

# Sample – Long Sales Letter - Texas Hold'em Wipeout Tactics

Let me tell you how I started to win at Texas Hold'em Poker over a weekend in the comfort of my own home.

Dear Poker player,

Hi, my name is \*\*\*\*\*, and if you will let me take a few minutes of your time I would like to tell you how my Poker skills were transformed over one weekend, and how I now **WIN** at the table.

Until recently, **I usually lost more** than I won at Poker, (Texas Hold'em). Like most people I know, I play as a hobby with a few friends on an evening after a drink at the pub.

Thankfully we only play for small change, or I would have been broke long ago. **I nearly always lost.** Nothing serious, it just meant that I had to trudge over to the cash point with my empty pockets the next morning to replenish my pocketbook from that evening's entertainment.

**Sometimes** I'd get "lucky" and win enough to avoid the ATM. I must admit that these winning games were few and far between, but as you probably know they are great when they happen. It feels really good and makes the game that much more exciting.

But I was still a Poker loser. I always marvelled at how some people could get really good at this game. I thought those people who make their living playing Poker must be either filthy rich or gambling addicts. But I always wondered what their secrets were? How could they beat the odds and *win consistently*? Alas, no answers were forthcoming.

**THE TURNING POINT!**

Last year a friend and work colleague from our Poker club introduced me to his uncle, an American by the name of David, who was over here on a visit and had asked if he could sit in on a game. We all agreed that would be fine.

That evening, for once, it was **not only me** who was losing.

David wiped all of us out!

I was the first out of the game, so I just watched him play. And win, and **win, and win**. It was amazing! I had always imagined that's how truly skilled players operate, but I had never seen it first-hand before. He left the house that evening with all of our cash!

We all came to the conclusion (wrongly) that he was a pro, and that it would be best if we didn't invite him again.

Two months later, I met up with David again. He was over from the States on business. We talked about his evening of winning, and he laughed when I told him that we all thought he was a professional gambler. He said he was flattered, but he was no pro. He played for small stakes like us, but unlike me, he usually won.

I had loads of questions, but David had a flight to catch. He told me to hold on for a bit and he would send me something he had used to improve his game as soon as he had returned home.

Meanwhile I went back to losing.

Two weeks later, a package arrived from the States.

**It was worth the wait!**

The information contained in this package was an eye opener.

It was so easy to follow and understand!

I cancelled the game that week so I could take all the information on-board and then have a practice playing for free at an on-line Poker site. None of my Poker companions would see me coming. I was going to clean up!

The following weekend, I set the game up as usual. I tried to relax, because tension would kill the state of mind I needed. Although I felt confident, I worried about whether the techniques would *really* work.

But I needn't have worried.

Imagine this. I'm sitting down at my Poker table with this new information just percolating in my mind. I can hardly sit still, but I manage to put my Poker face on. Slowly, almost without realizing it, **I began to win!** With a strange mixture of awe and growing confidence, I watched my stack of chips get bigger and bigger. I folded when I knew I should. I raised when I knew I should. I called when the time was right and the pot was plump. I started to play the players. **And I won.** By the end of the evening, I was ready to take home one of the biggest piles of winnings I had ever had. No visit to the cash point for *me* the next morning! As you can imagine, I couldn't wait for the next game.

**Now, I win** more than I lose. Okay, I still make mistakes and lose sometimes, but then who doesn't? Good Poker players recognize their mistakes and do not make them again. They recognize the Poker is a life-long game. This is what separates them from the players who lose, and lose, and lose.

The important fact is that I now play with more confidence. **I WIN on a regular basis.** I usually put money INTO the bank!

Needless to say, all my friends want to know how I managed to turn my card-playing skills around. I haven't told them much yet as I enjoy the winning too much. Is that selfish of me? Well, I've been handing them *my* money for years!

