

Client: Nightingale Conant

This lift letter (my original copy) and landing sales page (heavily revised by me) sold the popular “7 Years to 7 Figures” course written by Michael Masterson and sold by Nightingale Conant. I’ve left the formatting in the landing page to show approximately how it was delivered online.

LIFT LETTER EMAIL

Email Subject: When are you planning to retire? (Why wait?)

Alternate suggestion, if mailing soon: Are you at the mercy of stock market “adjustments”?

Or even: Did China just wreck your retirement plans?

Hi [FIRSTNAME],

Quick question: name three things you want to do in your retirement. Assuming money were no object, what would you do?

Now, can you imagine doing those things today?

Most of us plan for retirement at 65, 70, or (sadly) even older ... hoping by then to have enough money saved to enjoy the “golden years.” Until then, we put our dreams on hold.

But I’d like to show you a different approach ...

- one that ends your fear of stock market “adjustments” and the value in your 401(k) ...
- one that puts you in control of your financial destiny ...
- one that can build a 7-figure bank account in 7 years or less.

Financial guru Michael Masterson has developed a simple, foolproof system that has brought financial freedom to dozens of people just like you — faster than you’d dare imagine.

There are no gimmicks, no one-and-done schemes, just solid, repeatable advice. Michael doesn’t just teach his system: to this day, he continues using these techniques to achieve extraordinary gains.

Now he shares this remarkable system with our best customers — at a substantial savings.

<link>Click here to get started right away.</link>

Sincerely,

Vic Conant

Chairman, Nightingale-Conant

LANDING PAGE

Do I really believe you could ACTUALLY make 7 figures in just 7 years? Absolutely YES!

The wealth-building system I'm going to show you might sound too good to be true ... but here are three reasons I recommend it:

- I've met the author — he's an expert in the field who developed his system the hard way, by *earning* it
- I've reviewed the content thoroughly — it can be applied by almost anyone
- I've met many people who've made millions of dollars — it's a system that's proven itself time and again

Read on to get started...

I see a lot of get-rich-quick plans. Almost every month I'm approached by a would-be wealth guru who has written a detailed scheme to help people "beat the system" and get rich. And then I have to tactfully decline to publish this person's "course" since it's either not feasible or unethical. But once in a while, usually when I least expect it, I come across a treasure — not just a diamond in the rough, either, but an exquisitely cut gemstone ... a person I simply can't praise enough.

Michael Masterson is a two-carat gem of a man with a clear mission: To help other people get as rich as he is, as quickly as possible. Preferably even richer.

And that's one of the reasons Michael is so successful: he teaches people how they can profit from investments and business opportunities — ***without profiting off of them.***

He can do this because he's already very wealthy and he continues using his own system — the money he might earn from students is worth far less to Michael than the personal satisfaction he enjoys. Imagine how it feels to spread your ideas like bushels of seeds and later watch people harvest their bumper crops.

Skeptical? Let me tell you a brief story.

A few years back, I flew down to one of Michael's renowned seminars in Florida. There was quite a crowd in the convention center, and everywhere I turned, I seemed to get caught up in a conversation with someone Michael had personally helped to get rich. It was amazing — this throng of people whose fortunes all had been made from one man's system.

But I still had the nagging question: *What's in it for him?* So I asked. And every time I asked the question, the answer was the same: Absolutely nothing. No percentage. No stake. No take.

Turns out, Michael Masterson really is just a guy who developed **a simple, foolproof system for getting rich** ... discovered how great life is when you've got plenty of money ... and now gets a thrill watching others take his methods and run with them.

It's as simple AND as extraordinary as that.

So that's why I truly believe you can make millions of dollars in the next seven years. Michael is the real deal. A guy who "walks the talk" and trusts his system with his own money, every day. If you really want to become a millionaire, safely but quickly, then read about his system below and give it a try — risk-free, of course.

(Plus later on you'll see the exceptional limited-time discount we're offering to select customers like you.)

Put Michael's system to the test and I'll bet someday soon *you'll* be down in the Florida sunshine, sharing your million-dollar success story with a soon-to-be-converted skeptic!

Sincerely,

[SIG GRAPHIC AND/OR PHOTO]

Vic Conant

Chairman, Nightingale-Conant

Dear Friend,

A millionaire.

It may not be as uncommon a thing now as it was back when we were kids, but it still sounds pretty exciting, doesn't it?

It implies a life of ease. Confidence. Freedom. Luxury. And even in the expensive world we live in today, those are still the things being a millionaire brings you (as you'll see in just a moment.)

I know. My name is Michael Masterson, and I'm a millionaire.

Oh, I'm a lot of other things too: a writer, publisher, wealth coach, business owner, entrepreneur — not to mention a husband and father.

