

**A Private Share File from My Design Studio
For Roy Furr and Breakthrough Marketing Secrets**

**Important things
to consider when
choosing bullets
and how to use them
to your advantage...**

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Important things to consider when choosing bullets and how to use them to your advantage...

- The content of the copy
- The type of reader/audience
- Length of the copy
- Online, email, print, video, social media, postcard, article
- Things to know -- The posture of the reader, time of day, age range, online or print:
 - Are they reading on a tiny phone
 - Outside in bright sunlight
 - In the kitchen
 - On desktop
 - Maybe on an ipad, on vacation, travel
 - In the office, airport, college, at an event
 - Sitting on the sofa reading a printed brochure

■ **IN GENERAL:** The **STYLE** of bullet should match or align with the feel, tone and content of the copy or message

■ The copy (below) is serious and informative

■ Notice how the simple round bullet style aligns with the copy tone and does not take away from the message

■ These bullets simply lead the eyes of the reader down the page and assist with organization as well

■ The examples on the following pages will offer a variety of looks, shapes, colors and styles you might want to try out

■ Notice how each style of bullet plays a particular **ROLE** with the copy it is paired with

■ I'm excited to see what type of bullets you choose for your next campaign! **CHEERS, YOU GOT THIS!!!** Lori Haller XOXO

Ask Well: Answers to Your Health Questions

- **Why Am I Bloating All the Time?** [Bloating and distention](#) are common, but some people are more prone to bloating than others.
- **Will Getting Botox Now Prevent Wrinkles?** Some people in their 20's and 30's seek out injections for [smoother skin](#).
- **Will One Moldy Berry Ruin the Rest?** Food safety experts [weigh in](#).
- **Why Do Women Gain Belly Fat in Midlife?** It happens to [virtually everyone](#).
- Do you have a question for our health and science editors? [Submit your question](#).

Here's how you can do it while enjoying the same robust vitality as someone HALF your age...

Dear Friend Who Wants to Live Better Longer,

I know it might sound like science fiction. But some of the world's top anti-aging researchers now say it's entirely possible to live to 120 or even longer.

Better yet, that's while **staying healthy, active, and vibrant...** and *without* losing your independence or quality of life!

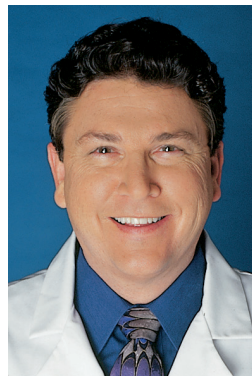
- ▶ Dr. James Doty—Professor of Neurosurgery at Stanford Medical School—says, “I believe that today there is every possibility that the next generation will live beyond 120.”
- ▶ Sir Colin Blakemore—distinguished biologist at the University of London and formerly Oxford University—says, “We may all live to be 120 within a few more years.”
- ▶ Dr. David Sinclair—co-director of a lab on aging at Harvard Medical School—says, “The first person to live to 150 has already been born.”
- ▶ And Global Age Watch says the number of people living to 100 has shot up by 71 per cent in the last ten years, and increased more than five-fold since the 1980s.

Sex, Lies & Your Swollen Prostate

What No Urologist Will EVER Tell You: How to Restore Intense, Pleasurable Sex in as Little as 3-1/2 Days

IN THIS ISSUE:

- ✓ **Your Prostate is Really a Sex Gland!** Why prostate concerns cause grief in the bedroom, and how to put the intensity, power, and desire back into your performance. See page 2.
- ✓ **How to Restore a Full, Satisfying Climax.** This one overlooked nutrient heightens your pleasure and guarantees an explosive finish. See page 4.
- ✓ **Get FAST Relief in the Bathroom.** These 7 new prostate discoveries help you sleep through the night and “peel the paint off the porcelain.” See page 9.
- ✓ **The New Prostate Breakthrough 3,000 Times More Powerful than Saw Palmetto.** Don't waste your time with old prostate technology. See page 6.
- ✓ **How to Avoid the “Invasion of the Prostate Snatchers.”** Don't agree to surgery until you read this! See page 10.



By David Blyweiss, MD

Dear Health-Savvy Friend,

Doctors are telling “lies of omission”...

What they're *not* telling you about your prostate can make you look like a fool in the bedroom.

Truth is, prostate concerns can compromise — *even derail* — your sex life.

In this special report, I'll show you why this is happening, why no one bothered to tell you, and *exactly* how to restore the explosive, satisfying sex you deserve.

So if you're getting up five times a night just to stand over the toilet and wait, or never feeling like you really empty your bladder ... *that's only HALF the problem.*

Because there's ONE THING you need to realize ...

