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Carol Jane Everett

123 Elm St.

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Dear Carol,

I received your order for my diet report and I'm writing to say "thank you" for your payment.

I'm going to take your report to the post office and mail it to you at the same time I am mailing this letter. I'm sending the report in a large (it's 9 inches by 12 inches) plain, white envelope with the words "URGENT" and "PERSONAL" stamped on the left side of it.

The post office charges a different amount of postage (it's called "Book Rate") to deliver a printed report like this than they charge for a letter. They also (usually) take a few days longer to deliver anything that's printed than they do to deliver a personal letter like this.

Anyway, in just a few more days you'll have my diet report and, I honestly believe...

**The Day You Get It
Will Be One Of The
Best Days Of Your Life!**

Listen: If you are anything at all like me, you have probably tried all kinds of ways to lose weight. But, I promise you... my way works!

Let me remind you, if I may, about what you are going to learn when you read my report. First of all, you are going to learn...

How To Get Rid Of Hunger Forever!

Just think about that: You never, ever have to be hungry again...and...what I'm going to teach you is very, very simple and, very healthy for you also. OK, the second thing my report will teach you is...

How To Speed Up Your Metabolism!

Without drugs. Without pills. Without anything that is unnatural. My way of speeding up your metabolism is actually good for you. It's cheap. It doesn't take much time. Your doctor will approve. And, you'll love how it works. But, that's not all. Here is a reminder of what else you are going to learn from my report:

- What you must do before you finish each meal...while you are still sitting at the table!
- **Why you must, once a week go on a binge! Believe it or not, there is one certain time every week...when you must force yourself to overeat. This really is true...and...doing this will help you to lose weight.**
- One food you must never eat again, not even once a year! This is the only part of my weight-loss secret that's even a little bit hard. But, in my opinion, this one food is so bad for overweight people...I recommend you NEVER eat it. (Hey, like I said in my other letter, nothing is perfect.)

- **How to get an actual photograph of yourself (right now) showing you how you are going to look when you get down to your perfect weight. This is really neat and, you will learn all about the new “gizmo” that can do this for you.**

Look, what I’m trying to say here is, my report really does give you the weight-loss answer you’ve been waiting for. The point of this letter is not to get you to buy my report (after all, you’ve already bought it) but rather to get you to read it right away.

You want to know something Carol? It’s this: It seems to me every time you buy something today, nobody cares much about you after they’ve gotten your money. That’s not the way I am. I really and sincerely appreciate the fact you decided to trust me and to buy my report...and...I am not going to let you down!

OK, are you ready for some more good news? If so, I’ve got a question for you:

**How Would You Like To Make Some
Serious Money At The Same Time
You Are Losing All Your Extra Weight?**

Here’s what I’m talking about. My weight-loss secret is the real thing but, if I want to advertise it in newspapers and magazines, I need some “before and after” pictures of people who have used my secrets. And, you want to know something? The hardest kind of photographs in the world to get your hands on are what I call “fat pictures.”

You know, before I discovered my weight-loss secrets, I weighed almost 200 pounds and, I wouldn't ever let anybody take a picture of me. I have found this same thing to be true about other people who are overweight. Nobody wants to have their picture taken when they don't feel good about the way they look.

On the other hand, if someone has lost a lot of weight, if they do have before and after pictures...well...those pictures can be very effective when they are used in newspapers and magazine advertising.

So, I've got a suggestion for you. It comes in three parts:

1. Get some pictures of yourself showing exactly how you look right now. Don't try to make yourself look good in the pictures...because...the worse you look in your "before" pictures, the more valuable they may turn out to be.
2. Read my diet report as soon as you get it and then start immediately to use my amazing weight-loss secrets.
3. As soon as you have lost all your extra weight (it'll be much sooner than you think) buy yourself a new outfit, go to the beauty parlor and get your hair done, and, in general, get yourself all "dolled up."

Hey, you deserve it!

4. Get some "after" photographs taken of the beautiful "new you."
5. Send those pictures to me and, if I use them in my newspaper and magazine ads...

**I'll Pay You As Much
As \$1,000.00 For Each Picture!**

Either way, you'll be glad you took the pictures. They can be a constant reminder of how you used to look and just how much you have changed for the better.

One more thing: If you are anything like me, as soon as you start to lose weight, you'll start to get addicted to looking better. You'll take a new interest in your skin, your hair, your clothes and so on.

If that's true, you may be interested in reading a copy of a letter my husband got from one of his friends. This letter is so interesting I have convinced my husband and his friend to let me share it with you...because...I think every woman who wants to look younger will find this letter very valuable.

You know, I think the enclosed letter should be turned into a short story with the following title:

**The Embarrassing Story of A
Conceited Man Who Said He
Would Never Date An "Older Woman"!**

Anyway, you'll find a copy of that letter inside the sealed envelope I have enclosed with this letter. I suggest you read it right away because, you're going to love what it has to say.

That's it for now.

Sincerely,

Betty Adams

P.S. And carol, thanks again for ordering my report. I am not a giant company;
I'm one of the "little guys" and I sincerely appreciate your business.
Good luck to you.