

Kennedy-Lillo Associates

From: Pete Lillo,
PetethePrinter, Publisher

TO: ALL INFORMATION MARKETERS

Announcing the only How To Publication 100% Devoted to The INFORMATION MARKETING BUSINESS!!

You've Repeatedly Asked For It. Now I've convinced Dan to do it.

You can now sneak inside Dan's copious works with hundreds of enormously successful information marketers and steal & profit from all of Dan's experience, efficiently, conveniently and affordably.

Dan does more current consulting and copywriting work in the field of INFORMATION MARKETING than any other copywriter.

While he is trying to do less and less business, he is happy to write even more, so I've convinced him to do the NO BS INFO MARKETING NEWSLETTER and the ULTIMATE INFORMATION ENTREPRENEUR REPORTS.

The NO BS INFO MARKETING NEWSLETTER began publication in January 2004 and alternates every other month with Dan's ULTIMATE INFORMATION ENTREPRENEUR REPORTS.

The Reports are published 6 times a year and each report is 12 to 16 pages dealing with one specific topic, such as increasing boot camp and event registrations, lead generation, sales letters, the profit multiplying secret of forced continuity, or going from basic, deluxe to deluxe+ group marketing.

In depth A to Z presentations of the most important profit centers in the Information Business. Little-known strategies. Your Newsletter and Reports Come to you each month in a 3 hole punched format to collect in a reference Binder.

These in-depth Reports will combine into a permanent reference library of enormous value, that you will undoubtedly consult countless times, year after year.

Each will summarize Dan's best knowledge and strategies on the topic including examples and very frank discussions on what worked and what Hasn't worked.

The U.I.E. Reports take you inside- inside millions of dollars of marketing efforts. In fact, his Platinum Members and private clients, if combined into one company, would be a 200 Million Dollar a year information marketing juggernaut. Imagine the valuable lessons and secrets coming out of that much marketing!

In addition to the Ultimate Entrepreneur Reports, six times per year starting In January 2004 you'll receive a 4 to 8 page "NO BS INFO MARKETING NEWSLETTER", a newsletter with current news, information, resource listings, and the most recent discoveries of "what works" from Dan, his clients and his Platinum Members.

This newsletter will be similar in tone to the Regular NO BS Letter, but totally devoted to the Info-Marketing Business. This is a one of a kind publication, you may very well subscribe to and profit from others, but there is no other publication exclusively and totally devoted to Information Marketing.

If you are involved in the Information Marketing Business and NOT receiving THIS publication, quite frankly, this leaves you out in the cold-ignoring the only trade journal for your business!

A Lot More Than Paper and Ink, Combined the U.I.E. Reports and NO BS INFO MARKETING NEWSLETTER gives you unprecedented access to all of Dan's experience working with hundreds of successful Info-Marketers. NO ONE ELSE IN AMERICA Works first hand with as many different Marketers of Information Products, Coaching Programs, Seminars, and related services. Welcome into the world of Dan Kennedy !

Much Success!

Pete Lillo

Publisher