

Now, I'm going to use the same winning diet ad to write an ad for a moneymaking report. These two examples will be all you need to use swipe ads as templates for your own promotions. It's important for me to note that I'm making these ads up as I go along. The products in these ads are fictitious. They don't exist. But if I had a real diet product or moneymaking report to write an ad about this is the process I'd go through. Especially if I didn't have time to go through my usual copywriting process.

Here we go again...

The Amazing Diet Secret Of A Desperate Housewife!

The Amazing Moneymaking Secret Of A College Dropout From Indiana!

My name is Nancy Pryor. I am 35 years old. I am a housewife and mother of three children. I would like to tell you something personal about myself. One day last September, I just broke down and started to cry.

My name is Joe Fantoni. I am 48 years old. I am a college drop out turned entrepreneur and father of two wonderful boys. I'm not sure, but I think after you read this message you may want to call me. My phone number is (000) 000-0000. Let me tell you something kind of personal. Three years ago I was bankrupt. Dead broke with no options. My situation got so desperate I had to beg my friends for grocery money just to feed my family.

I couldn't help it. I had reached my breaking point. I felt like I was going to have a nervous breakdown.

I was so depressed my wife asked me to see a doctor. I was on the edge and about to snap.

It happened one Monday morning right after I got on the bathroom scales to weigh myself. I had been on a strict diet for nearly two months. I had gone off the diet over the weekend to give myself a little break and just to live like a normal human being for a couple of days. Now the scales said I weighed 188 pounds. I just couldn't believe it! That meant that in one lousy weekend I had more than gained back every single pound I had lost in the last 3 weeks.

Why was my financial situation so bad? Because I bought into a "hair brained" business opportunity – through an MLM company – and had lost all my money. A friend of mine, who I trusted told me this was "it". We would be rich in no time. But the company went out of business within a month and I was out my life's savings. It took me 12 years of hard work to save that \$25,000. I managed to lose it all in less than five weeks.

Maybe this doesn't sound like a big deal to you, but to me it felt like a tragedy.

Maybe \$25,000 doesn't sound like a lot of money to you, but to me it was all I had.

I had been trying to lose weight for the last 5-1/2 years. I had tried liquid protein. I had tried fasting. I had tried hypnosis. I had tried exercise. I had tried sauna belts. For a while I even used dangerous diet drugs. As far as diets go I tried almost every one I heard about. The Atkins diet. The Stillman diet. The grapefruit diet. The Women's Ski Team diet. Etc. Etc. Etc. You name it – I tried it.

I gotta admit I'm kind of a biz opp. junky. You know? Ever since I can remember I've been trying one moneymaking scheme after another. I tried vending machines. I tried MLM. I tried fixing windshields. I tired 900 numbers. I tried placing tiny ads in newspapers. I bought books, ebooks, courses, tapes, videos, etc. I sent for stuff through the mail, by TV, from ads in papers and magazines... and... of course... the Internet.

The results were always the same. I would struggle and struggle to lose a few pounds and then the very first time I would give myself a small break the weight would come right back on.

But I never made much to speak of. Sometimes a few bucks would roll in here and there. Nowhere near enough to live. Much less to get rich. Nothing seemed to work for me no matter how hard I worked.

It had happened many times before, but somehow this time it seemed like the last straw. I didn't know where to turn or what else to try. I was about to give up.

Losing \$25,000 was the last straw. My wife was fuming. She even threatened me with divorce. I was about to blow my top and just give up trying.

Don't get me wrong. I don't want this to sound like a sob story. I'm not telling you all this because I want you to feel sorry for me. There is no need for that anyway. My story has a very happy ending.

Don't worry. Things ended up working out just fine. I wanted to let you know where I was just in case you think you're at the end of your rope. You see, just when things looked darkest I found something that changed my financial situation for the better. Forever.

My story has a happy ending because the very next day I made a discovery that has changed my entire life. I found an amazing way to lose weight that I never dreamed

existed.

Two weeks after I lost all that money I discovered an amazing way to make real money (real fast) on the Internet. Now, I bring in between \$10,000 and \$15,000 per month from the comfort of my own home.

I am not going to tell you where I found this secret. However, I will tell you this much: I did not get this information from a doctor. I did not get this information from a diet book. I did not find this information in a newspaper. I did not get this information from any of the so-called “diet experts”.

