



If you can't see that this is an absolute no-brainer you may as well just shread your money and check yourself into the stupid farm

“For \$197 Travis and Keith are giving you a gift certificate for **\$200 worth of 3D Mail Products** that you can use any time you want - you can even use it on stuff they have on sale at our conferences! **In addition you get** their **Deluxe 3D Mail “How To” system** with 139 different letters... plus your get all of the letters in **MS Word so you can S&D them all you want.**

You also get one sample of each 3D Mail item they stock. **But Wait, There's More** - You'll also get **my CD interview** with Travis and Keith in which I reveal some of my all time favorite 3D Mail Campiagns. You'll get a One-on-One 30 minute 3D Mail coaching session with Travis. **Check out what Dan says on the next page to see who he talks to when he wants fresh ideas and advice on 3D Mail for his clients and himself.** In addition you'll get a Certificate for a Complete Critique of your 3D Mail Campaign, and Travis and Keith's **6 Special Reports** that teach you exactly how to use 3D Mail in your business.

All of our members know that not only do I like 3D mail a lot, but I use them a lot. And there is no mystery as to why I use them. It's not because I want to make my mailing more complex and complicated. It's only because I want my mailing to have a better response, and that's exactly what they do. 3D Mail does a lot of great things, but the biggest thing it does, which is the only thing our members should even be paying attention to is, it increases response. The return on your investment will be much, much higher than the cost of it, so it just always pays for itself.”

Only at the Info-Summit

You get all of this:

	Value
✓ Complete MS Word “Swipe File” CD containing 139 sales letters	\$ 597.00
✓ \$200 Gift Certificate from 3D Mail Results	\$200.00 
✓ One sample of each 3D Mail item we stock	Priceless
✓ Hard copy samples of 139 letters using 32 different 3D mail products	\$ 297.00
✓ Audio CD interview with Bill Glazer, Keith Lee & Travis Lee	\$ 59.95
✓ 30 minute One-on-One 3D Mail Coaching Session	\$ 197.00
✓ Certificate for a Complete Critique of your 3D Mail promotional piece with Travis Lee	\$ 97.00

6 Special Reports

✓ Why 3D Mail Gets Such Great Results	
✓ The Top Thirteen Mistakes in Preparing a Sales Letter	
✓ Why Premiums/Free Gifts Out Perform Discounts and Rebates	
✓ The Evolution of a \$10,000,000.00 Direct Mail Campaign	
✓ Copywriting to Sell Any Product or Service	
✓ 350 of the Best Headlines of All Time and The 25 Best Fill-In-The-Blank Headlines	\$ 97.00

TOTAL VALUE **\$1544.95**

Only here at the SuperConference **\$197** 

In addition you'll get your own pair of brass balls - Just Like Dan's! and our Triple Brass Balls Guarantee

Keep Reading to See Dan Kennedy's Brass Balls



You Get All of This
Plus \$200 Worth of 3D Mail Product
for \$197

Let's face it, busting through the clutter and getting your direct mail opened and read is tougher than ever. In fact it's the biggest challenge in marketing today. We're all hit with a barrage of advertisements and marketing messages every day. The average American sees 3,500 marketing message each day. That's 1,277,500 a year! **how are you going to be sure your message is seen, read, or heard?**

You're here at the InfoSummit because you know you need to do something different to thrive. You know that all of the mail you receive everyday, both at home and in the office, looks the same. You can cut out the names and phone numbers, jumble them up, and put them back just about anywhere and they'd all still look and say the same thing. How much of it actually catches your attention, grabs you by the brass balls (OOPs) throat, and compels you to read? My guess is, not much. **We all suffer from marketing incest.** 3D Mail is different. It cuts through the clutter. It gets attention. It gets opened... Instantly!

Let me ask you this...

Is There Anyone Who Guarantees Your Marketing Will Be the 1 of 1,277,500 Marketing Pieces Your Clients Remember This Year?

