How To Build An "Instant" Million-Dollar Swipe File!

-By Ben Settle
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IMPORTANT:
You May Freely Distribute This Report Or Give It Away As A Free Bonus As Long As You Don't Alter Or Change It In Any Way.

Dear Friend,

Thanks for stopping by.

I think you will find this short report one of the best resources you can ever get your hands on if you write copy of ANY kind -- including direct mail, websites, emails, space ads, post cards, auto-responders, landing pages, squeeze pages or even classified ads.

Why?

Because it will show you how to quickly, easily and painlessly build a huge and massive swipe file of the highest-pulling ads in the history of advertising.

Ads you can study, adapt and "swipe" for your own purposes.

And the best part is most of these ads can be gotten for free or very little money. In most cases I am simply handing you these ads from my own files!

Now, before we get crackin', there are a couple things you should know.

One, some of the links in this report lead to websites I have no control over. As of the time of this writing, all the links are working fine. But if you find a link that's broken then please let me know.

And two, I am ALWAYSfinding new sources and ways to expand my ad files.

And each time I find something new I am going to add it to this report.

If you want to be notified whenever I update this report simply send a blank email to: **swipefilereport@aweber.com**

A few minutes later, you'll get an email with **"Confirm Swipe File Report Request"** in the subject line. Simply follow the instructions and you'll be added to my notification list. You'll also automatically be enrolled in my new swipe ezine – where I'll regularly send you even more hot swipe file ads and resources.

Okay, my friend. That's enough chit-chat for now.

Let's get it on!

Resource #1:
My Own Swipe File

The following are ads you can find linked to in my blog or directly on my servers.

They include ads by Gary Bencivenga, Jim Rutz, Clayton Makepeace, Gary Halbert and many, many more.

First, the ones on my blog:

http://bensettle.com/blog/remote-control-swipe-file

http://bensettle.com/blog/remote-control-swipe-file-part-2

http://bensettle.com/blog/double-your-copywriting-responseby-not-using-a-headline

And here are several more:

(Just click on the headline and it'll take you directly to a .PDF or image of the ad.
Be forewarned though -- some of these are VERY large files.)

"Do-It-Yourself-Tax-Shelter $14.95"
(An oooolllld Ted Nicholas ad)

"Just Give Me One Evening And I'll Teach You To Hypnotize Easily!"
(Old comic book ad)

"Omaha Steaks"
(The opening paragraph of this long-running control letter is truly brilliant)

"International Living"
(This control letter has been running for YEARS)

"Amazing Diet Secret Of A Desperate Housewife"
(One of the single best Gary Halbert ads ever, IMHO)

"Massive Erections, Thunderous Climaxes And All The 'Oomph' You Need To Last All Night"
(Another Agora control letter)

"37 Ingenious SPARE-TIME BUSINESSES That Require Almost No Investment, And Net You Up To $200 EXTRA INCOME Every Week!"
(Ad for a Joe Cossman product. May have been written by Eugene Schwartz)

"How A New Discovery From Asia Seems To Burn Off Body Fat For Almost Everybody Who Tries It!"
(Another Gary Halbert masterpiece**)**

Collection Of Walter J. Thompson Ads
(Special thanks to **Troy Lynch** of **www.troylynch.com** for these)

"Why Men Crack"
(Classic ad that just kept going and going and going...)

"Again She Orders, Chicken Salad Please..."
(This bizarre little ad sold some 2 million books back in the early 1920's)

"Why Haven't TV Owners Been Told These Fact?"
(This ad is talked about extensively in Eugene Schwartz's classic book, **"Breakthrough Advertising"**)

Eugene Schwartz's "Prevention" Sales Letter
(Interesting use of bullets and testimonials)

"What Never To Eat On An Airplane..."
(Mel Martin's classic sales letter)

"Why Models Stay Young Till Sixty!"
(Another "beauty" from Eugene Schwartz)

"Use Your Newspaper To Boost Your Child's Grades"
(Not an "ad" -- but an interesting newspaper article written by Eugene Schwartz)

"Don't Pay One Penny Till This Course Turns You Into A Human Computer!"
(Another Eugene Schwartz ad...)

"Turns Pollution Into Power!"
(And another one...)

"Secrets Of Speed Hitting"
(Old martial arts ad – kind of an interesting swipe of the Joe Karbo's *Lazy Man's Way To Riches* ad)

Finally... a few years ago I donated over 100 ads to Michael Senoff's free swipe file site at:

www.hardtofindads.com

(Note: If you have a Macintosh computer, you can only access it using the Microsoft Internet Explorer for Mac browser.

By the way, you'll notice about 400+ of the ads on that site are "locked" -- where you can't print or download them.