I am going to reveal my secret to you. Why? Because it's no skin off my nose to let you in on this profitable venture. Besides, I put together a surefire system for raking in \$300 to \$500 the first month. It's easy. It's fast. It will take your breath away while putting fast cash profits in your pockets. The best part is there's nothing for you to figure out on your own if you follow my simple plan

To tell the truth, I stumbled across this information totally by accident when I was looking for something else.

Funny thing is, I wasn't even looking for a way to make money when I stumbled across this secret.

But all that doesn't matter. What does matter is that at last I have found the answer.

Anyway, none of that is important. What is important is that I've found a way to make serious cash fast. Within 90 days you'll be raking in an extra \$4,000 to \$6,000. All of it will be generated automatically from the Internet.

Let me tell you why I think my diet secret is so fantastic.

Here's why I believe my moneymaking secret is mandatory for you to know.

MELTS FAT FAST

PRODUCES FAST CASH

First of all, this diet works fast. It literally burns off fat by the hour. If you go on this diet in the morning, you will be losing weight before lunch. You will lose weight faster on this diet than if you ran 7 miles every day. You will be able to measure the

difference in your waistline in 24 to 36 hours. I think this is the fastest safe diet in the world. If you can find a diet that works faster I will buy it from you and gladly pay you good money for it.

Look we all need more money as fast as possible. Well, my little secret starts generating profits right away. On average, you can count on an extra \$300 to \$500 in the first month. Those profits multiply quickly. Because in the second month, you'll double or even triple what you made the to begin with. I don't know about you... but... even a few hundred dollars in pure profits made a big difference to me. That's a car or credit card payment you won't have to worry about any more.

NO HUNGER

LONG TERM EQUITY IN A REAL BUSINESS

I'll tell you a secret. You will never lose weight and keep it off on any diet that leaves you hungry. Hunger is an irresistible force. Sooner or later, willpower always give in to hunger.

This diet brings hunger to a dead full stop. You will never be hungry. As a matter of fact, one of the unique features of this diet makes it metabolically impossible for your to experience hunger. To me, it's like heaven.

A quick influx of cash to pay bills is great. The real wealth, however, is in the assets you build in your business. You can't get rich unless you create a business that can be sold for many times the amount of cash it takes in. Sooner or later, you'll want to retire.

This moneymaking secret not only provides you with monthly cash flow... but... even more important... it allows you to build a saleable asset. You will be creating a money machine you can cash out of and retire rich. One of the most valuable aspects of this secret guarantees the business you grow takes care of you when you no longer want to be in business.

76% MORE ENERGY

MORE PROFITABLE THAN A FRANCHISE

This diet converts body fat to body fuel. Starting on the 5th day of this diet you energy will begin to increase dramatically. It will increase every day until the 9th day when it begins to level off. After that your energy level will stay about the same. This new energy level will probably be about 76% higher than your level is now.

This moneymaking secret provides the highest return on investment possible. Because you can start this business with zero capital. Within 30 days you'll see profits rolling in. By the 90th day, you'll be enjoying an income that comes in on auto-pilot. In fact, after about six months, you won't be able to turn off the "money spigot" even if you tried. Tell me, what franchise can you think of where you can start with no money out of pocket? None.

SIMPLE AND EASY

NO COMPUTER KNOW-HOW NEEDED

This diet is very simple. It is easy to follow even if you eat in a restaurant all the time. You do not count calories. You do not measure portions. The only thing you keep track of is how much you lose.

This Internet business is easy to understand. I give you a complete plan to follow. It's the same one I follow every day. You don't need to be a computer geek. You don't need business experience. The only thing you do need is the desire to learn and implement my system.

HEALTHY AND SAFE

A PROVEN SYSTEM

This is not just a weight loss diet. It is a health diet also. It is safe. It is probably much safer than the way you eat right now.

Don't ever take a chance with your health. It's not worth it. Besides it is not necessary. You can lose weight fast with my diet plus get healthier every day you stay on it.

This is not just a great way to make money from home. It is a way for you to take back total control of your financial situation. It is proven. It is probably more secure than slaving at a 9-to-5 dead end job.

Don't kid yourself. Working for someone else only makes them rich. Besides, in this great country... and... with this opportunity staring you in the face... it is not necessary to stay at your job. Unless you want to of course. You can replace your current income quickly... plus... have the security of true financial freedom from this amazing business.

