

Sample:

Long-Form Web Sales Letter: Target Real Estate Investors

Create an ENDLESS SUPPLY of CASH to buy homes!

Watch Investors Line Up To Give You Tons of Money!

One simple secret will lead you to enormous amounts of investment cash, and I'm going to tell you what it is...

Find the right lenders.

Sound simple? I can bet that right now 95% of the investors reading this page are trying to secure money in some of the **WORST WAYS POSSIBLE!**

First of all...

Forget banks! If you're waiting on a bank to approve your loan in time to make an investment, you're filling your life with huge amounts of frustration and not much profit.

Hard money lenders?

No way! Huge fees, points, who needs it? The key to fueling your real estate deals is all in the lenders. Private lenders. Individuals looking to earn a decent interest on their money will bring you the greatest amount of capital with the greatest of ease.

Essentially, private investors allow you to create your own PRIVATE BANK of nearly **LIMITLESS FUNDS to empower your real estate transactions.**

If this is so great, why isn't everyone doing it?

Great question. The truth is, most people don't recognize this possibility. They are "inside the box thinkers" and simply do things the way they've always done them.

Some people do realize the potential of using private lenders. Unfortunately, these folks simple *don't know how*. Remember when I said the secret was "finding" the right lenders? Not only do you need to know how to utilize eager investors, you have to find them in the first place! And I can show you exactly how.

My name is Alan Cowgill, and over the years I've used just about every avenue you can name to fuel my real estate investing.

- Banks
- Credit Cards
- Lines of Credit
- Creative techniques with sellers
- Partners

None of these, however, afforded me the FREEDOM and CONFIDENCE available through private lenders. If I wanted to take my business to the next level, I knew I needed to change the way I acquired funds.

Securing private investment dollars was the number one KEY to growing my business and EXPANDING MY WEALTH!

I won't lie to you. Starting out, I made plenty of mistakes! Some costly and some embarrassing! But I never gave up and over time I perfected a step-by-step plan of action that finally produced ASTONISHING RESULTS! And now I'm prepared to share that plan with you.

Simply put, I developed marketing techniques that attracted a steady flow of private lenders to me, and then I conducted a carefully prepared luncheon seminar where I offered two things:

- **15% simple interest for their investment money.**
- **A mortgage that secured their investment principal.**

I knew that anyone would JUMP at this opportunity, and I expected a surge of investments right out of the gate.

But the way it really happened was even better!

Instead of the immediate response I'd anticipated, I initially generated only about *one* investor per week following each seminar. I was a little disappointed.

BUT THEN, weeks after the seminar, *they came*, and they've been coming ever since. Tons of people began calling me with money to invest.

From the seeds planted in my first set of seminars, I had generated not a quick burst, but a **CONSTANT TRICKLE OF MONEY!** And the word of mouth was extraordinary. I began getting calls from lenders who hadn't even attended my seminar!

Before long, I had more money than I did houses!

And you can too. For the first time ever, I'm teaming with private lending guru John Ulmer for a one-time powerhouse seminar where we unleash all out money-making secrets!

“Private Lending Made EASY!”

At this exceptional one-day seminar and you'll learn to:

- Create your own PRIVATE BANK of nearly LIMITLESS FUNDS.
- Buy homes with no down payment EVER.
- Purchase properties with no points or pre-payment penalties EVER.
- Private Investors: Learn who they are and how to find them.
- Structure a powerful private investor program.
- Get the word out: Use our strategy to attract hundreds of appropriate lenders to you and your lucrative program.
- Reap the tremendous **wealth building** advantage of private lenders contacting YOU!
- Hidden benefits: Discover reduced closing costs, repeat business, and MORE...
- Easily handle required paperwork.
- Acquire and create the tools needed to find and keep private lenders for your real estate deals
- Walk out of closing with **money in your pocket**.
- Build a strong and consistent source of unlimited funds. Watch your wealth continually GROW!
- Carve a unique niche market that other investors simply don't know about.
- Implement a fault-proof system for conducting investor luncheons that yield RESULTS!
- Discover our additional SURPRISES that make this seminar WELL WORTH its minimal cost.

