

Arin Vahanian
Six-Figure Copywriting Course Final Assignment - Energex
October 14, 2007
Page #1

{Envelope: #10, 2/c}

Mr. Arin Vahanian
PO Box 31125
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**"Inside...The Secret to Living Longer and Feeling Better...Without
Dieting or Special Exercise"**

Arin Vahanian
Six-Figure Copywriting Course Final Assignment - Energex
October 14, 2007
Page #2

{Main Sales Letter: 11 pages, 8 ½" x 11" white paper, 2/c}

Now You Can Have Increased Vitality, Stamina, and Strength in the Next 30 Days – Guaranteed!

{Picture of fit, successful man talking to a beautiful woman}

Dear Friend:

What I'm about to tell you might be the most startling and interesting health news you have ever heard.

And I am going to let you prove its merits to yourself, without risking a single penny. It is that effective. That powerful.

Let me explain:

Imagine yourself the envy of your colleagues, with incredible energy to meet deadlines with ease. Now, completing tasks at work is as enjoyable as a day at the beach with your buddies.

Your wife or girlfriend will marvel at the stamina you have, and your love life will reach heights you have never seen before. Your kids will appreciate the increased strength and energy you have, allowing you to keep up with them and even surpass them.

You will get special nutrients not part of the typical Western diet, without changing what you eat.

Arin Vahanian

Six-Figure Copywriting Course Final Assignment - Energex

October 14, 2007

Page #3

Imagine flushing the toxins out of your body, leaving you with a cleaner, healthier system, without having to change your diet or exercise regimen at all.

Finally, imagine yourself with increased vitality in every part of your life, and feeling at least 20 years younger, on a daily basis.

If you are not interested in any of the above, please stop reading here.

For this letter is about to introduce to you a powerful and different type of natural supplement.

Used by men in more than 37 countries worldwide, it is called Energex.

Energex was developed by Dr. Martin Smith, who first stumbled upon this formula when on a sabbatical in a small Chinese town. Dr. Smith was researching herbs used by ancient Chinese healers, and during this time he decided to go against conventional medicine and explore the benefits of natural healing.

What Dr. Smith found was remarkable...and explained why his father, once a healthy and robust man, became listless, sluggish, and apathetic.

Dr. Smith's goal was to find a way to battle the damaging effects of the typical Western diet. This, he believed, was responsible not only for his father's decline, but the decline of men across the world.

And you have before you the secret to avoiding that decline - the secret to becoming a stronger, healthier, and happier man.

After years of research and trials, Dr. Smith finally developed Energex. This wonderful supplement is available only through Dr. Smith's clinic, and is doctor-reviewed and endorsed.

Arin Vahanian

Six-Figure Copywriting Course Final Assignment - Energex

October 14, 2007

Page #4

Increased energy and vitality in your daily life

Just one of the amazing benefits of Energex is its micronutrients, including super green foods, which are not part of the typical Western diet.

But why are these so important?

Because super green foods are high in chlorophyll, which is to plants what iron is to human blood. This means that you get a proven, healthy, and very rich source of energy right away.

Also, this is the only product in the US that contains exclusive enzymes not found anywhere else, which have been proven effective as energy enhancers.

So the next time you're out playing football with your kids, or have to meet an important deadline at work, or want to impress your friends on the golf course, you'll have the energy you need to get the job done.

Boost your immune system

Did you know that your pancreas may be working overtime right now and putting undue pressure and strain on your immune system?

That's right, every time you eat food that is not whole, the pancreas has to draw enzymes from white blood cells, thus occupying the immune system, and causing digestive leukocytosis.

This robs the body of energy and compromises the immune system.

Arin Vahanian

Six-Figure Copywriting Course Final Assignment - Energex

October 14, 2007

Page #5

But you can avoid leukocytosis, free up the pancreas, and help strengthen your immune system by taking our product.

This specialized formula contains naturally-occurring digestive enzymes that are necessary for all bodily functions. This relieves the pancreas of compensating for a lack of enzyme consumption and leaves it free and clear to focus on doing what it does best - breaking down protein, carbohydrates and fats, and controlling the level of sugar in the blood.

Flush toxins out of your system

Energex is the only product to contain a wild-harvested root algae that is phytonutrient dense. This enhances the absorption of other nutrients and controls toxic reactions caused by drugs and the chemical exposure of diet and environment.

This formula also contains Glutathione, which detoxifies the liver, and protects the body from environmental toxins.

Enhance muscle growth

The wild-harvested root algae I was just telling you about will also help you put on muscles and improve your overall physique.

Imagine yourself with rock-solid abs...well-sculpted biceps and shoulders...with a body that most men would dream of. Energex will help you even when you are in the gym, and will help you build the kind of body you have always wanted.

