IT SO EASILY
70. YOU NEVER SAW SUCH LETTERS AS HARRY AND I GOT ABOUT OUR PEARS
71. THOUSANDS NOW PLAY WHO NEVER THOUGHT THEY COULD
72. GREAT NEW DISCOVERY KILLS KITCHEN ODORS QUICK!--MAKES INDOOR AIR "COUNTRY-FRESH"
73. MAKE THIS 1-MINUTE TEST--OF AN AMAZING NEW KIND OF SHAVING CREAM
74. ANNOUNCING...THE NEW EDITION OF THE ENCYCLOPEDIA THAT MAKES IT FUN TO LEARN THINGS
75. AGAIN SHE ORDERS..."A CHICKEN SALAD, PLEASE"
76. FOR THE WOMAN WHO IS OLDER THAN SHE LOOKS
77. WHERE YOU CAN GO IN A GOOD USED CAR
78. CHECK THE KIND OF BODY YOU WANT
79. "YOU KILL THAT STORE--OR I'LL RUN YOU OUT OF THE STATE!"
80. HERE'S A QUICK WAY TO BREAK UP A COLD
81. THERE'S ANOTHER WOMAN WAITING FOR EVERY MAN--AND SHE'S TOO SMART TO HAVE "MORNING MOUTH"
82. THIS PEN "BURPS" BEFORE IT DRINKS--BUT NEVER AFTERWARDS!
83. IF YOU WERE GIVEN \$200,000 TO SPEND--ISN'T THIS THE KIND OF (TYPE OF PRODUCT, BUT NOT BRAND NAME) YOU WOULD BUILD?
84. "LAST FRIDAY...WAS I SCARED!--MY BOSS ALMOST FIRED ME!"
85. 76 REASONS WHY IT WOULD HAVE PAID YOU TO ANSWER OUR AD A FEW MONTHS AGO
86. SUPPOSE THIS HAPPENED ON YOUR WEDDING DAY!
87. DON'T LET ATHLETE'S FOOT "LAY YOU UP"
88. ARE THEY BEING PROMOTED RIGHT OVER YOUR HEAD?
89. ARE WE A NATION OF LOW-BROWS?
90. A WONDERFUL TWO YEARS' TRIP AT FULL PAY--BUT ONLY MEN WITH IMAGINATION CAN TAKE IT
91. WHAT EVERYBODY OUGHT TO KNOW...ABOUT THIS STOCK AND BOND BUSINESS

92. MONEY-SAVING BARGAINS FROM AMERICA'S OLDEST DIAMOND DISCOUNT HOUSE
93. FORMER BARBER EARNS \$8,000 IN FOUR MONTHS AS A REAL ESTATE SPECIALIST
94. FREE BOOK--TELLS YOU TWELVE SECRETS OF BETTER LAWN CARE
95. GREATEST GOLD-MINE OF EASY "THINGS TO MAKE" EVER CRAMMED INTO ONE BIG BOOK
96. \$80,000 IN PRIZES! HELP US FIND THE NAME FOR THESE NEW KITCHENS
97. NOW! OWN FLORIDA LAND THIS EASY WAY...\$10 DOWN AND \$10 A MONTH
98. TAKE ANY THREE OF THESE KITCHEN APPLIANCES--FOR ONLY \$8.95 (VALUES UP TO 15.45)
99. SAVE TWENTY CENTS OFF TWO CANS OF CRANBERRY SAUCE--LIMITED OFFER
100. ONE PLACE-SETTING FREE FOR EVERY THREE YOU BUY!

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