Cash on hand! Short Sales!
Never let another opportunity pass you by!

Let me tell you about a recent experience.

I was working at my desk when my phone rang. Less than a year ago, a homeowner had purchased a home for \$65,000, but had never made the 1st mortgage payment and was facing foreclosure. I found that I could buy the home for \$25,000 cash with a short sale if I could close in five days. Since I had my cash reserves ready and waiting for just such an opportunity, I paid the \$25,000 and closed within the super-short time frame.

This one deal resulted in a profit of \$40,000.

That's \$40,000 I would have never had the opportunity to make if I didn't have my private investors' funds readily available.

This is a win-win-win situation. The seller won because it saved them from foreclosure. The lending institution won because they avoided the cost of foreclosure. The private investor won by earning a quick 15% return. And I won too. What a great feeling!

With cash-on-hand for short sales like these, your money-making potential is LIMITLESS!

So how much can you earn? If you average even one or two more deals per month, the profit can be staggering. The typical profit for a single deal is \$5,000 - \$25,000. So, think about it:

**What could you do with an additional
\$10,000-\$25,000 per month?**

Don't miss this exceptional opportunity. Many people who use our methods say it's like magic! We've literally created a **money making machine!** We've left nothing to chance!

The seminar includes:

- Step-by-step actions plans that draw investors to YOU
- Luncheon Planning Forms
- Preparation Checklists
- Secret Strategy Handouts
- Professional Credibility Kit
- Presentation Package Including Helpful Slides and Investor Kits
- Powerful Lead Generating and Marketing Tools
- And more!

**This is the exact same system I use to repeatedly gain over
\$250,000 of investment capital in a matter of hours!**

Not enough for you?

There's MORE:

This jam-packed money-making seminar also includes:

- System Automation Step-by-step guide to set your cash "machine" in motion!
- Easy to follow Wealth-Building Manual
- Post Card and Mailer samples for direct marketing to your target audience
- Newspaper Ad to motivate sellers to contact you.
- Contact Information: A resource of information on financial investors.
- 40-Slide Presentation CD. Simply modify to your own needs and use this valuable tool to impress investors and seal the deal!

All of this is valued at over \$600!

But, for a limited time, we're offering "Private Lending Made EASY!" – a one-day not-to-be-missed opportunity for only \$297!

Share the Wealth! We're so excited about this extraordinary money-generating system, that with one purchased seat, you can bring a friend or family member for **FREE!**

There has never been an opportunity like this. Don't wait. Seating is limited to the first 100 entries and we're filling up fast!

Secure your place and change your life with this ground-breaking system for **WEALTH ACCUMULATION.**

YOU'LL LEARN FROM THE BEST!

"Win-Win-Win-Win!"

For nearly a decade, I've perfected a method of "win-win" situations for investors, sellers, buyers, and of course for myself!

I'm the owner of Integrity Home Buyers, Inc. I continue to accumulate satisfied customers through the purchase and sale of single family and multi-family properties in the Springfield, Ohio area. I can honestly say that when I implemented and perfected this

strategic system of procuring funds through private investors, I've made LOADS MORE MONEY than even I thought possible. I want to share that with you.

I am ecstatic to be able to pair with **John Ulmer**, the master investor who has participated in over 3000 real estate transactions! Mr. Ulmer funds his real estate business entirely through private investors. John's national seminars have helped thousands realize their financial dreams in an incredibly short period of time.

Don't risk missing out on this incredible money-making opportunity. Don't let someone else fill the spot in the seminar that's clearly meant for you.

Take the road to true **Financial Freedom**.

CALL NOW
to reserve your spot!

(222) 222-2222

Ask about **Private Lending Made EASY!**'s
100% RISK-FREE offer!

Sincerely,

E. Alan Cowgill

P.S. Respond by April 1st, We Will Also Include This Added Bonus Absolutely **FREE!!**

Private Investor Signup Packet:

- A powerful, prepackaged packet with everything you need to signup a new private investor including a welcome letter and investment projection. AN ADDITIONAL \$49.00 VALUE.

P.S.S. It really is THAT easy. One-day will change the way you look at real estate investing for good!