Bootcamp Promo Copywriter: BAD Page 1 of 9

You purchased my course, *Winning in the Cash Flow Business*, and now weeks... maybe months... even years... have passed by... but you're still sitting there, in the same chair... wondering...

"NOW WHAT DO I DO?"

My friend, you need a...

3-day swift kick in the pants!

Otherwise known as my SUPER-EFFECTIVE...

"Let's work all these note deals—TOGETHER!"

BOOTCAMP!

And YOU keep all the money YOU make!

These happy campers attended Bootcamp last year, and in just 3 days...

Christine J. from Arizona worked 6 note deals
Tilicia D. from New York worked 5 note deals
Char G. from Canada worked 6 note deals
Larry W. from Florida worked 6 note deals
David A. from California worked 9 note deals
John I. from Maryland worked 7 note deals
Joe C. from Nevada worked 10 note deals

From the Desk of Russ Dalbey Westminster, Co.

[Insert rotating date]

Dear Cash Flow Student,

Bootcamp Promo Copywriter: BAD Page 2 of 9

You must know, deep in your heart, there are <u>no limits to the amount of money you can make</u>—and how fast and easily you can make it—in the cash flow business.

And yet... despite knowing all this...

You're still having trouble getting yourself "up and out" of the starting gate.

You still haven't discovered that <u>fire</u>... that <u>belief</u> in yourself... that YOU CAN <u>really and truly win</u> in the cash flow business.

Maybe you're just shy, scared...

Or, you honestly don't know how to find all those ready, willing and able note-holders—who are practically waiting for YOU to contact them!

Or, maybe you just don't know how to put together an actual note deal—close it, and walk away with a juicy BIG profit!

So... I'm going to help you out.

I'm honor bound to help you out!

Because you're not the first nor will you be the last cash flow student to need my help.

Indeed, some of my biggest success stories—today's biggest cash flow money earners—faced the same exact challenges you're facing, when they first started out.

Scott A. from California earned \$41,836

"Bootcamp can help a lot of people that are stuck with the fear of actually jumping into the business. Sure, you can learn it through the text and everything else but you just gotta start doing it, if you go to boot camp you gotta start doing it. They getcha going!"

-- Scott A., California

Just like you, these students didn't know where or how to start making money—real money—in the cash flow business.

And not only that, just like you, they had all these...

Distractions—the lawn needed to be mowed, the snow needed to be shoveled, the in-laws were in town and needed to be entertained, and there was that one-day sale at the mall.

Bootcamp Promo Copywriter: BAD Page 3 of 9

Responsibilities—working overtime at a job they hated, balancing overdrawn checking accounts, and taking the kids to the orthodontist.

Fears—fear of failure, fear of rejection, fear of not having money for retirement, for a new car to replace that gas-guzzling clunker.

But they knew... if they didn't take action—immediate action...

...If they didn't start making all the money they knew they could make in the cash flow business... nothing... nothing in their lives would ever, ever change.

Live Your Dreams!

Right now YOU have that chance AND that choice!

In fact, you have two choices.

You can choose to either have a life of "more of the same"—where you...

- Continue to avoid taking any joy or delight in your life.
- Continue to avoid making all the money you want—all the money you know you can make.
- Continue to stare at my Winning in the Cash Flow Business course you bought last week or last year –that's gathering dust in a corner of your living room or bedroom

Or...

You can pick up the phone right this minute and call **XXX-XXX** priority code **ZZZZZ**

And come to my...

"Guaranteed to Get You on the Road to Closing Deals and Making Money"

2009 Spring Bootcamp

And if you do that—

I promise to help put money in YOUR pocket!

Bootcamp Promo Copywriter: BAD Page 4 of 9

Listen, an ancient and wise Chinese philosopher once said:

<u>"Give</u> a man a fish and you feed him for a day. <u>Teach</u> a man to fish and you feed him for a lifetime."

Well that Chinese philosopher had it only half right!

What's wrong with having the fish, the fishing lessons, the rod, the reel, the bait, and the money, too?

What's wrong with having it all?

And who said you can't!

I Personally Guarantee You

By the time you leave my Bootcamp...

You'll have at least one bona-fide note-holder in your pocket—a note-holder who's ready, willing and able to work with you on putting together a cash flow deal.

Plus... you'll have the priceless ability and know-how to continue pocketing note-holders, and putting together cash flow deals—for the rest of your life!

--Russ Dalbey

And, while I <u>absolutely guarantee</u> you'll be working on at least one cash flow note deal by the time you finish *Bootcamp*—

All attendees of my **Bootcamp**, on average, actually <u>leave with more than 2 note deals</u> in the works!

Plus, when you come to Bootcamp, you'll also get—absolutely FREE—

TWO HUNDRED "pre-screened" cash flow leads!

At **Bootcamp** I'll open my closely-guarded, secret note vault—and share with you my private stash of cash flow leads.

Enough **Class-A** leads to put you firmly on the road to working deals and possibly making money—for weeks—maybe even months!

And that's still not all...

Bootcamp Promo Copywriter: BAD Page 5 of 9

We'll work a good portion of those 200 promising "ready to do a deal" note-holders <u>TOGETHER!</u>

At **Bootcamp** my A-team of top coaches and instructors—people who know how to work cash flow deals with their eyes closed and one hand tied behind their back—are going to show you—at long last—how to really make BIG money!