NO EXERCISE

NO SPECIAL TRAINING IS NECESSARY

You do not have to exercise to lose weight with this diet. However, since after the first few days you will have a lot more energy, you will probably become more active. But you will lose weight very rapidly whether you become active or not.

You don't need any fancy college degree to make this business work. However, you will learn how to make money in the "real" world. From now on, you'll look at things a different way. Opportunities will become apparent everywhere you go. Whether you take advantage of them or not won't matter. Because you'll have everything you need right at your fingertips.

AUTOMTATIC WEIGHT LOSS

AUTOMATIC PROFITS

Right after you go on this diet you start to lose weight automatically. You don't have to think about it all the time. Since you are never hungry you would probably forget you were on a diet if you weren't losing weight so fast.

Within a few short days you'll start making money automatically from the Internet. You don't have to sweat for money any longer. Follow my instructions... and... the big bucks will come to you fast and furious. You'll be happily surprised when you wake up in the morning to see cash in your account.

As you can tell by now, I have come up with something pretty good. I think my diet is the best way to lose weight I have ever heard about. You will lose weight very fast and you will never be hungry. You will not have to count calories or measure portions. You can eat out as often as you like. Your health will improve and your energy will increase. Except for when you weigh yourself you will probably forget you are on a diet.

In short, this diet is fast, safe and simple.

As you can see, I've discovered an amazing way to make money. I think this business is the best way to make all the money you'll ever need. You will begin to generate cash in days. You will be able to replace your current income. You will be able to work from home or anywhere there's an Internet connection. Money will literally be deposited in your bank account round the clock. You won't ever have to come up with any money out of pocket. You will build a saleable business that can set you up for life.

In all honesty, this moneymaking secret is fast, proven and can make you rich.

There are four reasons this diet works so well. These four reasons make this diet different from any other. Here are those reasons.

There are four reasons this moneymaking secret works like crazy. Here they are...

Reason #1: This diet makes liberal use of a natural food substance that eliminates hunger. This food substance is widely used in Europe but almost unheard of in the United States. It looks and tastes exactly like table sugar. You use it the same way. You can mix it in your coffee or sprinkle it on cereals or use it in recipes as a substitute for table sugar. This substance is perfectly safe. Remember – it is a food not a drug. It is much better for you than ordinary table sugar (sucrose) because it does not provoke an insulin response. When eaten regularly throughout the day this substance very dramatically reduces hunger. It also has a soothing effect on jangled nerve.

Reason #1: This moneymaking secret leverages the power of the world wide web. Due to the power of the Internet, you can do business with people all around the world. Hook your computer up to an Internet connection – at home, in an Internet café, in a book store or where ever – and you're in business.

Reason #2: This diet has a different plan of attack. This diet forces you to form a very... new habit. This new habit is pleasurable and fun. This habit makes it possible to stay on any diet for life without ever feeling deprived. This new habit makes everything easy. It is so simple you will wonder why you never thought of it yourself.

Reason #2: This business relies on a proven model. There is no guesswork on your part. Everything you need to know is outlined in simple step-by-step fashion. It takes only 7 days to get set up and running. You only need about two hours a day to get going. Then, you can put in as much time as you want. It's so much fun you'll never feel like you're "working".

Reason #3: This diet contains 5 delicious foods that may very well be new to you. I am going to ask you to eat at least one of these 5 foods every day. All of them are what I call "natural food tranquilizers". At exactly the same time these foods are releasing new energy into your system they also work to release all the tension from your nerves and muscles and give you an emotional lift. Believe me it is very hard to diet if you are upset and in a bad mood all the time!

Reason#3: This moneymaking secret is only known by a small group of people. Which

means there is hardly any competition. The fact is, you can only make a lot of money when few others are in on the secret. That holds true for any business. Another million people could find out about this and it would still work just fine.

Reason #4: This diet contains yet another unique food substance that releases the natural fat burning power of your system. This substance increases the amount of calories your body burns each day thereby allowing you to eat more without weight gain.

Reason #4: This moneymaking secret is set up to give you periodic big paydays. Once in a while you'll be cashing very big checks. You can take that money and run or reinvest back into the business. Either way it won't matter. Because, before you know it, you'll be getting another big check. The process never ends.