But I have made a deal with Michael Senoff where you can buy the word-for-word transcripts of those ads (which are some of the highest-producing ads ever run) for a small *fraction* of the cost he normally charges.

If you're interested go to:

https://www.hardtofindseminars.com/Discount-Ad-Transcrips-Order.htm

Resource #2:
Old Comic Books

Old comic books are GOLD MINES of great ads.

The psychology the copywriters used in those old direct response comic book ads

is sheer brilliance.

They knew <u>exactly</u> how to get "inside" your head and persuade you to buy things you probably would never have even considered buying before.

Plus, they were usually able to do it in just two or three sentences!

The key is to only look at the <u>older</u> comic books (before 1990).

For some reason comic book ads after that started shifting into image ads and away from direct response.

Best part: They're cheap.

Unlike baseball cards, comic books tend to go <u>down</u> in value. And the really old ones -- especially titles that didn't sell well -- can many times be bought for mere pennies.

In fact, if you go to a comic book convention you can sometimes buy entire <u>boxes</u> of old comics -- containing thousands of ads -- for less than $50.

You can read more about this at:

www.bensettle.com/blog/stuff-your-swipe-file-with-the-best-ads-ever-writtenfor-less-than-50

You can get your hands on hundreds of great comic book ads right now at the following links:

www.hardtofindads.com
(look under the "Ben Settle" section)

www.tomheroes.com/Comic%20Ads/comicads.htm

www.mrdankelly.com/martialads.html

www.seanbaby.com/stupcom.htm

www.steveconley.com/comicads.htm
(Thanks to Yanik Silver for this one -- I originally found this link on one of his sites)

www.flickr.com/photos/bsmif/sets/72157600029441715

www.comicvine.com/notable-comic-book-advertisements/43049/

Resource #3:
Newspaperarchive.com

I first heard about this incredible site from **Michael Senoff** a couple years ago.

Basically, this website has archived tens of millions of newspaper pages from publications across the U.S. These archives contain nearly every single newspaper story, article, editorial, obituary, Op-ed piece and... yes... *advertisement* ever published.

Simply go to:

www.newspaperarchive.com

and you'll have access to some of the highest-pulling ads of the last 100 years. Including ads by Eugene Schwartz, Gary Halbert, Dan Kennedy, Maxwell Sackheim and all the other advertising "masters" of the past century.

You can learn how to use this incredible resource for finding swipe file ads at:

www.bensettle.com/blog/eliminate-copywriting-burnout-forever

And here's another tip:

You can give yourself an "instant discount" on their membership fee simply by splitting the cost with other copywriters or marketers you know.

Resource #4:
Black Belt Magazine

Seems every great copywriter and marketer in the world likes to play in the

martial arts market.

And that's good for you and me. Because every single month you'll find ads in Black Belt Magazine that are simply AWESOME. (I've destroyed many an issue of Black Belt Magazine ripping out all the ads!)

Resource #5:
Copywriter Interviews

In-depth interviews with top copywriters can be the most valuable copywriting training you can get.

Not only because of the writing and "mindset" secrets they drop... but because they often reveal the company names of other great copywriters and marketers.

Take, for example, the interview Clayton Makepeace did with Gary Bencivenga (see below).

Gary dropped the name "David Rosengarten" in that interview... which lead myself (and probably a lot of others) to track his site down and find one of the finest Gary Bencivenga ads ever (see **http://bensettle.com/blog/remote-control-swipe-file**)

This happens all the time in copywriting interviews.

Just make sure you read/listen to them closely, and write down any company names, headlines or other clues they drop about where you can find their ads (or other great copywriters' ads).

You'll find some truly outstanding swipe file ads this way you wouldn't otherwise be able to find.

Resource #6:
eBay

www.eBay.com is another swipe file gold mine.

You can find old comic books, magazines (i.e Black Belt) and even whole direct mail pieces on eBay!

Plus, you can also find other great swipe file books on there, too.

I suggest looking for Gary Halbert's collection of **"57 Masterpiece Letters"** and **"10 Boilerplate Letters"** – as soon as possible. Both are simply "must haves" for any serious copywriter.

Resource #7:
Ken McCarthy's "Advanced Copywriting
For Serious Info-Marketers" Course

This isn't a "swipe file" course by any means. (In some cases, Ken actually *discourages* their use.)

But it still contains some of the best ads you'll ever read in the "Masterpieces And Warhorses" section including:

- Gary Bencivenga's magnificent **"Do You Make These Mistakes In Job Interviews"** ad

- Maxwell Sackheim's famous **"They Thought I Was Crazy To Ship Live Lobsters" a**d

- Dan Rosenthal's hugely profitable **"2 Reasons Why The Price Of Silver May Rise Steeply" a**d – which is discussed at length in the Gary Bencivenga/Clayton Makepeace interview at:

    www.makepeacetotalpackage.com/ezines/library/ezine40.html

- The envelope copy of Eugene Schwartz's famous "Dr. Chang" sales letter

  And several more.