(Continued inside ...)

Your second option?

You take action, now.

- You choose to keep your manhood by keeping the size of your prostate in check with **Pros-TEROL**.
- You choose to stay sexually active, and help maintain a youthful sexual response.
- You choose to boost your confidence, sexual happiness, and a lifestyle that lets you go anywhere, do anything, and golf 18 holes without having to run to the bathroom.
- You choose to prevent having to take synthetic drugs, or submitting to surgery that rob millions of men of their ability to please a woman.

Your best way to do that?

Feel Results in AS LITTLE AS 3½ DAYS!

Discover the natural breakthrough
that can help you:

- ✓ Sleep through the night without getting up to pee so often!
- ✓ Wake up each morning feeling fully rested and refreshed!
- ✓ Pee like you did years ago, with a strong urine stream!
- ✓ Say goodbye to the hesitation, weak stream, sputtering, and dribbling!
- ✓ Be free to go and do what you want!



**Free Bottle Offer and
4 FREE GIFTS!** See page 22.



Crazy, huh?

Some of the culprits include:

- **BPA** — commonly found in plastics, this stuff is proven by multiple studies from to lower sex drive, and cause erectile dysfunction.^{33 34}
- **Phthalates** — These are chemical stabilizers found in fast food, and thousands of products we touch every day... And linked to low testosterone and feminine characteristics.^{35 36}
- **Parabens** — “Feminizing” chemicals used in toothpaste, sunscreen, shampoo, shaving gel, and even as food additives. Parabens are proven to “link up” to your body’s estrogen receptors and hit the boys where it hurts ...³⁷



New 2018 Pain Relief Report

The **Dirty Little Secret** Why You Still Have Pain and...

Why You Don't Have To Suffer Any More

Hi, I'm Kevin. I've helped thousands of people like you end their pain naturally for 18 years. I have a question for you:

- > **Are you sick and tired of your pain?**
- > **The suffering?**
- > **The limitations?**
- > **The side effects from pain relief pills?**
- > **And the unknown long-term risks that can bite you back later?**



Well, that's over now because I have great news for you about a safe, all-natural secret to end your pain with no side effects. Our research team has blown the lid off:

Black Cumin Oil, not just to keep themselves healthy on the inside, but also to restore a beautiful soft glow to their skin.

They have found that black cumin oil...

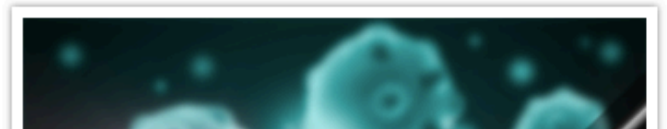
- cleans pores by driving out stale oils that accumulate inside and cause blackheads
- promotes smooth, blemish-free skin
- helps heal patchy, red and irritated skin
- moisturizes and softens dry, flaky and chapped skin
- prevents damage from the same free radicals that cause wrinkles, thereby softening out your existing wrinkles and preventing new ones from forming

Another amazing benefit...

Black Cumin Seed Oil Heals by Cleaning Out Unhealthy Cells

A minute ago, we mentioned the active nutrient in black cumin seed oil, thymoquinone (TQ). What you probably don't know is that it's been studied since the 1960s for its ability to fight bad cells wreaking havoc inside the body.

Researchers discovered something startling about thymoquinone.



may cause withdrawal symptoms in your unborn baby. Your unborn baby should be examined by a healthcare provider right away after you use NARCAN[®] Nasal Spray.

- are breastfeeding or plan to breastfeed. It is not known if NARCAN[®] Nasal Spray passes into your breast milk.

Tell your healthcare provider about the medicines you take, including prescription and over-the-counter medicines, vitamins, and herbal supplements.

What are the possible side effects of NARCAN[®] Nasal Spray?

NARCAN[®] Nasal Spray may cause serious side effects, including:

Sudden opioid withdrawal symptoms. In someone who has been using opioids regularly, opioid withdrawal symptoms can happen suddenly after receiving NARCAN[®] Nasal Spray and may include:

- body aches
- diarrhea
- increased heart rate
- fever
- runny nose
- sneezing
- goose bumps
- sweating
- yawning
- nausea or vomiting
- nervousness
- restlessness or irritability
- shivering or trembling
- stomach cramping
- weakness
- increased blood pressure



DMSO Is NOT A Fad Or Hype Or A Natural “Foo-Foo” Healer That Doesn’t Have Solid Proof Behind It.

