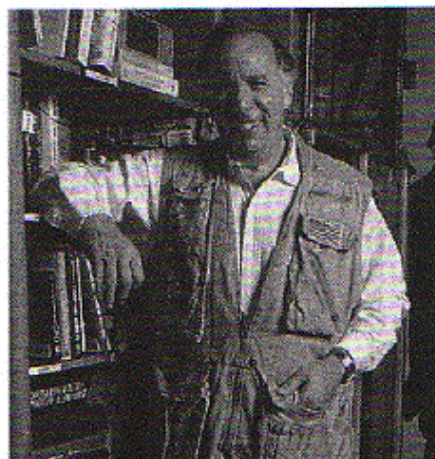


# Here's why I've sent you this **LITTLE BLACK BOOK OF SECRETS**

It's one of 8 special gifts  
I'd like to send you  
as part of this most  
unusual marketing test.



Martin Edelston, Publisher

Dear Friend:

This **LITTLE BLACK BOOK OF SECRETS** is a gift from me to you. It's a pocket-size gold mine of tips on how to enjoy greater health, wealth, happiness and success in the months ahead.

And it's just the first gift you'll receive as part of a most unusual marketing test. Let me explain...

All the secrets in this **LITTLE BLACK BOOK** have appeared in **BOTTOM LINE/Personal**, one of the magazines I publish.

And that's why I've sent it. This **LITTLE BLACK BOOK** is an ideal smorgasbord of "free samples" from this magazine. But I'd love you to sample even more. I'd also like to send you six actual issues of the magazine itself, also as free samples, completely without cost, risk or obligation on your part.

But why am I willing to give away so many free

samples as part of this marketing test?

Here's the story...

As I'd like you to discover, BOTTOM LINE is truly different from any magazine you've ever read or even heard about.

It carries no advertising, no gossip, no celebrity profiles, not even any color photography.

So what's in it, then?

Hard-core, no-nonsense, USEFUL information on how to do everything in life better.

BOTTOM LINE is the only magazine in America dedicated to uncovering -- from the top experts in every field -- the best-kept secrets on how to be more successful at everything you do. You'll discover how to:

- Enjoy better sex.
- Be more persuasive.
- Make more money on your investments.
- Pay less money in taxes.
- Get ahead faster at work.
- Achieve optimum health & fitness...feel more energetic...and even live longer.
- Travel cheaper.
- Get better value in everything you buy.
- Be a better public speaker, lover, cook, boss, writer, shopper, spouse, gambler, money manager, salesperson, grandparent, sports fan, moviegoer, friend, traveler, driver, etc.

### **For example, in a typical issue of BOTTOM LINE...**

- Investment wizard Peter Lynch tells you his greatest lifetime lessons for compounding



your wealth more rapidly and retiring much richer.

- Weight loss specialist Dr. Martin Katahn reveals his super-successful program for dropping 10-20 pounds and keeping them off without ever going hungry. (That's the secret, he says -- you must never feel deprived of your favorite foods.)

- Renowned master salesman and entrepreneur, Joseph Mancuso, tells you how to sell anything.

- Renowned child psychologist Dr. William Lee Carter reveals the most effective ways to eliminate your child's bad behavior.

- Marriage expert Dr. Catherine Johnson tells how the happiest couples get that way.

- Management consultant John R. Brinkerhoff identifies the biggest obstacles to making things happen in any organization...and how to smash through them.

...and so on, in every field of human activity. In **BOTTOM LINE**, the top experts in their fields share with you their secrets of success.

### **An unusual marketing test**

**BOTTOM LINE** is so packed with useful information that when people see it, they LOVE it. This is a magazine that sells itself.

And that's what led me to this marketing test. I've found that whenever I've sent gift subscriptions to others, they've become hooked -- absolutely addicted -- to this magazine.

Three years ago, this gave me an idea. Why not offer free samples to everyone?

In other words, I came to realize that when a

product is so interesting and useful that it sells itself, you don't need to ballyhoo wild claims or hide behind advertising hype. No, the smartest thing I can do to spread the good word is simply give away free samples and let consumers decide for themselves.

So three years ago, that's what I started doing, and it's now become our standard "get-acquainted" offer to attract new readers.

### **Please accept 6 FREE issues...**

This is why I've sent you this book of sample excerpts from BOTTOM LINE.

It's also why I'd like to send you, without cost, risk or obligation, a 6-issue free gift subscription to the magazine itself.

This way, you can decide for yourself. All you have to do to receive your six free sample issues is return the card at the back of this little book.

If, during the course of your gift subscription, you decide you like it, you can subscribe at a huge (39%) discount.

And just for participating in my no-risk, "let's-get-acquainted" marketing test, I'll also send you a jumbo, 50,000-word compendium of the greatest secrets ever to appear in previous issues of BOTTOM LINE.

This oversized volume, entitled How To Do Everything Right, is yours free just for letting me place in your hands six free sample issues of BOTTOM LINE.

Of course, there's a method to my madness in giving you six free issues AND a free big book.

Based on my experience over the last three



years, once you try your free issues, I'm betting you'll never want to be without BOTTOM LINE again. In fact, that's how literally hundreds of thousands of other intelligent readers have responded.

Simply by offering free samples to lots of people and then inviting them to subscribe, BOTTOM LINE has quietly become the fastest-growing magazine in America.

We've grown to more than 1,200,000 paid-up subscribers. That's more subscribers than BUSINESS WEEK, FORTUNE or FORBES. And almost all of our readers decided to buy ONLY after they sampled a few free issues first. In other words, they knew what they were buying and not just responding to advertising hype. And on that fair-and-square basis, we're the fastest-growing magazine in America.

So now it's your turn to receive my "gift subscription" of six free issues.

Look, packaged-goods marketers do this all the time. They'll give you a free sample of a new soap, cereal or coffee. So why not a magazine? It's the best way I know to demonstrate a worthy product to today's rightfully skeptical consumer.

And, just for agreeing to try it, I'll immediately send you the big, 50,000-word book, How To Do Everything Right, as my "thank you."

I told you this was a most unusual marketing test. It adds up to 8 free gifts in all...

1. This LITTLE BLACK BOOK OF SECRETS.
2. Your six free issues of BOTTOM LINE.
3. Just for agreeing to accept six free issues, you'll immediately receive your free jumbo,

50,000-word book of secrets, How To Do Everything Right.

I can't make it any easier or fairer for you to try this magazine of the most useful information in the world.

Just return the no-risk Reply Card next to the back cover of this book and I'll take care of the rest.

Sincerely,



Martin Edelston  
Publisher  
BOTTOM LINE/Personal

P.S. Every marketing test must have a time limit, and so does this one. I must hear back from you within three weeks of your receipt of this invitation.

To receive your six free sample issues and your free 50,000-word book, How To Do Everything Right, please return the Reply Card next to the back cover now, while it's conveniently at hand.