It will also help you avoid overeating, because it is an appetite suppressant. You will be able to easily counteract your slowing metabolism, to ensure that you do not have any unnecessary weight gain.

Arin Vahanian

Six-Figure Copywriting Course Final Assignment - Energex

October 14, 2007

Page #6

Get special nutrients not part of the Western diet

Did you know that the Western diet lacks many essential nutrients that are necessary for a healthy, long life?

The vitamins in the food we eat today are not sufficient to prevent long-latency deficiency diseases, such as heart disease, cancer, and Alzheimer's.

Energex takes care of this problem by giving you special vitamins and minerals to help prevent such devastating diseases.

But how?

Each vitamin and mineral in this formula is harvested using a proprietary process from nutrient-dense plants. The source of each nutrient is, in most cases, a single-celled plant most perfectly suited for the particular nutrient.

The body assimilates nutrients in this form most efficiently because these nutrients are identified immediately by the body as life-giving food.

Much more than a multivitamin, much more than a supplement

In addition to containing the 10 basic vitamins recommended by the Food & Drug Administration, this special formula contains dozens more vitamins - many of which regular multivitamins do not provide!

It also contains many important minerals, such as choline (which supports your brain and memory function), zinc (which supports muscle growth), potassium (which is a potent antioxidant that supports prostate health), and vanadium (which supports male hormone).

In addition to all of these essential vitamins and minerals, Energex also has special tonic whole-herb extracts such as

Arin Vahanian

Six-Figure Copywriting Course Final Assignment - Energex

October 14, 2007

Page #7

Ginseng Root, Fo-Ti Root, Hawthorn Berry, Licorice Root, Ginkgo Leaf, and Gotu Leaf.

These whole-herb extracts enhance your health, provide crucial antioxidants that improve your immune system and help prevent cancer, and offer instant strength-building.

Improve your love life right away

With the newfound energy and stamina you'll have when you take Energex, your love life will soar to heights you never thought were possible.

No matter what your age or your health situation - this product will give you the stamina and vigor you need to be the great lover you knew you could be.

And with the improvement in your love life, other parts of your life will improve, because we know just how important being successful with women is to a man.

Well, now you won't have to worry about that part of your life, because it will be taken care of. And your wife or girlfriend will thank you for taking Energex!

Easy doses, anytime

Energex is designed to be taken at any time of the day, whether or not you have eaten.

This means that you don't have to worry about keeping a schedule - simply take one tablet of Energex three times a day, at any time. Yes, it's that easy!

This is the easiest lifestyle change you can make right now. No need to change your lifestyle at all, no need to change your diet at all, and no need to change your exercise regimen.

Simply take one tablet of Energex three times a day - and see the incredible differences in your health and vitality!

Arin Vahanian

Six-Figure Copywriting Course Final Assignment - Energex

October 14, 2007

Page #8

This shows you immediately how incredibly easy and effective taking Energex is.

When you receive your first bottle of Energex to prove or disprove at our risk, start taking three tablets a day, at any time during the day.

THAT IS ALL THERE IS TO HAVING MORE ENERGY, STAMINA, AND STRENGTH IN YOUR DAILY LIFE. Nothing else, no further effort. You don't have to change your diet, your exercise patterns, or anything else. Nothing more. And yet, what happens is this -

"I can track the results in my clients...see the changes in their metabolism, their heart rate, their cholesterol count. I haven't seen a product on the market that can restore a man's energy and vitality as well as Energex." - R. Bellows, Nutritionist

Again, I repeat: you won't have to change a thing about your life, even what you eat! But I'll let another satisfied customer tell you about his experience -

"I've been driving 18-wheelers for the past 20 years. And you know what that means - a lot of time on the road and a lot of stops at greasy diners. Your formula gives me the energy I need to concentrate on the road and the vitamins I need to counteract my 'trucker's diet.' I'd definitely recommend it to all my good buddies out there." - H. Haggerty, Trucker

But there is far more. For example --

This special formula contains whole food extracts from pumpkin seeds that promote men's prostate and genitourinary health. You can get the added prostate protection you will need in the coming years!

Arin Vahanian

Six-Figure Copywriting Course Final Assignment - Energex

October 14, 2007

Page #9

And...did you know that certain roaming free radicals are in your body right now, bombarding cell walls, weakening the body, and damaging DNA structure?

These free radicals cause cells to mutate, become cancerous, and die.

But...you can counteract these deadly free radicals by taking Energex, which contains valuable antioxidants that help fight the damaging effects of free radicals in the body.

Our special formula contains antioxidants such as Beta-Glucans and Superoxide Dismutase (SOD), which are the most potent antioxidants. Both of these special antioxidants help protect the body from viruses, cancer, and other deadly diseases.

