

# The Classic Sales Letter

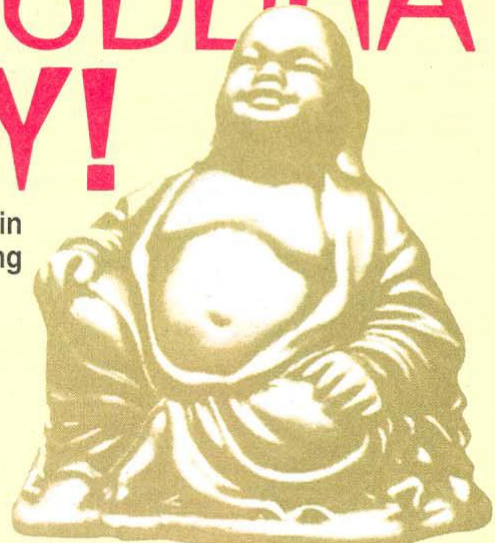
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Rub the Buddha for Money  
Display Advertisement

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A free sample of  
[The Copywriter's Toolkit](#)

# RUB THE BUDDHA FOR MONEY!



Pendant enlarged for detail

Do you need money desperately? Are you up to your neck in overdue bills and worrisome debt? Are you struggline along just trying to make ends meet – *with no light in sight?*

Get ready – it's your turn! For the very first time, you can possess the long-renowned BUDDHA medallion... acclaimed by so many for its magic powers of mysteriously attracting GREAT wealth and unbelievable riches to *anyone* who gently rubs his generous belly!

But before I go on, let me ask you this: How much money do you REALLY want? \$100.00, \$1,000.00 even \$10,000.00 or more? Don't be shy. Just name the amount. ANY amount. Then join me in a unique Research Experiment to find out if The BUDDHA legend is really true.

And listen to this: TO MAKE THIS OFFER SO UNBELIEVABLY ATTRACTIVE THAT YOU'LL CLIP AND MAIL THE COUPON *Right Now*, I'm going to gamble my own money on you, a perfect stranger.

That's right! You must agree that the legend is absolutely true – that The BUDDHA actually brings you money by rubbing his belly – *or I'll pay you for your time and trouble GUARANTEED!*

But first, let me assure you of this. I know exactly what I'm doing. I wouldn't *dare* make such an offer if I thought for a minute that I would lose! So for your own sake, simply mail the coupon to receive your very own BUDDHA and the Research Experiment Forms.

Do you want lots of money NOW? Then starting *immediately* and continuing for as long as you rub The BUDDHA, you'll have this sensational opportunity to possibly rub away your financial

problems forever. Imagine the excitement and thrill of turning your cash situation RIGHT AROUND merely by rubbing The BUDDHA's belly as part of the Experiment.

\$\$\$ When you want to pay off debts, simply rub The BUDDHA.

\$\$\$ When you want to buy a house, simply rub The BUDDHA.

\$\$\$ When you want to go on a long-overdue vacation, simply rub The BUDDHA.

\$\$\$ When you want to buy a new car, TV, boat, or whatever you wish, simply rub The BUDDHA.

**LET ME KNOW EVERY TIME THE BUDDHA BRINGS MONEY**

Whenever The BUDDHA miraculously puts fist-loads of cash right in your pocket... whenever you enjoy the glorious thrill of paying off a nagging bill collector... whenever you catch up on your monthly payments... just report the actual MONEY MIRACLE.

You have absolutely nothing in the world to lose. Not even a penny of your hard-earned money. Because from the very moment you receive The BUDDHA, you must receive a fantastic *money blessing*, or I'll pay you for your time and trouble. GUARANTEED!

And here is the best part of all! It doesn't matter who you are, where you live, how much you need! You MUST agree

that The BUDDHA legend is true RIGHT AWAY, or I'll return your money PLUS *pay you* for participating in this unusual Research Experiment.

**SEND FOR YOUR BUDDHA AT ONCE WITHOUT RISK!**

*Right now*, this very second, mail the coupon for your very own BUDDHA. For total 100% confidentiality, your BUDDHA will be rushed back to you in a private, unmarked package – in YOUR name *only!* No one will be allowed to use it, except you. Then merely take The BUDDHA into your right hand and gently rub his magic belly. It's that simple!

**DOUBLE MONEY-BACK 100% GUARANTEED!**

I can't imagine anyone passing up this unique chance to join the Research Experiment and use the legendary BUDDHA every single day. So the only thing holding you back is taking a risk. I'm going to eliminate that completely!

To prove to you that I mean every word I've said – and to doubly verify the total, undeniable truth of the legend of The BUDDHA – I'll give you this fantastic DOUBLE MONEY-BACK GUARANTEE: The BUDDHA *must* work a money miracle for you within 30 days, or I'll return ALL your money PLUS ANOTHER \$20 for your time and trouble. That's right! You'll receive DOUBLE YOUR MONEY BACK with

no strings attached!

If you've never thought of clipping a coupon before, do it NOW. It may be the answer to ALL your money problems.

**ORDER RIGHT NOW FOR IMMEDIATE DELIVERY!**

1) Print your name and address on the coupon

below.

2) Attach your cash, check or money order payable to The BUDDHA for just \$20 complete. (Price includes all postage and handling!)

3) Mail to: World Marketing Group, 111 East 14th St., Box 380, New York, NY 10003

**MAIL COUPON WITH \$20**

World Marketing Group  
111 East 14th St., Box 380  
New York, NY 10003

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**I WANT TO RUB THE BUDDHA FOR MONEY!**

Here's just \$20. Rush me The BUDDHA medallion and the Research Experiment forms in a private, unmarked package. Money-back in 30 days if not absolutely thrilled with results PLUS ANOTHER \$20. That's DOUBLE my money-back GUARANTEED.

Or charge my  VISA  MasterCard

Credit Card No:

Exp. Date:  /  /  CVV2 code:    3-digit security code on back of card.

Signature:

Name

Address

City

State  Zip

I want 2 Buddha's. Here's my \$36.  I want 3 Buddha's. Here's my \$50.

The Buddha is cast in 14 Kt. gold-plate (1-2 mils) with matching 18-inch gold-plated necklace. Measures approx. 1-1/8" wide by 1-1/8" high. For entertainment, fun, novelty purposes only. Specific results not guaranteed. This offer may not be suitable for the elderly or retired customers. Double money back within 30 days limited to single orders only, one to a customer, one time only. Checks returned for insufficient funds will be electronically debited for face value plus the State allowable handling fee. You must be over 21 years old. Please allow 4-6 weeks for delivery. Copyright © 2008, World Marketing Group, Inc. All rights reserved. www.rubbudha.com. To order call TOLL-FREE: 1-800-349-3046.