  I don't recommend getting this course just for the swipe files.

  But it's easily one of the best copywriting courses you can get your hands on. And contains a few ads that aren't exactly easy to find. You can read more about it at:

    www.secretcopywritingtactics.com

Resource #8:
Doug D'Anna's "A-List" Site

From what I understand, Doug D'Anna is one of the best and highest paid copywriters in the world right now.

And he recently told me he's putting up his entire 20 years of winning and test promotions for his "A-list" members. (Depending on when you're reading this, they may already be up).

He's also including a written analysis of why each one worked or failed — along with the lessons you can take away from them.

So make sure you sign up for his free "A List" at:

www.dougdanna.com

You can also see some of Doug's other ads online at:

www.highlanderclub.com

www.newsciencebook.com

www.lombardipublishing.com/ads/24HourCFM/index.asp

www.lombardipublishing.com/ads/ultimatelicenseD/index.asp

www.lombardipublishing.com/ads/po/index.asp

Resource #9:
John Newtson's "Free Swipe File Thread"

This forum thread <u>alone</u> will give you a multi-million dollar copywriting education.

And it contains some truly amazing direct mail control letters (from the <u>best</u> copywriters of today) totally free of charge:

www.directresponsemarketingforum.com/copywriting-forum/62-free-swipe-file.html

Here is its "sister thread" for space ads:

www.directresponsemarketingforum.com/copywriting-forum/229-free-space-ad-swipe-file.html

Resource #10:
Various Online Sales Letters

Following are links to various ads by great copywriters around the Web.

Again, these links are all active as of this writing. But if you find any that aren't, please let me know. Anyway, here they are:

www.ultimatecoloncleanse.com
(An excellent Gary Halbert ad. Note the "impossible-to-ignore" story he tells. Awesome stuff. Special thanks to **Ryan Healy** and John Anghelache for pointing me to this one.)

http://web.archive.org/web/20060814195637/jointrumpuniversity.com/campaigns/trumpU/
(This is a **Scott Haines** ad and one I study over and over. It's simple, powerful and is a great "model" for selling subscription-based products.)

http://web.archive.org/web/20030830014608/http://www.killercopysecrets.com/1996seminar.html
(Another Scott Haines ad -- this guy is a friggin' master at writing bullets!)

http://www.prefsolutions.com/Agora/Agora.zip
(This is a massive swipe file of some 300 Agora ads -- yours for the taking. Thanks to John Ritz of **www.copywriters-toolkit.com** for posting an entry at **www.copywritersboard.com** about this beauty. Otherwise I never would have seen it and been able to tell you about it.)

www.thinkinginside.com
(This is a sales letter and product created by David Deutsch – a freelance copywriter with multi-million dollar controls for the biggest mailing houses on the planet. You can also find more of David's ads in the John Newtson swipe file thread link above.)

Resource #11:
John "Angel" Anghelache's "Secrets Of Using A Swipe File" Interview

John is one of the best copywriters I know – hands down.

And one of the things that makes him one of the best in the craft is not how *big* his swipe file is... but how he *uses* it.

You see, it's one thing to have a swipe file of great ads... but it's something else to be able to use it to create one winning ad after another.

Only a small handful of copywriters really have this "knack" down -- and John is one of them.

In this 100% <u>free</u> interview you'll learn his secret of how he "swipes" his way to writing ads that pull tens of millions of dollars in sales for his clients. And how you can easily do the same thing (especially when you use the ads found in this report).

I've been using his secrets myself and I can tell you right now – they work!

 Check it out today at:

http://www.swipefilesecrets.com/john-angel-interview.html

Okay, that'll do it for now.

Remember, if you want to be notified whenever I update this report, simply send a blank email to **swipefilereport@aweber.com.**

Sincerely,

Ben Settle

Ben Settle

P.S. Almost forgot. Here are two more resources packed with free copywriting tools and resources you can use:

www.warriorforum.com/forum/topic.asp?TOPIC_ID=111799

www.90dayproduct.com/freestuff.htm

These aren't necessarily "swipe file" resources. But if you do business in any way, shape or form... they'll be a tremendous help to you.

P.P.S. How did you like this report? Please let me know at:

www.bensettle.com/blog/what-do-you-have-to-say

Also, if you have any great swipe file resources to share please send 'em along. I'll be sure to give you full credit and an active link to your website if I use it.