When you get Energex, you'll give yourself the super protection you need to destroy deadly free radicals and boost your health tremendously!

Many years ago, most people would have laughed at the idea that one could increase his energy, strength, and stamina just by taking a supplement and not changing his diet or exercise regimen.

Now, people from all across the globe, in 37 countries, are using Energex to increase their stamina in their love lives, to feel years younger on a daily basis, to have more energy to play with their kids on the weekend, to significantly decrease the odds of getting cancer, and more.

There's no question that Energex is an outstanding value. In fact, we've had happy customers say they'd gladly pay five times what they paid for it.

Why? Because they're thinner, healthier, happier, and have more energy than they've had in years!

Arin Vahanian
Six-Figure Copywriting Course Final Assignment - Energex
October 14, 2007
Page #10

But before I tell you how you can get your hands on this amazing breakthrough in modern health - let me tell you about a SPECIAL GIFT I've reserved in your name.

It's a special gift that I promise will tell you what doctors, scientists, and health specialists have been withholding from their patients for years - "The 10 Most Important Vitamins and Minerals You've Never Heard Of."

This special report, written by the founder of Energex, Dr. Smith, describes in clear and easy-to-understand language the top ten most important vitamins and minerals that are lacking from the Western diet today - and how you can get them into your diet easily.

This information-crammed, health-boosting report would easily go for \$29.95 in bookstores.

But it's yours FREE - our gift to you if you order Energex!

It's impossible to put a dollar value on the superb health and lifestyle benefits you'll receive with Energex.

If one were to try, I suspect the minimum value of having increased energy and stamina, protection against cancer, a stronger immune system, and a better physique would be thousands of dollars.

However, a one-month supply of Energex won't cost you several thousands of dollars. It won't even cost you \$200...or even half that.

A one-month supply of Energex is just \$49.95.

But I know that this supplement is so unique, so effective, so easy, and so remarkable in its promised results, that I cannot expect you to take my word for it in advance. Therefore, I ask you to prove it or disprove it, entirely at our risk.

Arin Vahanian
Six-Figure Copywriting Course Final Assignment - Energex
October 14, 2007
Page #11

Here's all you do.

Send in the no-risk order form today.

Try Energex, in the privacy of your own home or office, entirely at our risk.

If Energex does not do everything I mentioned in this letter, and if you are not delighted beyond belief, within 30 days, simply return the unused portion, and every cent of your purchase price will be refunded immediately, without quibble or question.

I therefore give you not the usual seven or 15-day guarantee, but a 30-day money-back guarantee. You must be personally satisfied that you have increased energy, stamina, and have in effect turned back the clock - or you may return the volume for a refund in full. Could anything be fairer?

Are you tired of changing your exercise routines dramatically, ineffective supplements, or fad diets? If so, why not try Energex - without risking a penny, today?

Sincerely,

Arin Vahanian

P.S. - I've talked at length about the remarkable benefits our product can offer you. Now, here are some comments from the Head Coach of Athletes of America:

"All the athletes that I have trained in the past year have added your formula to their diets. The results have been amazing. This product even keeps world-class athletes in top form." - J. Cunningham

Now, imagine what Energex could do for you!

Arin Vahanian

Six-Figure Copywriting Course Final Assignment - Energex

October 14, 2007

Page #12

P.P.S. - If you want to feel 20 years younger, have more stamina in your sex life, have more energy at work or when you play sports, and just generally feel better every day, then you need Energex. Order now and start reaping the benefits of a younger, more fulfilling, and exciting life!

Arin Vahanian
Six-Figure Copywriting Course Final Assignment - Energex
October 14, 2007
Page #13

{Lift Note: 2 pages, 8 ½" x 11," 2/c}

One Customer's True Story:

MY LOVE LIFE WAS FALLING APART! NOW WOMEN CAN'T GET ENOUGH OF ME...

Dear Friend:

Not that long ago, I got divorced from my wife of 15 years. Actually...she left me. After that, I couldn't get a date even if my life depended on it.

Now...I've always been really healthy, I have a full head of hair, I'm reasonably good-looking, and I make a lot of money as an attorney.

But for some reason, I didn't have what it took to attract the opposite sex.

And I'm sharing this with you, so you can see just what an incredible change has come over me in the past few months.

{Photograph of author of letter, Ron Williams}

Since I started taking Energex, I have an almost limitless source of energy within. I can lift more than I ever could before in the gym. I can throw a football further than I used to in high school. I have a lot more stamina in my daily life. I can last longer in the bedroom than I could when I was in my early 20s.

All of those factors have contributed to me having a lot more sex appeal.

And, not surprisingly, I have had a lot more success in attracting women and keeping them interested in me.

