

**FINALLY! Glazer-Kennedy "Secret Weapon" Breaks His Decade of Silence...**

# **No BS Copywriter Robert Phillips Swears Under Oath He Did Not Blackmail or Bribe Dan Kennedy for This Flattering FAX Message...**

*Keep Reading for THE UNTOLD STORY Behind "The Professor of Harsh Reality's" Unsolicited Praise for the Sizzling Sales Copy I'll Share Shortly*

Bill

Re Phillips letter...

I REALY APPLAUD (and kept pretty much as is) ..

The 'insatiable appetite'/every week/every month/under deadline....copy; great way of going at big obstacle for many ie. output, presenting good benefit

The \$5 footlong comparison. Nice tie to heavily advertised, on their minds thing.

The Buffet analogy. (Which I expanded on)

The Quiz. Very cute.

**FROM: MARKETING & COPY ASSASSIN ROBERT PHILLIPS**

**LOCATION: THE WORLD'S MOST DANGEROUS CITY**

**FRIDAY, 5:12 AM**

**NEW! My Secret Agreement with Dan Kennedy & Bill Glazer Revealed...**

## **Discover How a \$2 Toy Hidden Inside a Mysterious Box Could Blast Your Business & Profits into Orbit Today...**

**O**n an otherwise ordinary day in April of 2008, after finishing my secret project near the US Military Academy at West Point, I (Robert Phillips) sent Bill Glazer a curious USPS Priority Mail package that altered the course of history (at least for us!).

And perhaps for you too – if you have any desire to **create a flood of new customers, clients, and cash flowing into your business**. As you'll soon see...

Speaking of cash... Inside the mysterious box, Bill discovered a \$2 toy boat loaded with CA\$H. Along with my handwritten note that boldly proclaimed:

***"I promise to make you boatloads of money."***

My clever creativity propelled me to victory in the ultra-competitive worldwide battle for the prestigious title of "No BS Copywriter."

The reward was an amazing opportunity to help legendary marketers & copywriters **DAN KENNEDY** ("The Professor of Harsh Reality")...



and **BILL GLAZER** ("Outrageous Advertising That's Outrageously Effective") write the sizzling copy,

and create the high-converting marketing funnels fueling the E-X-P-L-O-S-I-V-E growth of the Glazer-Kennedy Insider's Circle (GKIC) information marketing empire.



Dan Kennedy, The "Millionaire Maker"

For four fantastic (and challenging) years from 2008 through 2011, I enjoyed the privilege of working directly with the brilliant Bill Glazer.

His mentorship and generosity changed my life. And transformed me into the direct response marketing and copywriting assassin I am today.

Granted "insider" status to one of the most productive, prolific, and profitable copywriting laboratories on the planet, my entrepreneurial mind and spirit quickly soared to historic levels of imagination and creativity.

GKIC offered a treasure chest of opportunity. And I wondered...

*How can I share the high-level marketing and copywriting secrets Bill and I discuss privately every Friday morning at 10:00AM EST behind closed doors in our "War Room" at GKIC headquarters in Towson, Maryland? (see photo below)*

The solution quickly became a popular monthly publication Bill and I dubbed: "**COPY CONFIDENTIAL.**"

When Dan Kennedy got wind of this money-making idea, he immediately pounced on opportunity to take advantage of it himself.

Dan proposed packaging "**COPY CONFIDENTIAL.**" with his own monthly publication, "*Look Over My Shoulder,*" into a unique offer exclusively for successful marketers and copywriters (internally we called it CC/LOS).

Here's a vintage photo of Bill and I discussing strategies in the GKIC War Room.



The successful CC/LOS offer added another million-dollar revenue stream to GKIC's lineup.

*Don't be surprised when my ideas add an extra million dollars to your profits too!*

As the "*No BS Copywriter,*" I carefully crafted the sales copy selling this irresistible offer. And as you can clearly see from his comments above...

**Dan Kennedy himself "REALLY APPLAUDED" my work.**

Bill loved it too! I'll share the entire letter with you shortly...

What few people know, that I'm revealing for the first time publicly here, is that Bill generously agreed to split our share of the net profits: 50/50.

Instantly skyrocketing my income into the multiple six-figures. Of course, Bill's bottom line increased substantially too. Essentially making me a profit

center. A real-life demonstration of how my big ideas can quickly multiply your profits. And mine. A truly mutually beneficial relationship.

This particular version of the sales letter was created especially for attendees of GKIC's 2011 SuperConference. It sold like gangbusters!

Even better, at the live event, I shared the big stage with the two men who have had the biggest influence (by far) on my long and successful career as a highly-compensated direct response marketer and copywriter.

This is without question one of the highlights of my professional life.