There's too much information in this package to absorb all at once. We're talking collective decades of Poker-winning experience all in one place. I've reviewed it several times since that first night, adding bits and pieces to my game here and there that I missed. And each little snippet I incorporate into my game **makes me a better player.**

There are thousands of Texas Hold'em players out there, just like you, who are dying to get their hands on information that will *turn their game around.*

## **FOR THE FIRST TIME OUTSIDE THE USA**

**I have managed to get the distribution licence for this information from the States, and it wasn't cheap!**

I can now offer you this **golden package** so that *you* can start **WINNING.**

- You can be one of the first people outside the USA to learn these winning techniques.
- This information is not yet available in Europe or the UK!
- Be one of the **FIRST** to learn the winning techniques that turned my game into a **MONEY EARNER!**

## **HERE ARE JUST A FEW OF THE LETHAL POKER TACTICS AND TECHNIQUES YOU'LL DISCOVER IN THIS PROGRAM!**

- The hands-down, fastest, low-risk way to go from “clueless rookie” to becoming a Texas Hold’em “wipe out” specialist! This cunning strategy will send your winnings through the roof, practically overnight!
- The #1 mistake made by Texas Hold’em rookies. Make this mistake yourself, and other more savvy players will sniff you out and peel you like an orange.
- How to **SHUT DOWN** your opponent’s brain in a game of Texas Hold’em ... and lull them into **FEEDING** you their money!
- How to give off the vibes of a “cold-blooded assassin” and communicate to every other player -- on a DEEP unconscious level -- that you are the “King Cobra” of the Poker table.
- The “secret tool” that removes the “luck factor.” Not one in a thousand players uses this tool. It’s just that the elite few who do use this “secret tool” don’t talk about it! Ever. *(This is sly, underhanded, cunning, and sooo devious, probably even unfair... yet... undetectable and 100% legal!)*
- Exactly where to sit at a Poker table so you effortlessly disarm a “maniac gambler!” This is vital information if you want to avoid being taken down by a “kamikaze player!”
- A little-known technique that ensures you win BIG money ... before the cards have even been dealt! (Most pros would sell their souls for this “killer” secret!)
- Exactly when to play “passive” and when to play “aggressive.” (Once you own this secret, you’ll bury 99% of players!)
- A scientific formula to calculate how much money you should take to the Poker table. (Get this wrong and you’ll either win only pin money at Poker ... or ... you’ll lose your shirt!)

## **WHY ARE SOME PEOPLE “BAD” POKER PLAYERS AND OTHERS ALWAYS SEEM TO BE “SMOKING HOT”?**

The main problem is that people who lose to bad beats or who put themselves in difficult Poker situations are using wrong-headed strategies they learn from a run-of-the-mill Poker book or website. Texas Hold'em is a unique game, with a unique set of winning strategies. And these strategies are available in this country *only* through this product.

### **HERE ARE THREE CRITICAL SITUATIONS ROOKIE POKER PLAYERS USUALLY SCREW UP ...**

1. Slow-playing a hand.
2. Playing a big pair in the pocket, like K♣-K♥ or Q♦-Q♠.
3. Bluffing.

You might not even realize what you're doing wrong in these situations, so without even realizing it, you're *sabotaging* your chances of winning.

These techniques will tell you *exactly* what you should do, and *why*. There's a saying that goes something like, 'Give a man a fish, and he will eat for a day. Teach him *how* to fish, and he will eat for a lifetime.' These CDs give you not only the '*what to do*' but also the *why*. And the *why* will help you improve your game all on your own.

Playing Texas Hold'em *well* is a long-term pursuit, and you should play every game with a long-term mind-set. The key mind-set most rookie players don't realize is that it isn't important to win every hand. You won't. The real winning strategy is to look at Poker as a long-term endeavour. Each hand, each game, is part of one long Poker experience, and in the long run, a good player *will* come out far ahead. Why? Because the vast majority of Poker players are *not* good. And in the long-run, *their* money goes to those good players.

I want you to become that kind of good player.

### **'I THINK I'LL CALL THIS BET. MAYBE I'LL GET LUCKY THIS TIME...'**

Haven't we been here many times? You call in an unsafe situation, hoping for the *one* long-shot card that'll give you that juicy pot. But alas, it doesn't happen, and you tearfully wave goodbye to your hard-earned money.

Wouldn't you agree that if you get consistently negative results with a particular strategy, you should **change that strategy**? If I keep touching a

hot stove and keep getting burned, I'd be daft to think the next time I touch that hot stove I won't get burnt.

So then, *why* do so many rookie players make the same mistakes over and over, hoping for a positive outcome? Because it's "gambling" and they're hoping for that long-shot draw? This is the single biggest mistake rookie players make. If something is not working, *why* keep doing it?

### ***THAT'S WHY YOU NEED TO TRY SOMETHING DIFFERENT!***

I went through this course myself in about 48 hours, and what I learned has improved my Poker technique beyond all expectations.

