

**Client:** Nightingale Conant

This product launch package includes catalog description, author bio, email lift letter, and landing sales page to promote Matt Furey's course "101 Ways to Magnetize Money ... in Any Economy" for Nightingale Conant. I've left the formatting in the landing page to show approximately how it was delivered online.

## One-Sentence Description

101 Ways to Magnetize Money ... in Any Economy teaches you how to master your mental, spiritual, and physical habits and weave yourself a "cloak of abundance." [157 chars]

*or, without the title:*

Matt Furey explains 101 simple but effective methods to master your mental, spiritual, and physical habits and weave yourself a "cloak of abundance." [149 chars]

## Short Description

Self-made millionaire Matt Furey shares his experience and insights with 101 simple and actionable methods for achieving success. Learn to master your mental, spiritual, and physical habits to attract abundance you would have thought impossible. [245 chars]

## Full Description With Tagline

101 Ways to Magnetize Money ... in Any Economy

*Simple methods to master your habits and attract the abundance you've always dreamed of.*

We all know that money won't solve all our problems — but having money makes life much easier. "Being broke is a state of mind," says self-made millionaire Matt Furey, and with his advice, you will learn to change your mental, spiritual, and physical habits in ways that will magnetize you to attract the money you desire.

In this 7-CD course, Furey shares his experience with and insights into the process of creating an abundant life. Each of the 101 installments is brief, simple, and direct — Furey minces no words and delivers blunt advice you can use immediately. And therein lies the key message: Put the lessons into action.

From the very first day you receive the course, you will learn dozens of practical habits: how to find out what you really want, how to organize and encourage yourself, how to maintain a positive and productive attitude, and, finally, how to attract the rewards you want from life.

## Bio

Matt Furey is a self-made success in the business world, as a direct result of his champion-level skills in wrestling and martial arts. A runner-up state champion wrestler in high school, then a member of multiple collegiate champion wrestling teams, Furey began a personal training business in 1987 and went on to train several high school wrestlers who graduated to college teams.

Intrigued by the physical, mental, and philosophical links between wrestling and martial arts, in 1990 Furey began an intense study of kung fu and later the ancient Chinese grappling art of Shuai-Chiao. His training paid off with three national titles and, in 1997, Furey became the first American ever to win a gold medal in a kung fu competition held in mainland China.

In 1996, Furey published his first book and videos, entitled *The Martial Art of Wrestling*. His experience marketing this package on the Internet launched his successful online business ventures. His email marketing style and strategies have become known as *The Furey Method*.

In addition to *101 Ways to Magnetize Money*, Furey has authored several books, including *Combat Conditioning*, *Combat Abs*, *The Unbeatable Man*, *The Fastest Way Humanly Possible to Burn Fat*, *Combat Stretching*, *Gama Fitness*, and *Magnetic Mind Power*. Furey also has been featured on numerous magazine covers, including *Grappling*, *Inside Kung Fu*, *Karate Illustrated*, *Gladiator*, and *Martial Arts Illustrated*.

Currently Furey is president of the Psycho-Cybernetics Foundation, dedicated to spreading the teachings of Dr. Maxwell Maltz, author of the 30-million-copy bestseller *Psycho-Cybernetics*. He lives with his wife and two children in Tampa, Florida, and Hainan Island, China.

## LIFT EMAIL

### Subject Lines

NEW course teaches 101 ways to form habits for abundance

Stuck in second gear? This new course shifts you into high performance!

Could you list 101 ways to attract money? Impossible? Try this new course!

Just released! New course for abundance seekers only! (No whiners allowed.)

Warning: New course causes huge problem: What to do with your new wealth?

### Copy

Dear Friend [or first name],

Much of what you have read and seen about attracting abundance is probably partly true. There's no doubt you must have a mental picture of success, and you must believe you can achieve it.

But found where most teachers and books stop short in selling the Law of Attraction is the crucial step in the process: You must act on what you know to make the dreams come true.

And, unfortunately, a lot of people don't know what to do, or even where to start.

[Hint: Click here to begin creating a more abundant life!]

That's why I'm pleased to present to you a new course, full of practical advice for not only discovering your dreams, but also making the decisions and taking the actions you need to launch yourself on a path to success.

Author Matt Furey is a self-made success in business and in life. A martial arts master and wrestling expert, Matt turned his knowledge into a multimillion-dollar business, and he continues to expand his impact on individuals around the world as he teaches the lessons he's learned about achieving an abundant life.

If you're ready to take action and start attracting the life you want, you need to learn what Matt Furey teaches in 101 Ways to Magnetize Money... in Any Economy. In this just-released course, Matt delivers dozens of tips and techniques for creating your ideal life in short, simple, easy-to-digest bites.

Read all the details about Matt's new course. I guarantee you'll find it life-changing.

[Click here to get started.]

Sincerely,

Vic Conant

Chairman, Nightingale-Conant

## LANDING PAGE

*If you're struggling to escape the frustration of a paycheck-to-paycheck lifestyle, this is the course for you.*

**Making millions is hard work, involves incredible luck, and requires a hefty bank account to get started, right? Matt Furey says *NO* and shows you how simple it really is for **ANYONE** to become a money magnet.**

Dear Friend,

Do you look at successful people and think, with a twinge of jealousy, they just got lucky in life? Maybe they were born rich, or they got a special break in their careers, or they were in the right place at the right time?