Paul closed \$59,359.53 worth of note deals!

Paul A. came to *Bootcamp* looking to find the secret to cash flow success. And, boy, did he ever find it. Since leaving *Bootcamp* he's closed deals worth, at last count, \$59,359.53!!! Way to go Paul!

And it doesn't matter one bit how long you've been in the cash flow business.

Whether you've been in it a year or just one day...

If you're not making the money—the REAL BIG MONEY—you want to make—COME TO BOOTCAMP!

If you're stuck, lost, scared or confused and you don't know how to get your cash flow business up and running on all cylinders and making you bundles of easy money—COME TO BOOTCAMP!

If you want to wring every drop of knowledge—every behind the scene secret—from the experts—the coaches and instructors—who've been in the trenches of the cash flow business for years—

So you can start making piles of money, too—

COME TO BOOTCAMP!

How can I make it any clearer?

If you want to make money—BIG MONEY

COME TO BOOTCAMP!

And You'll NEVER be alone!

You'll join 23 other cash flow students—all of whom want the exact same thing you do—to make money—BIG MONEY!

Bootcamp Promo Copywriter: BAD Page 6 of 9

Some of your fellow *Bootcamp* attendees will have been in the cash flow business for years, others may have bought my course, *Winning in the Cash Flow Business*, just last week.

But all of you will have at least one thing in common—you'll all be at **Bootcamp** to power-up your cash flow business—to work on **putting together deals that will put money in your pocket.**

Bottom Line—and Guaranteed!

When you leave **Bootcamp**—after actually having "done" the cash flow business—you will have gained the **confidence**, the **ability** and the **will-power** to succeed.

Confidence: gained from actively working on closing up to 200 real-time deals

Ability: gained from immediate, full-time, over-the-shoulder, one-on-one coaching

Will-power: gained from having <u>in your pocket</u> at least one note deal in the works... and 200 potential more just waiting for you!

The 3 in 3 Effect (Three years of experience in just three days)

Yes, **Bootcamp** is only 3 short days—but it's <u>3 days</u> of working on real deals—deals that could **put money in your pocket by the time you're finished**.

- Because at **Bootcamp** you learn by doing!
- Because at *Bootcamp* every deal you work on increases your confidence and excites you to keep going after more and more money!
- Because at *Bootcamp* you'll build positive, self-generating momentum to keep working on deal after deal—until you've made all the money you ever wanted to make!

Tyler D., of Colorado had fun making \$19,975

"Bootcamp was good. The first day I had three requests for quotes and I was able to get back to them by the end of the day. That was fun!"

-- Tyler D, Colorado

Bootcamp Promo Copywriter: BAD Page 7 of 9

Failure is not an option!

No one—I repeat—no one who faithfully employs the tips, tactics and strategies delivered to you at **Bootcamp...** has ever left **Bootcamp...** without at least one cash flow deal in the works.

And as I said before—the average is actually over 2 deals!

So how many note deals are YOU going to walk away with?

You set the number—we'll help you reach it.

You're at Bootcamp to "Win in the Cash Flow Business!"

Follow the instructions of your coaches and instructors—faithfully and honestly—and you will win.

You Will Succeed.

And remember... even if you close just a handful of note deals—that could be anywhere from \$5,000—\$30,000 more in your pocket!

Working only part-time—Darrell scored \$27,506

"The experience at **Bootcamp** was phenomenal—because they're all there to help you. The student-to-instructor ratio was excellent. If you have a question... someone's always right there with you at all times. I just can't say enough good things about them [coaches and instructors]—on a scale of 1 to 10—they're a 10!"

-- Darrell S., Washington

BELIEVE IN YOURSELF!

You <u>can</u> do it! We'll help you do it!

Come to my **2009 Spring Bootcamp!**

And we'll work on closing deals—TOGETHER!

Bootcamp Promo Copywriter: BAD Page 8 of 9

And YOU keep all the money YOU make!

Call XXX-XXX and sign up right now!

But you must act fast.

Each *Bootcamp* is absolutely capped at 24 students.

There never is and never will be exceptions.

And we do this for one reason and one reason only: to guarantee YOU the highest level of personal attention.

That's why I can guarantee you success Call XXX-XXX-XXX right now to sign up for *Bootcamp!*

Don't risk hearing these 2 dreaded and sorry words:

Sold Out!

It can happen—in fact, it has happened.

My last *Bootcamp* sold-out almost immediately—as soon as it was announced.

So let a word to the wise be sufficient (actually it's two words): Don't wait!

Call XXX-XXX-XXX right now!

See you at **Bootcamp!**

Russ Dalbey CEO & Founder

Dalbey Education Institute

P.S. Remember, if you *really* want to *shorten* your "earning curve"—to *accelerate* your earning potential—to find deals, close deals—**and make money**—*FAST!*

Bootcamp Promo Copywriter: BAD Page 9 of 9

Bootcamp is where—in just 3 days—you'll learn how to make it happen!

At *Bootcamp* you'll work—without distraction—without interference.

You'll work on closing deals!

Plus...

By the time you leave **Bootcamp** <u>YOU ARE ABSOLUTELY GUARANTEED</u> to be working on at least one bona-fide note deal.

(On average, **Bootcamp** attendees actually leave with <u>more than 2 note deals in the works</u>.)

Call XXX-XXX and sign up for *Bootcamp* today!