WebMD says a form of **DMSO is FDA approved** for a certain type of pain relief — no other “natural” supplement you can buy has this FDA approval —

- ✗ Turmeric does NOT
- ✗ Curcumin does NOT
- ✗ Glucosamine does NOT
- ✗ Chondroitin does NOT
- ✗ Hyaluronic Acid does NOT
- ✗ Boswellia does NOT
- ✗ Bioperine does NOT
- ✗ Capsaicin does NOT
- ✗ MSM does NOT



...but **DMSO DOES** have this FDA approval!!! Just think about this huge difference in proof!!!

Here’s the secret: Unlike any pain relief pill or cream, **because of DMSO’s unique molecular structure**, it penetrates all of your skin layers and tissues and gets fully down to your painful joints and muscles for fast cooling pain relief like you’ve never felt before.



DMSO also acts as an incredible nutrient delivery system. This means it

Stop risking your health. Dr. Josh Axe reports that your problems from taking over-the-counter pain relievers can be very serious:

- > **Increased Risk of Heart Failure...**
- > **Gastrointestinal Damage, Ulcers...**
- > **Higher Risk of Kidney Failure...**

What's more, Advil, Aleve, and other OTC pain relievers cause 103,000 hospitalizations and 16,500 deaths a year, confirms The American Gastroenterological Association.

But you ask... **are you safe if you are taking a doctor-prescribed prescription painkiller instead?**

Definitely NOT. Vioxx®, a prescription pain killer which was approved by the FDA, was



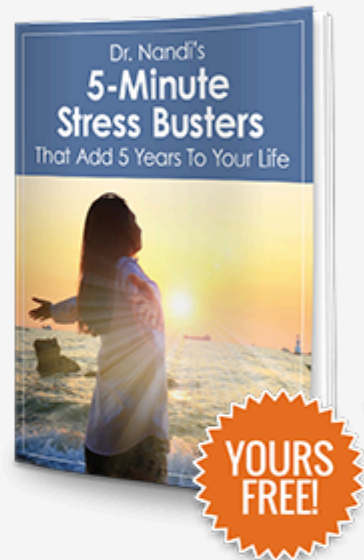


Dr. Nandi
ASK DR. NANDI

[firstname],

Thank you for requesting Dr. Partha Nandi's
**"Ultimate 5-Minute Stress-Buster
Guide."**

You'll discover how to dissolve anxiety,
stress and tension in as little as 5 minutes
and add 5 years to your life. The simple
exercises in this guide are like a massage
for your mind and can be done anywhere
at any time to...



- **Feel calm, cool and collected right away**
- **Decompress after a long stressful day**
- **Stay centered no matter what's going on around you**
- **And be happy and relaxed whenever you want**

[Click here for your digital copy...](#)

Namaste,

Dr. Nandi

Is Panaseeda™ Black Cumin Oil a CURE?

Many people think of black cumin seed oil as a cure.

The funny thing is, it's not a "cure" at all.

In fact, while it does significantly improve your health in many different areas, what it's REALLY doing is putting your body back into a state of functional balance. Your own body is what's doing all the healing.

It's also not a substitute for a healthy lifestyle.

Right now there are over 741 studies published on PubMed illustrating the benefits of Nigella Sativa (black cumin).

These studies reveal how black cumin seed oil can...

- help stabilize blood sugar levels
- defend against harmful cells
- promote a healthy inflammation response
- support a healthy immune system

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- defend against harmful cells
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- defend against harmful cells
- promote a healthy inflammation response



You can see why restoring your levels of glutathione—your body’s “life force”—is so important. It’s simply the best way to stay healthy and vital as you get older. It also helps you bounce back faster and more easily when you do get sick or hurt.



In fact, research shows people over age 60 with higher glutathione levels are more likely to have...

- ✓ Fewer illnesses
- ✓ Higher levels of self-rated health
- ✓ Healthy cholesterol levels
- ✓ Lower body mass index
- ✓ Normal blood pressure

Other research shows healthy older people have *11 times* more glutathione than older people with poor heart health, and over 7 times more glutathione than those with poor blood sugar control. And another study found that 100-year-olds with the best health and ability to function had the highest levels of glutathione.

Folks Who Try It Are Thrilled With It—and Never Want to Be Without It!

Let me start with the amazing omega-3 superstar for joints and explain why I'm so impressed by it.

You see, it's straight out of Functional Medicine's playbook because it helps you achieve the **Three Steps to Joint Renewal:**

- 1 Blocking the enzymes that cause runaway inflammation, cartilage breakdown, and pain**
- 2 Offsetting the "wear and tear" process with a stronger "repair and rebuild" process**
- 3 Supplying your joints with ample raw nutrients needed to rebuild cartilage and replenish synovial fluid**

This omega-3 source does all three jobs—fish oil doesn't—and that's why it runs circles around fish oil for your joints. That's why it's at the core of...

