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 form-
ula,” 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 cer-
tainly 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 accomplish-
ments and those of my students.

My students include Richard Vig-
uerie, one of the nation’s leading pub-
lishers and political fund raisers, who
was quoted in Forbes Magazine as say-
ing “Joe has some unorthodox market-
ing approaches, but they work.”

Or take Harvey Cinnamon, 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 at-
tending 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 grape-
fruit in national magazines.

Or take Dick Guilfoyle, who couldn’t
figure out why certain ads were success-
ful 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 generat-
ed every few months. For the people who
knew nothing about mail order to the
people who thought they knew every-
thing—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 sub-
ject of marketing, media, implementa-
tion—but the emphasis is on advertis-
ing. 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 partici-
ants and hold the seminar at my estate
in the North Woods of Wisconsin—a very
inspiring background to a very reward-
ing experience. I will not permit smok-
ing 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.
"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 room filled with laughter, and at other times it was quiet. It was your combined high drama, "made for T.V." movie serializations, and mail order techniques 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 me laugh and say so. You took me by surprise 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 Mancie
Jim Mancie 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 seminars. 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 ambience, 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. Beahm III, President
Faultless Starch/Don 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 Mixborn 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 McLean
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 this wonderful 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 ran 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.