

Study with Me



*By Joseph Sugarman, President
JS&A Group, Inc.*

*Over 120 people have paid \$2,000
each to attend my seminar. Isn't it
about time you attended?*

It's a joke. I'm considered one of America's top copywriters and mail order entrepreneurs.

I never finished college, never took a course in business, advertising or creative writing, and even flunked english.

On top of that, I failed at almost everything I did. My list of failures would fill a ten volume encyclopedia.

Now you probably expect me to tell you that it was failure after failure until I hit upon the "wealth formula," or the "secret to success" or some other trite expression. Not true.

What I've found out about success is quite opposite the formulas you've read about or the misconceptions you've heard. There are two type of successful people. Those that are successful and those that are super successful.

To be successful you must learn the rules, know them cold, and follow them. To be super successful, you must learn the rules, know them cold, and break them.

My seminar is designed to not only teach you how to break the rules, but how to develop new rules—my rules.

My concept is unique. There's nothing like it in text books. Text books teach you the rules. Remember, I teach you how to break them.

You don't have to be a genius. I'm certainly not. My vocabulary is limited and my spelling is terrible. Nor do you have to be from a big advertising agency or a small industrial company. My concept works for everybody.

What is also unique about my seminar are the rules I teach—the same rules I show you how to break. My rules are different. They're easy to learn, and many of them you may already know but never realized.

But the real proof are my accomplishments and those of my students.

My students include Richard Viguerie, one of the nation's leading publishers and political fund raisers, who was quoted in Forbes Magazine as saying "Joe has some unorthodox marketing approaches, but they work."

Or take Harvey Cinamon, President of a direct response agency in Boston. "I have attended many seminars during my thirty years in the advertising, direct mail and promotion business, but never have I come away from any seminar with the degree of enthusiasm and the feeling of having gained as much as I did from yours."

And then there are the turn around stories from people who tried, failed, and then succeeded as a direct result of attending my seminar. There's Frank Schultz, a farmer who failed to get space advertising to work at all and who now is making a handsome profit selling grapefruit in national magazines.

Or take Dick Guilfoyle, who couldn't figure out why certain ads were successful and others were not. Not only did he learn why, but he turned some of his average ads into super successes. "Joe stimulated my thinking and caused a light to go on which cleared things up."

The list of success stories are already history and new ones are being generated every few months. For the people who knew nothing about mail order to the people who thought they knew everything—my seminar works. Period.

For those of you who are advertisers or who come from ad agencies, the benefits of attending my seminar will literally change your perspective of advertising. This is not a course on just mail order or print advertising. It's a course on why advertising works and how to get it to work for you. There's plenty on the subject of marketing, media, implementation—but the emphasis is on advertising. The cost for this experience is \$2,000 per person, which includes a first-class motel, meals—everything but transportation to the seminar.

I will limit attendance to 16 participants and hold the seminar at my estate in the North Woods of Wisconsin—a very inspiring background to a very rewarding experience. I will not permit smoking during the sessions, however there will be ample time to smoke between sessions. I urge you to respond quickly. Call Mary Stanke (312) 564-7010, and reserve a place at my next session.

THE \$2000 SEMINAR THAT WORKS

"Thanks for sharing your successful techniques with me. The \$2,000 was well worth it, especially with the hospitality, cuisine, and pleasant surroundings thrown in. But most of all, the bargain was you, Joe Sugarman, relating to each of us as a person who has run the gamut of success and failure. At times the seminar combined high drama, "made for T.V." movie serialization, and mail order technique in an unbeatable blend of education and excitement. It was the best class I have taken since Harvard Business School."

John E. Groman
Senior Vice President
Epsilon Data Management
Burlington, Mass.

"I was particularly impressed with your candor and honesty. You didn't hold back. Everything you said was from the gut and the heart. You made goofs and said so. You took your lumps and bounced back. Every step was a learning experience and I picked up a thousand insights along the way. Thanks for what no book or bookish type could give me. It was a real trip."

Jim Mantice
Jim Mantice Advertising
Chicago, Illinois

"I think the most important factor in the success of your seminars is your speaking ability. You have the ability to hold the participants' interest for five straight days (and probably more, had we continued). You communicate very openly, holding nothing back, telling us freely anything and everything that led to your success. I found that sharing of your experiences to be very helpful and inspirational. In short, I would highly recommend to anyone in our field that they take the time to attend your seminar. I am sure they would find it most beneficial and well worth the time as I did."