These are the techniques that will change you from a loser to a winner.

### **HERE'S WHAT YOU WILL GET!**

- Eight audio CDs sizzling with the techniques you need to transform your Poker playing. These CDs contain interviews – in both audio and transcript form – with Texas Hold'em Poker masters, who reveal their tried-and-true techniques for *winning*. These are black belt, no-holds-barred Poker players. AND REMEMBER, this is the *first time* this information has been made available to anyone outside the USA!

With the secret tactics and techniques in these CDs, you will be able to win back the cost in a very short time, but **most importantly** you will be one of the **first people in this country** to own this game-changing information. That alone is worth thousands!

And even when these techniques *finally* start to become better known, you'll be so far ahead of the curve on your way to becoming a Texas Hold'em master that no one will ever catch up with you!

### **BUT LET'S SWEETEN THE POT!**

**Besides the 8 jam-packed audio CDs, we'll raise you with these three bonuses!**

1. A Resource Disc packed with information about where you can play and practice for free *or* for real money, *plus* even *more* information about where you can learn even more winning strategies.

2. A Poker Relaxation CD to soothe your nerves and put you in the perfect frame of mind to carry home pockets full of cash! Sometimes Texas Hold'em is stressful, whether you play on-line or at a table. Download the tracks to your MP3 player and relax whilst remaining focused on the game.
3. I will even tell you how you can help other people play on-line Poker. You can become a Poker *guru*, and **get paid \$50.00** each time somebody takes your advice!

## **STILL DON'T BELIEVE ME? HERE'S WHAT PEOPLE ARE SAYING ABOUT THIS INFORMATION!**

'Turned my game around. Thanks for making this gem available to us Texas fans!' -- Richard Lovell

'The advice given has been a real eye-opener. Many thanks.' -- Cris Haddel

'My friends are more than a little bit curious how I've managed to start playing so well. The interviews were so easy to listen to and follow. I have no hesitation in recommending this set of CDs to any Poker player.'  
-- Roger Whitelegg

## **'WHAT'S SO GREAT ABOUT THESE TECHNIQUES? CAN'T I HAVE JUST A LITTLE PEEK?'**

Well... okay.

Texas Hold'em is a game of skill, subtlety, and deception, far more than luck. If it was *all* luck there would be no professionals. Why? Because everyone has an equal chance to win. *Everyone* would come out even in the long run!

These CDs are crammed with advice from **black belt** Poker players on:

- Basic thinking
- Long-term strategy
- Money management
- Betting
- Tilts and rushes
- Pot odds
- Playing the player

For example, did you know that seating position is *critical* when determining whether you should play a hand?

Did you know that the hands you should play *change drastically* from when you're Big Blind to when you have the Button?

Did you know that the way to play any given hand depends on *where you're sitting*?

These CDs will tell you:

- When to play
- When to fold
- When to call
- When to raise
- When to check
- How to play the players

After I first heard all this new stuff, my mind was just spinning with the possibilities. I couldn't wait to play. You can imagine my pleasure when I saw it working!

## **SO WHO ARE THESE **BLACK BELT** POKER PLAYERS?**

### **Lethal Poker Player #1: Daniel Koeitzman**

Daniel Koeitzman is *not* your stereotypical Poker player/professional gambler. Far from it. In fact, he has **never** played at a Las Vegas casino, or for that matter, any casino in the U.S. He isn't allowed.

Why? He's only 19. You have to be 21 years old to gamble legally in Vegas. But Daniel is Canadian, and the minimum gambling age in Canada is 19.

By day, he's a physics major at the University of British Columbia (U.B.C.). By night, he prowls the casino floors in his U.B.C. T-shirt, as a lethal as a Texas Hold'em hit man. His codename is U.B.C. He's won more than \$23,000 in just 7 months playing Texas Hold'em.

Wouldn't you say that's a better way to put yourself through university than working at McDonalds?

### **Lethal Poker Player #2: Josh Mammon**

Josh started out as a mild-mannered game tester at Electronic Arts. Yes, that's right, he played computer games all day. This day job gave him his first exposure to Texas Hold'em, and the rest is history. Today he's Superman at the Poker table.

He's since quit his fun, lucrative day job and makes more than \$10,000 a month playing Texas Hold'em in casinos.