But for the purposes of THIS letter, and what I can do for YOU, the fact that I'm a millionaire is what matters most.

Why? Allow me to explain:

I wasn't born wealthy. Far from it. I made my millions on my own, as an adult, using a few simple steps — six of them, to be exact — that enabled me to become rich in a surprisingly short period of time.

Along the way, I've shared these steps with several people. Not just any people, of course. Only those who I knew were truly interested in making a lot of money, safely but relatively quickly. And everyone who has followed my plan has experienced the same results I have.

The fact that you're reading this letter tells me that you, too, would like to be at the seven-figure mark. But that you're not there yet.

If that is indeed the case, then let me ask you something:

HOW LONG ARE YOU WILLING TO WAIT TO BE RICH?

40 years?

Probably not. Let's face it — by the time you got your money, you'd be too old and tired to enjoy it. At least not in the ways you'd be able to enjoy it right now.

But what about 30 years ... or even 20?

Again, that's an awfully long time to wait for the payoff. You've got major, urgent uses for that money right now, today, don't you? But with most of the wealth-building plans out there, 20 to 40 years is what you're looking at.

The bottom line is, if you want to get rich, you want to do it in a *reasonable* amount of time.

For most people I talk to, "reasonable" means about 10 years or less.

And yet... as much as they want to get rich in that timeframe, few of those people think that that's really possible.

Like almost all of us, they've been trained to think of wealth creation as an outcome of either long-haul scrimping and saving while they wait for the "miracle of compound interest" to kick in ... or ultra-risky get-rich-quick schemes that they (wisely) have no appetite for.

Well, I know from my own experience — and that of many, many others — that there IS another way.

In a moment, I'll tell you:

- How, in just a few short years, I went from that frustrating life of breaking even and making ends meet, to a fantastic life of **total financial freedom** in which I have everything I need and can do anything I want, **without ever giving money a second thought**.
- How **YOU can do exactly the same thing**, by following the simple six-step plan that I followed and have taught to many self-made millionaires and multimillionaires.

But before I tell you how to become a millionaire, I want to give you — just for fun — a small glimpse of what your life is going to actually be like when you ARE one.

YOUR LIFESTYLE AS A MILLIONAIRE

For so many people these days — and very likely you may be one of them — money is a constant, ever-present worry.

Even at a pretty decent annual salary, people still stress over bills ... deny themselves and their families things they want ... and live paycheck to paycheck. Even raises and bonuses aren't enough to break them out of that cycle.

Sound familiar?

Well, once you hit millionaire status, those days can be gone forever. The ease and peace of mind that comes with being a millionaire is a matter of simple math.

For example, let's say you're a two-person family with a net worth of \$1 million, earning 10% interest. That would yield you an annual income of \$100,000. Assuming a 35% tax rate for high earners, you'd be left with around \$65,000 per year, or \$5,400 per month.

Out of that would come your housing costs, which generally should be in the neighborhood of 25% of your income. You'd have roughly \$1,350 per month to spend on mortgage or rent.

Next, you could figure on about 30% of your income, or \$1,700 monthly, for all of life's necessities like utilities, food, household maintenance and repairs, car payments and insurance ... plus a cushion of \$300 for the surprises and odds and ends that inevitably drain away your cash.

Happily, as a millionaire in our scenario, after all those obligations are taken care of, you'd still have more than \$2,000 left over at the end of each month.

Imagine with me: \$2,000 every month — just to play with! Dinners out ... romantic weekend getaways ... generous donations to a favorite charity ... shopping sprees (paying cash, not credit!) ... you could do exactly what YOU wanted to with that money. And you'd be enjoying it with a clear conscience, knowing you're not borrowing or “tapping into your principal.”

Sounds pretty nice, right?

Take my word, it is very, very nice. And it just gets nicer the further into the millions you get — which, believe it or not, is a relatively easy thing to do, once you've gotten yourself past that first million-dollar mark.

How much nicer? Well, here's the rough annual breakdown for a two-person family with a net worth of \$2.5 million yielding a 10% return:

Gross annual income	\$250,000	
Taxes (35%)	— \$87,500 annually	
<hr/>		
Net income	\$162,500 annually	\$13,500 monthly
Housing (25%)	— \$40,000 annually	\$3,300 monthly
Living expenses (20%)	— \$32,000 annually	\$2,700 monthly*
<hr/>		
Disposable income	\$90,000 annually	\$7,500 monthly

** Living expenses level out past a certain point, so the percentage of overall income is less.*

So — can you imagine having **\$90,000 a year** — *over \$7,000 a month* — at your disposal for whatever you wanted to do?

Think of the trips you could take. The people and organizations you could help. The grown-up toys you could have. The fabulous meals out. The gifts. The splurges. The sheer fun. **And all of it guilt free** — because, remember, that \$90,000 is what you have left *after* you've taken care of all your necessary expenses and obligations.