Arin Vahanian

Six-Figure Copywriting Course Final Assignment - Energex

October 14, 2007

Page #14

What they see is a man who is complete - a man who is fit, full of energy, is successful, and who has a passion for living life.

Trust me...you can do just what I've done. Whether you're married, in a serious relationship, or just dating - Energex will help your relationships improve ten-fold.

The few dollars you spend on the supplement is more than worth it for the immediate improvement in your love life, the increase in your sex appeal, and the energy and vitality that will flow through your body and soul.

The one thing that men across the world want is a happy and successful love life.

And I'm happy to say that Energex helped me get where I wanted, and even further beyond what I imagined was possible in my love life.

And it can do the same for you. Order today and see just what I mean. But don't take it from me...take it from the women in your life, who will be amazed at the extraordinary changes within you!

Sincerely,

Ron Williams

Portland, Oregon

Amazing Testimonials of

No more colds

"I live in Detroit, and you know how those Michigan winters are! I used to get colds and flu-like symptoms just about every other week. Not anymore. Not for me, anyway. I've been taking Energex for two months now and have not experienced the slightest sniffle."

J. Cromby, Detroit, Michigan

Complements his diet

"I feel great! Your product provides what my regular diet doesn't give me. Energex makes me feel better about missing a meal, especially when I'm flying, because I know I'm getting all of the vitamins, minerals, and nutrients I need...even with airplane food!"

H. Walters, Sydney, Australia

More energy at work

"I'm a personal trainer. I start my day at 6 a.m. and I keep going straight until 7 p.m. Energex definitely keeps my energy level up, which in turn helps me to motivate my clients into reaching their fitness goals."

D. Brockman, Los Angeles, California

Energex

More energy at home

"Energex helps me to maintain the balance I need in the time I divide between work and home. I feel a definite difference when I'm consistent about taking your product. During the weekend, I have more time and more energy to keep up with my two young boys."

T. Young, Reading, England

Incredible stamina in his
love life and more

"After taking your product, all I can say is, talk to my wife. She says that she feels like she's living with a 25-year-old again...and I'm 65! Now, I can golf 18 holes, when a lot of my golfing buddies can only do nine."

K. Rogers, Birmingham, Alabama

Passes it on to his
patients

Energex has been officially added to the standard meal plan here at the spa at the Concord Health Institute. Most of our patrons are six-figure businessmen and their wives, and they need something to take back from the Institute to help them maintain their health and energy. We send them a complimentary bottle of your formula, and it does the job at a very competitive cost for us.

E. Lexton, New York, New York

Arin Vahanian
Six-Figure Copywriting Course Final Assignment - Energex
October 14, 2007
Page #16

{Order Device: 1 page, double-sided buckslip, should include picture of product (left side)}

ORDER Energex HERE...
And check out the FREE GIFT you have coming!

Yes...I want to have increased energy, stamina, and feel years younger! I also want added prostate protection and valuable antioxidants. Send me Energex today!

BEST DEAL!

_____Please rush me my three-month supply of Energex. Be sure to send me my free gift, "The 10 Most Important Vitamins and Minerals You've Never Heard Of." The cost for everything is just \$105.95. (I save \$43.90 and, in addition to my free report, get FREE SHIPPING!)

GOOD DEAL!

_____I'll try a two-month supply of Energex for \$79.95 plus \$5.50 for shipping (\$85.45). Please be sure to send me "The 10 Most Important Vitamins and Minerals You've Never Heard Of" special report as my free gift.

_____Get me started. I'll take a one-month supply of Energex for \$49.95 plus \$4.50 for shipping - \$54.45 total. Please also send me my free gift, "The 10 Most Important Vitamins and Minerals You've Never Heard Of."

California residents please add appropriate sales tax

Method of Payment:

Check enclosed for \$_____ payable to Advanced Men's Products

Bill my: ___MasterCard ___Visa ___AMEX ___Discover

Card # _____

Exp. Date ____/____/____

Signature _____

Telephone _____ (in case we have a question about your order)

Arin Vahanian
Six-Figure Copywriting Course Final Assignment - Energex
October 14, 2007
Page #17

For fastest service, order by calling TOLL-FREE - 1-800-545-1123

Or use our 24-hour fax line: 1-888-248-8856

ADVANCED MEN'S PRODUCTS
1300 Doheny Drive, Suite 201
Los Angeles, CA 90069

{start of text box}

Your "Results or It's Free" Guarantee

Advanced Men's Products prides itself both on the high quality of its nutritional supplements, and on the efficiency of its products. If you are not entirely satisfied with the quality of our supplements - or the results you're getting - simply return any unused portion of the product within 30 days and we'll give you a full refund of your money. Naturally, any gifts you've received are yours to keep.

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