Look For The Guys With Brass Balls Guarantee!
Here's the 3D Mail Results Triple Guarantee

Brass Balls Guarantee #1

Use any of the 139 letter examples in the **NEW Deluxe 3D Mail Sample Kit and Sales Explosion System** as the basis for your letter to your prospect or client, call your client a year later and ask if they remember your mailing. If they don't remember it well give you **3 times your money back.**

Brass Balls Guarantee #2

Use any of the 139 examples in the system as the basis for your direct mail campaign, **and use one of the two critique certificates you get with the system** and if your not jumping up and down with joy **we'll give you your money back.**

Brass Balls Guarantee #3

Once you receive the **Deluxe 3D Mail Sample Kit and Sales Explosion System** if you're not



"The use of object-mail, grabbers and freemiums plays a role in almost every direct-mail campaign I develop for my private clients as well as for my own use, and Travis Lee at 3D Mail Results are my go-to guys for these items and for fresh ideas. I have brought Travis, Keith and their team in on projects, referred clients to them, and turned to them time and again for the right items at the right price. You'd be foolish not to use 3D Mail Results as your preferred resource as I do. "

Dan S. Kennedy
 Direct-response Copywriter & Marketing Strategist
 Author, THE ULTIMATE SALES LETTER and NO B.S. GUIDE TO DIRECT MARKETING
www.NoBSBooks.com

NEXT PLEASE


happy in any way - if you don't like the color of the binder... anything - just return it for a complete and prompt refund.

How to Ensure Your Direct Mail Gets Open and Read

Everything you need is in the **NEW Deluxe 3D Mail Samples Kit and Sales Explosion System**. The System includes **two H-U-G-E, 5 inch notebooks filled to the brim** with absolutely everything you need.

Here's What You Get in the *Deluxe 3D Mail Samples Kit and Sales Explosion System*

This is only available here at the SuperConference!

- ✓ **\$200 Gift Certificate from 3D Mail Results** to be used on any 3D Mail Results Product. It's like getting the *Deluxe 3D Mail Samples Kit and Sales Explosion System* for **FREE!**
- ✓ **Complete "Swipe File" CD containing 139 sales letters in Microsoft Word**. These letters are completely written and ready to implement. It includes prospecting letters for new clients, letters to existing clients, upgrading and cross-selling, lost client reactivation, and generating referrals. All the hard work has been done for you.
- ✓ **One sample of each 3D Mail item we stock**. You'll get one pill bottle, one bank bag, one mini self-mailing trash can, one treasure chest... you get the idea. You can touch them, feel them, hold them, check them out and see exactly how you'll use them in your campaign.
- ✓ **Hard copy samples of 139 letters using 32 different 3D mail products**. These are copyright free complete letters that you can tweak to use in your own company. Each letter uses an attention getting headline, transition wording from the headline into the letter, an irresistible offer, features and benefits, testimonials, P.S(s) - all the necessary elements of a great direct response letter. **This is 417 pages of 3D Mail letters that get results.**

Also included are five Special reports that show you how to have maximum success and profits with 3D Mail

- ✓ **Why 3D Mail Gets Such Great Results:** This covers all of the basic "in's and out's" of using 3D Mail. How to use 3D Mail for maximum success, and why you should be testing 3D Mail throughout your direct mail campaigns and **when you shouldn't use 3D Mail**.
- ✓ **The Top Thirteen Mistakes in Preparing a Sales Letter:** When you sit down to write a letter using 3D Mail, you won't make the same mistakes we see time and time again when reviewing and critiquing work from clients. This report will keep you from making these top 13 mistakes.
- ✓ **Why Premiums/Free Gifts Out Perform Discounts and Rebates:** This report explains how you can use Free Gifts with OUT having to discount or rebate your products/services. Using the right free gift will cost you less than discounting, and it will drive added sales to your business.
- ✓ **The Evolution of a \$10,000,000.00 Direct Mail Campaign:** This is the "life-line" of Keith's ultrasuccessful direct mail campaign he's been using since 1993 to get a constant flow of new clients. You'll see every split-test, every tweak, every headline we used - every nuance and progression of every letter we've sent and tested over the past 18 years. Truthfully, this series of letters has been worth at least \$20 MILLION to our American Retail Supply business - in fact one client alone has bought more than \$1,000,000.00 as a direct result of this letter. This report shows you exactly how to test your direct mail by showing you the actual examples of 18 years of direct mail testing. The original letter in this campaign has been in Dan Kennedy's B to B section of Magnetic Marketing since 1993.
- ✓ **Copywriting to Sell Any Product or Service:** The greatest 3D Mail in the world is worthless

unless you know how to put words on paper that sell. This report will guide you through the copywriting process, so you don't miss a thing. Do you have an irresistible offer? a deadline? A guarantee? Testimonials? How do you craft them? This report will answer those questions and more...

- ✓ **350 of the Best Headlines of All Time and The 25 Best Fill-In-The-Blank Headlines:** Headlines are without a doubt the most important part of any sales message. The best ones have been around for years. They are tested and proven, so why reinvent the wheel?

