

**Client:** Nightingale Conant

This email sales letter was written to promote *Magical Mind, Magical Body*, a perennial best-seller for Nightingale Conant. I've left the extensive formatting in place to show how it was delivered.

## SUBJECT LINE

Opinions needed -- can we ever top this?

## COPY

**Of hundreds of programs we offer, there's one recommendation I know for sure will affect your life.**

**I believe this program may never be surpassed in its power to change lives ... but I want to hear your opinion.**

Hi [FIRST NAME],

I was revisiting one of my favorite programs the other day, Deepak Chopra's *Magical Mind, Magical Body*. Of all the products we've issued, by dozens of the greatest experts in the world, this is still my very favorite. The first time I reviewed the program, I was in an emotional and spiritual shell that nothing could penetrate.

But that shell was broken forever, thanks to Dr. Chopra. The effects were, as the title promised, **magical**.

I want to learn what our best customers think of *Magical Mind, Magical Body*, but going through our records, I don't believe you own this program. If that's right, and you've overlooked this title until now, I urge you to read on. **It really is that important.**

There must be a reason why you haven't joined our most spirituality-conscious customers and added *Magical Mind, Magical Body* to your collection.

Perhaps you didn't realize that it's easily one of our **bestselling programs**.

Or that it's based on a principle that has been proven **for more than 6,000 years!**

Or that it's one of the few programs that connects the health of your spirit to body and mind — essentially **three programs in one!**

Or you may not realize that *Magical Mind, Magical Body* goes far beyond simply cleansing your spirit.

Listening just once can empower you to ...

- **Be free of disease** and immune to illness
- **Feel more alive** and have more energy
- **Eat what you want** without gaining an ounce
- **Start looking younger** as you watch your friends age
- **Be free of stress** and full of bliss
- **Overcome any addictions** you may have
- **Improve your eyesight, hearing, and sense of smell** — it actually does!
- **Have more fulfilling relationships**
- And **MUCH MORE!**

If that doesn't sound like a recipe for a satisfying life, I don't know what is.

In fact, it's so vital to **complete** your spiritual, health, and achievement goals, that today we are offering you — one of our best customers — a **one-time chance** to add *Magical Mind, Magical Body* to your collection for **ONLY \$39.95!**

Thousands of our customers have paid upwards of \$79.95 for this **spiritual gem**.

I've witnessed **this program dramatically enhance people's lives as it lifts their souls**. For many people, this single program was their first step toward finding who they truly are, and what they are capable of. And it did the same for me.

**Complete your spiritual collection. Complete your life.**

Today, as Chairman at Nightingale-Conant, I have many roles. One of the roles that I most cherish and enjoy is my role as trusted adviser. It's a role I take very seriously. You see, we don't simply suggest random products to valued customers like you.

Rather, we try to understand who you are and what you wish to accomplish in your life. Only then do we look to see if we have a program that meshes seamlessly with you. We know you are a spiritual seeker. We know that you put **your health at a high priority in your life**. And we know that you are striving to accomplish **more using your mind and abilities**.

Therefore you deserve the privilege of listening to this legendary program for **just \$39.95**.

I can't make an offer like this available for long, so don't wait — [order now!](#) I promise it **will change your life**. I'm living proof.

Sincerely,



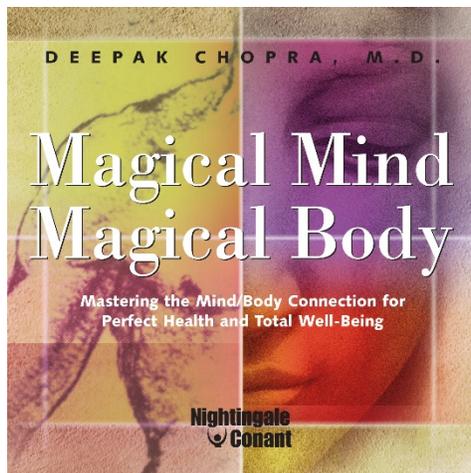
**Vic Conant**

Chairman, Nightingale-Conant

P.S. I hope once you've experienced *Magical Mind, Magical Body*, you'll send me your thoughts. We've collected many emails and letters from customers who have changed their lives using these simple but effective principles. I wish you could read them all — they are truly inspiring. Here are a couple:

"... this is one of his very best. I listen to it on a regular basis. Pick this one up and start listening today. It's a can't-miss all the way!" – *Peter Paluska*

"This [program] by Dr. Deepak Chopra is probably the most memorable I've ever listened to. Its breadth and range opened up a whole universe of new ideas about my body, mind, and spirit." – *Dick Chogyoji*



[Yes!](#) I want to complete my spiritual as well as my personal development library! Dr. Deepak Chopra says, "A perfect balance of mind, body, and spirit is your birthright." I'm ready to seize that birthright with this exclusive offer! Please send me Dr. Chopra's bestselling program [Magical Mind, Magical Body](#), including 6 audio CDs plus the PDF Workbook, today for **just \$39.95. I want to take advantage of this limited-time special discount now!**

If my life isn't hitting higher notes spiritually, intellectually, AND physically, I understand I can simply return the program in the next 30 days for a full refund. **No questions asked.**

**Click below to order RISK-FREE with our 30-Day Guarantee**

**Order Now >**