A SPARKLING NEW BODY

FINANCIAL FREEDOM

This diet has been a Godsend to me. I have a sparkling new body. I have lost 75 pounds. I now weigh 113 and I wear a size 6 dress. (I used to weigh an 18). I have more energy now than I had when I was a teenager. I am in better health than I ever remember. My friends say I look 15 years younger. I enjoy a peace of mind I have never before experienced. I feel good all the time. Best of all, my husband has fallen in love with me all over again.

I can't even begin to describe how fortunate I feel for knowing this secret. I am totally financially free. I have more money in my bank account than I used to make all year. My house is paid off. My cars are paid off. And I never have to deny myself or my family and of the good things in life. Best of all, I get to see my kids grow up and spend more time with my family.

Will this amazing little diet work for you? I am sure it will. All I ask is that you be open-minded enough to give me a chance to prove it even though I am an everyday housewife and not a diet doctor or anything like that.

Will this amazing moneymaking secret work for you? I don't see why not. You just have to be open-minded and be willing to take instruction from an everyday average Joe like me.

HERE'S THE DEAL

HERE'S THE DEAL

I have written a book that tells you about my secret diet. It is easy-to-read. It tells you exactly what to do step-by-step. You can read my book in one evening. Then the very next day you can start losing weight so fast you just won't believe it.

How can you find out about this moneymaking secret? It's simple. I've written a book that explains my entire system. You can read it in about a day. Right after, you can start building an online empire worth a fortune. You'll be blown away.

NO RISK

SATISFACTION GUARANTEED

Here's how you can read my book and try my diet without any financial risk at all. Go ahead and order my book by mail. Keep it 30 days and read it and check it out. Then if you are unhappy with it, send it back and I will return your payment to you quietly and without question.

I'm willing to put my money where my mouth is and let you try my moneymaking secret with no financial risk. Order my book by mail. You'll have 30 full days to read it, use it and put my system to the test. Then you be the judge. If you follow my simple instructions... within 30 days... you should be making at least an extra \$300. That's just for starters.

If you are extra skeptical, I suggest you postdate your check or money order by 30 days. I promise and guarantee I will not deposit it for at least that amount of time. Then if you decide to return my book I will send back your uncashed check or money order with no questions asked.

Hey, I know you're a little skeptical. That's good. That's healthy. So to take all the pressure off your decision go ahead and postdate your check by 30 days. I will not deposit it for at least that much time. All the risk is on my shoulders to prove to you how powerful this moneymaking secret is. But if you're not satisfied for any reason... and you decide to return the book... I will tear up your uncashed check and throw it away. No hassles. No questions.

To order, write your name and address and the words “DIET SECRET” on a piece of paper and send it with \$10.00 to me Nancy Pryor, Dept. 168, 123 Any Street Ave., P.O. Box 000, Anywhere, USA 00000. I will send your book promptly by return mail. If you have any questions you can call me. My number is (000) 000-0000. Checks and money orders should be made payable to me – Nancy Pryor. (It is not a good idea to mail cash).

To order, write your name and address and the words “MONEYMAKING SECRET” on a piece of paper and send it with check or money order for \$19.95 to me Joe Fantoni, 123 Anywhere St., Anywhere, USA 00000. Your book will be sent by return mail. If you have any questions call me at (000) 000-0000. Make sure you make your check or money order payable to me – Joe Fantoni.

Thank you.

Okay, that's how I would swipe the proven diet ad for a totally unrelated market. In this case, the moneymaking or biz opp. market. Below I've reproduced the entire text of my new ad. Notice how we simply made sure to add the facts and benefits relevant to our product. But the structure and even theme of the ad was left untouched. By following this process, you save a ton of time. There's really very little to figure out. Other than the relevant facts and benefits you need to substitute for your product.

The Amazing Moneymaking Secret Of A College Dropout From Indiana!

My name is Joe Fantoni. I am 48 years old. I am a college drop out turned entrepreneur and father of two wonderful boys. I'm not sure, but I think after you read this message you may want to call me. My phone number is (000) 000-0000. Let me tell you something kind of personal. Three years ago I was bankrupt. Dead broke with no options. My situation got so desperate I had to beg my friends for grocery money just to feed my family.

I was so depressed my wife asked me to see a doctor. I was on the edge and about to snap.