And again, the further up into the millions you go, the more amazing the possibilities become. With a \$5 million net worth, you'd have around \$210,000 extra each year. A net worth of \$9 million would yield you in the neighborhood of \$345,000 in annual discretionary income.

It's an incredible way to live, my friend. And it's the way YOU can live — soon, and for the rest of your life.

Want to know how? Then keep on reading.

THE 6 STEPS TO 7 FIGURES (IN JUST 7 YEARS)

As a financial writer, I've dispensed lots of advice on how to build wealth, through bestselling books, seminars, and one-on-one consultations.

But over and over again, I picked up on the huge frustration people were feeling with the time it took to build wealth. I realized there is an immense need out there for a sensible way to get rich sooner. And I might be the person to fill that need.

So I set out to create a structured, step-by-step, wealth-building plan based on the same principles I'd used, profited from, and proven — but this time, with an ultra-specific and highly targeted focus: **creating a personal net worth of at least \$1 million in 7 years or less.**

I have to be honest: it wasn't hard. After all, even though the seven-year timeframe wasn't a specific goal when I embarked on my own wealth-building journey, that's how it played out for me — and now we've seen it consistently play out for everyone else who has used my system.

Being a bit of a skeptic myself, I knew that — as much as people want a faster way to get rich — there might be some resistance to the fairly radical claim I was making.

So rather than expect people to rely on my word and experience alone, I called for reinforcements.

SIMPLE, PROFITABLE, AND REPEATABLE

As I mentioned before, in the years since I crossed into the realm of millionaires, I've revealed my system to certain interested persons. And each one who faithfully followed it has built a net worth north of seven figures. All within seven years at most, and many of them significantly quicker than that.

I called on eight of those individuals — people I had personally coached through my system and whose millions I had watched accumulate as a result — to join me in presenting our wealth-building system on audio.

The result is *The Seven Years to Seven Figures System: Six Steps to Automatic Wealth*. It's a densely packed, high-energy audio seminar that will spell out for you — in full detail — a practical and proven way to **get rich** fast, **grow richer** each year, and **stay rich** for the rest of your life.

There's no dwelling on theory in *The Seven Years to Seven Figures System*. This program contains the nitty-gritty nuts-and-bolts information you need to start taking decisive action towards getting rich — today.

Each of the individuals you're going to hear from is actively using and profiting (massively) from these very steps. And each one is a phenomenal success and renowned expert on the particular step he reveals to you.

<LINK>PROVE TO YOURSELF IT'S POSSIBLE TO MAKE
7 FIGURES IN 7 YEARS!
ORDER NOW AT A LIMITED-TIME DISCOUNTED
PRICE!</LINK>

Click below to order RISK-FREE with our no-questions 30-Day Guarantee

<link> </link>

THE WEALTH-BUILDING SECRETS AND STRATEGIES
THESE INDIVIDUALS WILL GIVE YOU ARE THE SAME
ONES THEY USE — EACH AND EVERY DAY.

You'll discover:

- **The "ah-ha" moment that forever transformed my ability to get rich** — and how it can be YOUR moment too. Once you experience it, the money will literally start pouring in to your life!
- **The only two ways to make money** — and the one thing you need to for either of them to work.
- **The ONE LITTLE NUMBER that will increase your personal productivity exponentially.** Write it on an index card and tape it up in your office. You won't believe the difference it makes in your daily output.
- **The type of people you should immediately STOP dealing with if you're serious about getting rich.** (Surprising — and maybe tough — but the benefit to you is astounding.)
- **Remarkably effective secrets for cutting the time-wasters out of your day.** Do this, and you will free up enormous reserves of thought and energy that will result in untold dollars. And it's easier than you probably think!
- **Email protocols for wealth-builders.** If you're not doing these things now (and most people aren't), you need to start immediately!
- **The tasks you NEVER have to do.** This simple two-part question will slash your to-do list in seconds.
- **13-plus personal organization strategies** that will save you HUNDREDS of hours (and make you THOUSANDS of dollars!) each year.
- **Where you should be investing your money right now.** Major surprises here that you aren't going to read about in the financial pages — including the unsuspecting companies that could easily double your money fast.
- **Insider secrets to spotting and capitalizing on investment trends** and to avoid getting burned.
- **The seldom-acknowledged but serious hazards** of self-managing your money, putting it into a managed fund, or turning it all over to a broker — and the LITTLE-KNOWN FOURTH ALTERNATIVE you're probably NOT doing but that will make you more money with less risk!
- **How to make tons more in the market than you could otherwise, using investment newsletters.** Plus, three ways to separate the good from the bad among these potentially amazing tools.
- **The state-of-the-art secret** you can use to control your investment risk.
- **The six indicators that a stock is worth buying** — and the six warning signs that you should avoid a stock like the plague or get out NOW.
- **A simple but seldom-used method** that enables you to capitalize and profit on the uncertainty of the market — instead of being victimized by it.
- **How to completely insulate yourself from unacceptable losses.** How to use a trailing stop to know precisely when to sell.

