

I'm going to use a diet ad. This ad was written by the late and great, Gary "The Prince of Print" Halbert. First, I will reproduce the ad for you. So you can follow along as I show you...

**The Easiest Way In The World  
To Create A Winning Promotion...  
Even If... You Have A Hard Time  
Writing A Grocery List**

Okay, here's the ad...

**The Amazing Diet Secret  
Of A Desperate Housewife!**

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.

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

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.

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

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.

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.

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.

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.

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.

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".

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

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

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

### **MELTS FAT FAST**

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.

### **NO HUNGER**

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.

### **76% MORE ENERGY**

This diet converts body fat to body fuel. Starting on the 5<sup>th</sup> day of this diet your energy will begin to increase dramatically. It will increase every day until the 9<sup>th</sup> 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.

### **SIMPLE AND EASY**

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.

### **HEALTHY AND SAFE**

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.

### **NO EXERCISE**

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.

### **AUTOMTATIC WEIGHT LOSS**

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.

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.

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

**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 nerves.

**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 #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 #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.

### **A SPARKLING NEW BODY**

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 wear 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.

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.

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.

### **NO RISK**

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.

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.

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).