- ➔ **Google has \$58 billion burning a hole in its pocket ...**
- ➔ **Verizon has \$57 billion it doesn't know what to do with ...**
- ➔ **Johnson & Johnson ... General Electric ... Pfizer ... and dozens of others are in the same cash-rich quandary.**



These companies are facing the same problem as the restaurant owner from Paris, "Pierre Dubois":

Where can you put your savings that is safe, liquid, and has some chance of growth?

There's only one answer:

The New York Stock Exchange.

**You Are in for the Greatest Bull Market Ride
in History!**

30 minutes, 1 hour, and 5 hours after application.

The results were amazing! The researchers found the jojoba esters—the same ones you get in *Trilane*...

- ▶ Visibly improve skin texture and firmness in just 5 hours...
- ▶ Reduce the appearance of fine lines in only one hour...and
- ▶ Banish dryness, roughness, and flakiness in as little as 30 minutes!

Pretty amazing, isn't it? But it's important to note this study was done with *pure* jojoba esters. If the jojoba esters aren't extracted properly and purely, you won't get these same results.

That's why I've included the best source for these esters—

called *Floraester*®... the same ones used in the study I just told you about. These jojoba esters seem to work well for everyone I've seen use them... even people with dry, sensitive skin!

As you can see, *Trilane* is a revolutionary anti-aging breakthrough that's not like any moisturizing cream you've used before. It brings together the very best of science and nature, and gives you dramatic results you can see and feel almost immediately. But that's not all this amazing beauty secret does for you...



(Continued on next page)

Trilane makes your face and entire body softer and smoother!

Trilane doesn't just take the place of your daytime and nighttime moisturizer, serum, lift product, and primer. Take a look at all the other ways this natural anti-aging breakthrough can make your entire body more beautiful:

- ✓ Makes your makeup glide on easily and stay put for hours!
- ✓ Gives lipstick a moisturizing base for long-lasting shine!
- ✓ Softens dry cuticles, elbows, knees, heels, and toes!
- ✓ Gives bare arms and shoulders a sexy glow!
- ✓ Eases the effects of sunburn or wind burn!
- ✓ Even acts as a soothing aftershave for men!

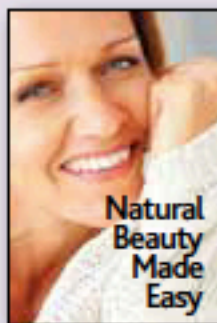
You'll love how *Trilane* simplifies your life... saves you a fortune on other beauty products... and makes your entire body softer and smoother!

Turn to page 23 now to get started and claim **3 FREE gifts plus FREE shipping!**



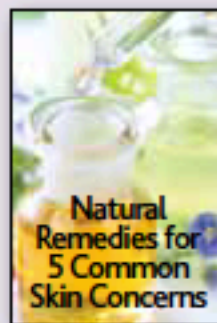
Try it right NOW!

FREE sample on page 5



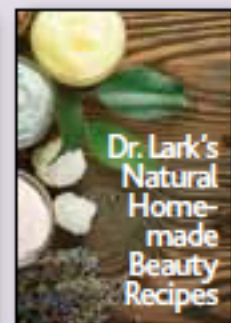
Natural Beauty Made Easy

YOURS FREE!



Natural Remedies for 5 Common Skin Concerns

YOURS FREE!



Dr. Lark's Natural Home-made Beauty Recipes

YOURS FREE!

The Investor's Guide to

Calendar Profits

In this Special Report:

- The end of guesswork investing: Investing in events that are **GUARANTEED** to happen ...
- Your month of destiny: How you could make more money in December, 2016 — than most investors made all year.

Just follow this simple step-by-step strategy and you could be up to \$74,000 richer by New Year's Eve:

At 2:00 PM Eastern Time on Wednesday, December 14th, Janet Yellen will step up to the microphone at the Federal Reserve's headquarters in Washington, DC.



What she says next will

They deal in the “forbidden” products your mother warned you about ...

And *Bloomberg Markets*[®] says they’re already making investors up to 50 times richer.

IN THIS REPORT:

- **Obscene profits: 11 Sin Stocks to buy immediately ...**
- **Outrageous growth: x MORE super growth stocks set to multiply your money in 2016 ...**
- **Alarming news: 101 landmines in your portfolio — stock market dogs nobody should own today ...**
- **MUCH MORE below ...**

Dear Fellow Investor,

At this very moment, a small handful of rogue companies are quietly creating armies of new millionaires.

They’re doing it by producing things your mother warned you about: Products some claim are “sinful” ... “forbidden” ... even “scandalous.”

Definitely NOT Politically Correct.