Richard A. Viguerie
Richard A. Viguerie Company
Falls Church, Virginia

"Circumstantially, Nancy and I finally got to see the movie "Oh God!" last night, the night after I returned from your seminar. After the movie, I couldn't help but feel an obvious empathy and similarity of feeling with the people in the judge's chamber after the courtroom scene when George Burns becomes visible as God and takes the witness stand. That same feeling is mine when I try to explain the seminar. The people, the Wisconsin Lakeshore ambiance, the constant neatness and orderliness of the estate, the games, the full 12 to 14 hours/day schedule, and the final camaraderie that we all had together are impossible to explain to the people back here, but I know it occurred, so I really don't care! And, unlike the movie, I do have my notes! They didn't disappear. Thank God for my notes!"

Gordon T. Beaham III, President
Faultless Starch/Bon Ami Company
Kansas City, Missouri

"On my way back, on Friday night I stayed at the Sheraton Centre Hotel in New York. My two bags with my clothes were stolen in the lobby of the hotel. I don't care about the clothes, but I can't tell you how much I regret the loss of the seminar material, which is of an "inestimable" value for me, and which was also in the bags. Would you be so kind to send me a new set with reprints of your ads."

Herman Van Hove
Biblo Direct Marketing Unit
Brussels, Belgium

"With all the benefits I received I am having one unexpected problem. It's my Creative Director. Tom normally creates the advertising concepts and writes much of the copy. Now, I'm telling him how to write copy. It's hard for me to explain all the reasons why I wrote our first ad the way I did even though I've reviewed my notes with him."

"There's only one way to solve the problem. Enclosed is our check for \$500 to register Tom Minthorn in your seminar on October 12th. Tom is counting the days til the seminar begins."

Frederick J. Simon
Executive Vice President
Omaha Steaks International
Omaha, Nebraska

"I'm confident that what I've learned in the past few days will increase my marketing skill greatly."

Mark O. Haroldson
Salt Lake City, Utah

"I know that if I can implement any portion of the knowledge you imparted to us, my company cannot help but be more efficient and successful."

Gayle McClean
Response Marketing Co., Ltd.
Toronto, Ontario, Canada

"You did two things right."

"First, you charged \$2,000. This clever device guaranteed the quality of the participants and assured you of their rapt and undivided attention."

"Second, you gave them their money's worth."

"I only did one thing right. I came."

"Thank you for inviting me."

Joe Karbo
Huntington Beach, Cal.

"Certainly the techniques you shared were important, but they were secondary to "the attitude" that is the cornerstone of your success."

"In all, the Wisconsin Seminar was a worthwhile investment of time and money. It's already begun to pay off for us."

Edward M. Gillies, President
Ed Gillies Marketing, Inc.
Highland Park, Illinois

"It has given me a fresh perspective and the insight I had sought when I first decided to attend your seminar. I now have a much clearer picture of why our successful promotions succeeded and our failures failed."

"Your candor, your skill at verbal communication, and the open exposure to your brilliance, coupled with Wendy's wonderful and warm hospitality, made the whole session a very worthwhile experience, indeed."

Richard J. Guilfoyle
Limited Editions Collectors Society
Hingham, Massachusetts

"I most enjoyed your openness in revealing, in depth, how you run your company. Few businessmen have the confidence to give away their "secrets" as you did! I've attended less costly seminars, but here as elsewhere, you get what you pay for. Without reservation, I got my money's worth, and every participant I've talked to since the seminar feels the same way."

C. L. Schaldenbrand
President
Word Processing Exchange
Ann Arbor, Michigan

"The location at Lake Minocqua was ideal. Along with the impressive JS&A estate, I enjoyed the evening trips to North Woods' restaurants, the boating on the lake, the relaxation in the woods, the fresh North Woods' breakfasts on the patio and the hospitality of the whole Sugarman family and staff. I cannot imagine a better and more inspiring location. I can honestly say that I will probably never forget the seminar and the stay at Lake Minocqua, an area I hope to return to someday."

Peter Gordon
Micro Computer Laboratories
Watertown, Mass.

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