Why was my financial situation so bad? Because I bought into a "hair brained" business opportunity – through an MLM company – and had lost all my money. A friend of mine, who I trusted told me this was "it". We would be rich in no time. But the company went out of business within a month and I was out my life's savings. It took me 12 years of hard work to save that \$25,000. I managed to lose it all in less than five weeks.

Maybe \$25,000 doesn't sound like a lot of money to you, but to me it was all I had.

I gotta admit I'm kind of a biz opp. junky. You know? Ever since I can remember I've been trying one moneymaking scheme after another. I tried vending machines. I tried MLM. I tried fixing windshields. I tired 900 numbers. I tried placing tiny ads in newspapers. I bought books, ebooks, courses, tapes, videos, etc. I sent for stuff through the mail, by TV, from ads in papers and magazines... and... of course... the Internet.

But I never made much to speak of. Sometimes a few bucks would roll in here and there. Nowhere near enough to live on. Much less to get rich. Nothing seemed to work for me no matter how hard I worked.

Losing \$25,000 was the last straw. My wife was fuming. She even threatened me with divorce. I was about to blow my top and just give up trying.

Don't worry. Things ended up working out just fine. I wanted to let you know where I was

just in case you think you're at the end of your rope. You see, just when things looked darkest I found something that changed my financial situation for the better. Forever.

Two weeks after I lost all that money I discovered an amazing way to make real money (real fast) on the Internet. Now, I bring in between \$10,000 and \$15,000 per month from the comfort of my own home.

I am going to reveal my secret to you. Why? Because it's no skin off my nose to let you in on this profitable venture. Besides, I put together a surefire system for raking in \$300 to \$500 the first month. It's easy. It's fast. It will take your breath away while putting fast cash profits in your pockets. The best part is there's nothing for you to figure out on your own if you follow my simple plan

Funny thing is, I wasn't even looking for a way to make money when I stumbled across this secret.

Anyway, none of that is important. What is important is that I've found a way to make serious cash fast. Within 90 days you'll be raking in an extra \$4,000 to \$6,000. All of it will be generated automatically from the Internet.

Here's why I believe my moneymaking secret is mandatory for you to know.

PRODUCES FAST CASH

Look we all need more money as fast as possible. Well, my little secret starts generating profits right away. On average, you can count on an extra \$300 to \$500 in the first month. Those profits multiply quickly. Because in the second month, you'll double or even triple what you made the first month. I don't know about you... but... even a few hundred dollars in pure profits made a big difference to me. That's a car or credit card payment you won't have to worry about any more.

LONG TERM EQUITY IN A REAL BUSINESS

A quick influx of cash to pay bills is great. The real wealth, however, is in the assets you build in your business. You can't get rich unless you create a business that can be sold for many times the amount of cash it takes in. Sooner or later, you'll want to retire.

This moneymaking secret not only provides you with monthly cash flow... but... even more important... it allows you to build a saleable asset. You will be creating a money machine you can cash out of and retire rich. One of the most valuable aspects of this secret guarantees the business you grow takes care of you when you no longer want to be in business.

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NO SPECIAL TRAINING IS NECESSARY

You don't need any fancy college degree to make this business work. However, you will learn how to make money in the "real" world. From now on, you'll look at things a different way. Opportunities will become apparent everywhere you go.

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I’m willing to put my money where my mouth is and let you try my moneymaking secret with no financial risk. Order my book by mail. You’ll have 30 full days to read it, use it and put my system to the test. Then you be the judge. If you follow my simple instructions... within 30 days... you should be making at least an extra \$300. That’s just for starters.

Hey, I know you're a little skeptical. That's good. That's healthy. So to take all the pressure off your decision go ahead and postdate your check by 30 days. I will not deposit it for at least that much time. All the risk is on my shoulders to prove to you how powerful this moneymaking secret is. But if you're not satisfied for any reason... and you decide to return the book... I will tear up your uncashed check and throw it away. No hassles. No questions.

To order, write your name and address and the words "MONEYMAKING SECRET" on a piece of paper and send it with check or money order for \$19.95 to me Joe Fantoni, 123 Anywhere St., Anywhere, USA 00000. Your book will be sent by return mail. If you have any questions call me at (000) 000-0000. Make sure you make your check or money order payable to me – Joe Fantoni.

Thank you.