- **Which all-too-common investing behavior is almost always a recipe for disaster.** You may be doing it right now!
- **The no-capital, no-time, no-employees way** to generate an extra income stream fast.
- **Specific "micro businesses" that you can start quickly** and use to bring in as little or as much extra cash as you want without quitting your full-time job (yet!).
- **Easy ways to make even a tiny business ultra-competitive** — and dozens of low-cost, high-impact tricks for attracting clients and customers (including the six elements that will make even the simplest flyer a massive business-builder).
- **Cash poor? This commodity may be even more valuable than money.** If you've got some of it, you don't need cash to profit from the best investment in the world!
- **A crash course in real estate investing that will have you raking in piles of cash while you sleep!** Fasten your seatbelt and get ready to find out everything you REALLY need to know to make a killing in the real estate market WITHOUT shelling out a lot of cash upfront or spending all your time scanning listings and touring properties. You'll find out where to buy now (and where NOT to) ... how to negotiate to win (even if you hate the thought of negotiating) ... secrets to assessing a property's true value (so you NEVER pay more than you should) ... and so much more. Shed your fears and get in on the incredibly lucrative and SURPRISINGLY EASY (when you do it our way) real estate game.
- **A six-figure-a-month (a MONTH!) business opportunity** that's easy to run and yours for the taking.
- **And SO MUCH MORE.** In terms of the practical, instantly applicable information and knowledge you're going to walk away with, this is just the tip of the iceberg.

Remember, this system is based on my own personal, self-designed system for wealth creation. And I've got to tell you, I couldn't have more confidence or pride in the finished product.

But as I said earlier, **I'm a bit of a skeptic.** And I tend to assume that everyone else is, too. **Especially when it comes to "I can make you rich!" promises.**

In this letter and in my program, I make a big — some might say outrageous — claim:

**MY WEALTH-BUILDING SYSTEM CAN HAVE YOU
SITTING ATOP A 7-FIGURE PERSONAL FORTUNE IN
JUST 7 SHORT YEARS FROM NOW.**

I know I'm right. I've watched it work over and over. But I don't expect YOU to automatically agree with me based on this letter alone.

However: if the prospect of my system intrigues you, and at the very least, you'd like to know more about it, here's my offer:

ORDER *SEVEN YEARS TO SEVEN FIGURES* TODAY.

Just click on the link below, and the entire program — including 10 CDs, plus a bonus CD and an extensive workbook — will be shipped out to you right away for just \$98.95 — which is \$230 OFF the regular program price. That's a 70% savings!

Listen to the program. Think about the strategies my partners in wealth and I share. Start putting some of them to the test.

You're going to know right away if this is the wealth-building system you've been waiting for.

You'll have in your permanent possession the system that has made me and so many others wealthy beyond our dreams — today, while we can really enjoy and benefit from it, AND for the future.

If you change your mind for ANY reason, you can send the program back any time within 30 days for a full refund of the purchase price.

It's as simple and straightforward as that.

YOU WANT TO BE RICH. AND YOU CAN BE. THE ONLY QUESTION IS: *HOW SOON DO YOU WANT IT?*

How soon do you want to be freed from money-related worry and stress ... able to enjoy all the great things that a life of wealth has to offer ... and secure in the knowledge that both your present and your future needs are paid for?

If the answer is "as soon as possible" — and if seven years (or very likely fewer) fits your definition of that, then I urge you to start moving toward that goal now, by ordering *The Seven Years to Seven Figures System* TODAY!

Sincerely,

[SIG GRAPHIC AND/OR PHOTO]

Michael Masterson

Author, *The Seven Years to Seven Figures System*

[end landing page copy]

CALL TO ACTION / ORDER COPY

<link>[The Seven Years to Seven Figures System](#)</link>



<link>[YES](#), </link> I want to have a MILLION DOLLAR net worth in just SEVEN YEARS or less!

Please send me Michael Masterson's <link>[The Seven Years to Seven Figures System: Six Steps to Automatic Wealth](#)</link> containing

- 10 Audio CDs
- PLUS the Bonus CD
- AND the printed Workbook

for just \$98.95 — a whopping \$230 OFF the regular program price



GUARANTEE: If I am not freed from money-related worry and stress in the next 30 days, I will return the program for a full refund. **No questions asked.**

Click to order ABSOLUTELY RISK-FREE and begin building wealth today!

<link>[**Order Now** >](#)</link>

[end call to action copy]