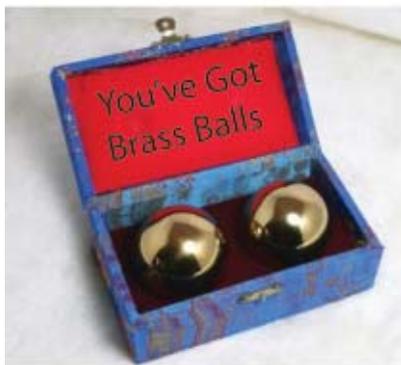
But Wait - There's More...

- ✓ **Audio CD interview with Bill Glazer, Keith Lee & Travis Lee** answers all of your 3D Mail questions. Bill Glazer is one of the top direct response marketing minds around, and author of the #1 Best Selling Book, *Outrageous Advertising That's Outrageously Successful*. Be a fly on the wall as Bill, Keith and Travis discuss the successful 3D Mail campaigns they've seen over the years.
- ✓ **30 minute One-on-One 3D Mail Coaching Session** via telephone with Travis Lee.
- ✓ **Certificate for a Complete Critique** of your 3D Mail promotional piece with Travis Lee.

Hold on Nellie, It Just Gets Better **Grow Get Your Own Pair of BRASS BALLS** **Just Like Dan's!**

Right Here at the SuperConference

If You're One of the First 25 to Respond to This Offer You'll Go Home with
Your Own Pair of Genuine Brass Balls



No one will ever kick sand in your face or question your manhood again when you have Brass Balls! (the FTC requires that I tell you this last sentence may not be true for all men. You may actually have someone kick sand in you face - sorry).

Ladies - Brass Balls are not "just for men". When you're meeting with that jerk who's talking down to you, show him your brass balls and put him in his place.

And Remember You Get our Triple Brass Balls Guarantee

1. Use any of the 139 examples in the 3D Mail Sample Kit and Sales Explosion System as the basis for your letter to prospects or clients and call your client a year later and ask if they remember your mailing. If they don't remember it, return the system and we'll give you **3 times your money back.**
2. Use any of the 139 examples as the basis for your direct mail campaign, **and use one of the two critique certificates you get with the system** and if you're not jumping up and down with joy return the system within the first year and **we'll give you your money back.**

3. Once you receive the *Deluxe 3D Mail Sample Kit and Sales Explosion System* if you're not happy in any way - if you don't like the color of the binder... anything, just return it for a complete and prompt refund.

If you decide to return your 3D Mail Sample Kit and Sales Explosion System for any reason you keep your new pair of BRASS BALLS as our gift

And Remember... if you're one of the first 25 to respond you'll go home with your own new pair of BRASS BALLS!

Bring the enclosed Acquisition Form to the 3D Mail Results Booth in the Exhibit Area.

The Exhibit Area is Open

Thursday, November 3	11:45am - 1:15pm 5:15pm - 6:30pm 9:30pm - 11:00pm
Friday, November 4	7:00am - 2:00pm 5:45pm - 7:00pm 9:30pm - 11:00pm
Saturday, November 5	1:00pm - 2:30pm

To Your Direct Mail Success,



Travis Lee

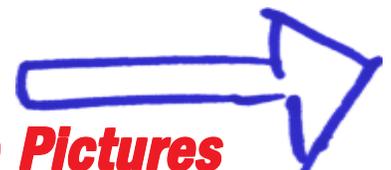
P.S. As I finish this letter, I thought of what Bill Glazer says about a direct mail letter that gets results, **"It's The Keys To The Kingdom"**. **What would one great direct mail letter do for you're business?** It's likely that in your business, just one new client will more than pay for the entire system many times over. Bring your acquisition form to the 3D Mail Results booth in the exhibit area.

P.P.S. **This offer expires when the Info-Summit ends. Don't call your friends and tell them about it because it is only available to those attending the InfoSummit!**

P.P.P.S Remember you get our **Triple Brass Balls Guarantee**. See page 2 of this letter.

P.P.P.P.S. You'll ~~grow~~ get your own pair of Brass Balls if you're one of the first 25 to respond.

***Who's are bigger?
Shocking, Unaltered Side-By-Side Pictures
of Dan and Bill's Brass Balls!!!***



Shocking, Unaltered Side-By-Side Pictures!!!
So Big
We Had To Turn Them
On Their Side!!!!

Pictures are 1/2 of actual SIZE!

**Dan Kennedy's
Brass Balls**



**Bill Glazer's
Brass Balls**