### **Lethal Poker Player #3: Phil Hardwidge**

Phil is not your typical doctor of biochemistry at the University of British Columbia. He has a newly acquired secret passion, a secret skill. Texas Hold'em.

The most interesting thing about his Poker skills is that he's been playing seriously for less than a year. He's moving up the ranks quickly, from home games and "small change" winnings and low-limit games to 6-12, 8-16, and 10-20 games.

He doesn't know how far he'll go, but he plays to win, and win he does.

### **Lethal Poker Player #4: Marty Charach**

Marty has been playing Poker for most of 30 years. You don't play Poker for 30 years and not learn a few things.

He plays at a level that's richer than most people's blood, certainly richer than mine, but he started out at the bottom rung and talks about the quickest ways of rising through the ranks until you're playing for the BIG pots.

## **HERE ARE A *FEW MORE* OF THE MIND-BLOWING TECHNIQUES THEY USE TO WIPE UP THE TABLE WITH HOLD'EM NEWBIES!**

- How to put your mind into the right frame to think like a lethal pro Poker player, even if you are a Texas Hold'em virgin!
- How to multiply your winnings by 400% every time you play online Poker!
- How to "bullet proof" your mind and protect yourself from being "bled dry" at the Poker table!

Isn't all this enough for you yet? Maybe it is. Maybe you're ready to order right now. I'll tell you how in just a minute.

As you likely already know, the game of Poker has undergone a Renaissance in recent years. More people across the world are playing Poker now than ever before, at any other time in history.

But guess what? A recent survey revealed that only **one out of every 120 players** is a Poker winner in the long run!

What does this mean for you?

**119 OUT OF 120 POKER PLAYERS ARE CLUELESS ABOUT THE SECRET TACTICS OF HOW TO PLAY TO WIN!**

This is an astonishing statistic. This means that ONE person is taking home, on average, most of the money of 120 other people! Those 119 people are not playing Poker. They're just *handing it over* to the good players. Without a real, tried-and-true strategy, they have no realistic chance of winning money at this game.

So now, maybe you're thinking, 'Right, so how much is learning these "explosive" strategies going cost me?'

***These explosive techniques can be yours for only £197.00!***

Maybe you're thinking, 'Not bad. I'm losing that every month or two at Poker.' If so, these techniques will let you win back this cost in a short time, and much, much more! So in the long-run, the people you beat will buy this product *for* you!

**'SO HOW DO I UPGRADE MY TEXAS HOLD'EM LEVEL FROM "MOSTLY LOSER" TO "LETHAL ASSASSIN?"'**

That's easy! Just fill out the easy order form below, and I will **RUSH** you *Texas Hold'em Wipe-Out Tactics*. AND, unlike a game of Poker, **this offer is risk-free!** I'm offering you a chance to become the Texas Hold'em player you *want to be*, at no risk to you!

***THESE STRATEGIES CAN WORK FOR YOU!***

I know because they work for me. However I don't expect you to believe me until you have seen and heard the proof. I promise you that your

game **WILL** improve as you take on these remarkable ideas. I'm so confident that you'll be delighted with this product that I'm offering a full money-back guarantee. If you're not 100% delighted with these secret techniques, I will gladly refund your money.

***Your RISK FREE guarantee!***

***Upon receipt of this program you can take a full 60 days from receipt to review everything at your own leisure. Open the packaging, listen to the CDs, and read the materials. Fully inspect everything to your complete satisfaction. If you don't think that these techniques can make a difference to your Poker skills, simply return everything in good condition in its original packaging, and I shall refund every penny with my compliments and best wishes for the future.***

I have only a limited supply, so it's a strictly first-come first-served basis.

As you can imagine, it's going to fly away as quickly as a bad player's chips, and you will never get this chance again.

If you are one of the lucky ones who reply today and take advantage of this limited-time program, your success in Poker will skyrocket. If you choose not to take advantage of this once-in-a-lifetime offer, well, in that case you can come over to my house for a game of Texas Hold'em any time.

Kind regards,

\*\*\*\*\*

**P.S.** This offer is available to a select few. I will not be selling thousands of this package. The invitation is based on ONE OFF, first-come first-served.

**P.P.S.** Don't forget the free bonuses, worth over £100.00. The Resource CD, the Relaxation CD, and online Poker secrets! Yours free!

***START WINNING!***



**And start smiling.**