Sure, luck can be one answer, but most successful people have developed an abundance mindset and wealth-producing habits that virtually guarantee a satisfying lifestyle.

And believe it or not, the keys to success are easy to learn, simple to implement, and accessible to everyone who is willing to listen to instructions and put them into practice.

## **The only obstacle to your success is... not acting on advice!**

You've probably heard (and maybe uttered) the saying, "Knowing the right thing to do is easy; it's doing it that's hard."

- Wanting to lose weight is easy; eating right and exercising is hard.
- Deciding to publish a book is easy; sitting down and writing every day is hard.
- Aspiring to graduate from college is easy; attending classes and doing homework is hard.

But what if ... you're making your life harder than it has to be?

What if ... a few simple tips were all you needed to find the path to success?

What if ... changing your thinking could begin attracting the assets and tools you can use to achieve more than you ever dreamed?

That's the promise author Matt Furey makes in his new course, *101 Ways to Magnetize Money ... in Any Economy*. And does he ever deliver!

## **101 proven ways to attract money, starting today**

Every one of Matt's methods is proven to work, because he's seen each of them work for himself and many others. As a self-made success, Matt knows the difference between hype and reality, the ideas that sound great and fail versus practical advice that pays off.

In this course, Matt gives you sound, proven, and often blunt advice that you can begin to use immediately, today — and the results will appear faster than you'd expect.

Any of these 101 ways to magnetize money could be the trigger for your success. Most likely it will be a combination of several ideas that matches your personality and attitude, giving you a magic formula you can use to create the lifestyle you desire.

## **How to live abundantly**

Here are just a few of the concepts you'll learn about magnetizing money and living in abundance:

- How to activate the Law of Reciprocity
- Why many creative people aren't richly rewarded, and how to change it

- Where you should always invest your money first
- Why good advice might not be good for you
- When having a sword hanging over you is actually a good thing!

Some of the simplest tips can yield the most benefits, such as:

- How nine deep breaths will change your life
- How to use a 3x5 index card to upgrade your beliefs
- When to spend the few dollars in your wallet, or not
- Where you should always keep a five-gallon jug in your home
- Who you should pick as a dining partner
- Why you should put a mirror behind your stove

You'll also learn some basic truths about life, and discover some you didn't realize were false:

- Why visualizing is half of your problem and half the solution
- Why you can't try too hard to make things happen
- Why the word "no" is as exciting as "yes"
- How to get more by letting go
- Why you should keep making mistakes
- Why paying your taxes should be a joy
- How to talk to your friends, and when you probably shouldn't

You'll find all these tips, and many more, in Matt Furey's *101 Ways to Magnetize Money ... in Any Economy*. And even better, for a limited time, you can own the entire 7-CD course at a price so affordable you can't pass it up.

### **Order today for a whopping 70% off!**

Normally, this life-changing course sells for \$269.95, an investment easily recouped from applying any one of the methods Matt details within.

But for a select group of readers, including you, *101 Ways to Magnetize Money ... in Any Economy* is available for **only \$79.95**, a fraction of the normal price! [Click here to get your copy right now.]

As soon as you receive your package, you'll start developing new habits that attract success and money. For example:

- Follow Matt's advice about cable television, and you'll immediately save more than you spent on the program.
- Do you have a hard time asking to be paid what you're worth and what you're owed? Matt will give you two valuable tips to solve that problem forever.
- And if you've ever doubted you were capable of becoming successful, remember Matt's sincere promise to you: *"Once you change the mental picture, the mental movie you have of yourself, nothing in the Universe can stop you from living your dreams."*

### **Make up your mind to attract money**

Once you've read and applied the lessons in Matt's course, you'll wonder how you ever lived a different way. The power in Matt's words can take you as far as you want to go — and further.

But you must act quickly to receive this material at a huge discount. (Matt clearly explains why you have to act fast in every aspect of life!) The special price of \$79.95 will not be offered forever. Lock in the savings right now and [click here to order *101 Ways to Magnetize Money ... in Any Economy*].

Sincerely,  
Vic Conant (or other?)

PS: This course could literally be free: In one amazing tip, Matt describes how you may be surprised to find money you'd forgotten you had! Don't pass up this opportunity. [Order now.]

## 101 Ways to Magnetize Money ... in Any Economy

[product image]

[YES], I want to learn how I can become a money magnet and attract more money and success than I ever dreamed possible!

Please send me Matt Furey's 7-CD program *101 Ways to Magnetize Money ... in Any Economy*, today, for just \$79.95 — instantly saving **70% OFF** the regular program price.

**GUARANTEE:** If I am not thrilled with what I've learned from Matt's 101 lessons in the next 30 days, I will return the program for a full refund. **No questions asked.**

A 3D rendered graphic of the text "70% OFF" in a bold, red, sans-serif font. The characters are thick and have a slight shadow, giving them a three-dimensional appearance. The "70%" is larger than the "OFF".

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

[order button]

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