Others include writing the **top-selling back-end promotion for Agora Financial that generated upwards of \$10,000,000 in sales.**

And continues to be knocked off to this day. Selling tens of millions more. Perhaps you've seen this before...or one of the countless knockoffs.

## **The ORIGINAL BLOCKBUSTER that Helped E-X-P-L-O-D-E Agora Financial from \$50M to \$150M in Record Time...**

**LIVE** FROM THE STREETS OF BALTIMORE,  
OUR OUTRAGEOUS SOCIAL INCOME EXPERIMENT:

**WATCH AS WE SHOW  
THREE COMPLETE STRANGERS  
HOW TO INSTANTLY GENERATE  
\$127 CASH IN UNDER THREE MINUTES**

- ✓ Without ever trading a single share of stock.
- ✓ Without buying an option.
- ✓ And without ever touching a mutual fund.



Don't worry, I'm no one hit wonder. I've been quietly churning out million-dollar sales copy for more than a decade. And continue to do so today.

This one sold \$1,000,000 for *Sovereign Man* (Simon Black)...

**Your Government Hopes You NEVER Discover the SHOCKING Truths I'm About to Share...**

**Former US Military Intelligence Officer Reveals  
8 POWERFUL (and 100% Legal) "Flag-Planting" Strategies  
You Can Take Right NOW to Preserve Your FREEDOM,  
Protect Your FAMILY, & Safeguard Your ASSETS  
from a Potentially DEVASTATING System Collapse!**

**Read This Message to Discover 3 Simple Steps You Can Take TODAY...  
to Keep Your Hard-Earned Assets Out of Uncle Sam's Reach FOREVER!!**

Dear Friend,

**N**ot long ago, Thomas James Ball reached his breaking point. Driven to desperation by a system that surgically removed his personal liberties, destroyed his family, and bankrupted him, Ball walked up to the main door of the Keene County courthouse in New Hampshire, doused himself with gasoline, and lit himself ablaze. Ironically, in the state with the slogan "*Live Free or Die*," Mr. Ball chose the latter. Hardly anyone seems to have noticed.



This one sold another \$2,000,000+ for *Agora Financial*...

# The 2 Most Lucrative Words On Wall Street



Discover How You Could Generate \$10,000 Per Month (or More)  
Using An Unusual But Simple Transaction That Does NOT Involve  
Buying Stocks, Bonds, Options, or Any Other Investment...

My sales copy has sold out **live events** faster than ever before. The copy converted so well, the client used the same sales letter to sell out the event again the following year. Just updated the dates and speaker lineup.

Imagine the power of owning such a profitable business asset. There's nothing better than highly-converting "evergreen" sales copy that delivers a constant flow of new customers & cash practically on auto-pilot. 24/7/365. Just like the letter you're reading now. It works while I sleep (or play golf!)

I've successfully sold **low-priced front-end offers** (\$100 or less), **high-priced back-end offers** (\$1,000 or more), & everything in between.

Millions of dollars worth of **information products** have flown off the virtual shelves (and physical shelves too) in more niches than I can remember.

In fact, as I'm writing this "soft sell" sales letter, I've just finished a project for a client who sells \$10,000 offshore or **global diversification** consulting.

He was blown away (superlative adjectives misspelled on purpose!) ...

***You're a fvcking wizard mate, I don't know how you did it, it's so fvcking good, beyond expectations. AMAZING. So good, so happy. Thanks so much.***

***– Mikkel Thorup, The Expat Money Show***

Here's another one that came in the day I finished writing this letter...

***The real estate investing promo is going well! We're at \$479,000 in sales so far. Well on our way to hitting the million-dollar mark :-)***

***– Patrick Riddle, Awesome REI***

This is roughly 30 days after the promotion launched. **My fee was \$30,000.** \$479,000 is huge return on a small \$30,000 investment. Especially in a few weeks. Is your marketing spend generating giant 1,496% returns like that?

If not, then perhaps we should talk soon to fix that so you can make 16X your money back. Maybe even before the bill is due! Talk about FREE \$\$\$!

More comments from the biggest names in direct response marketing later.

Since 2008, writing killer copy for GKIC, Agora, Sovereign Man, International Man, International Living, and many more of the biggest names in direct response marketing...

## **My Creative Ideas & Compelling Copy Have Sold Well Over \$100 MILLION...**

Honestly, there's no way of knowing the exact amount. **\$100,000,000** is my best, conservative estimate. The actual figure is probably MUCH higher.

I could go on, but I trust you get the idea. I'm proud of my work, but I'm not the type to "brag" or "boast." I'd rather let my results do the talking. While I quietly craft creative copy with the cool confidence of **JAMES BOND**.

Why not? Every time I sit down to write sales copy, I'm channeling my inner Dan Kennedy and Bill Glazer. After all I wrote in their voices for years. It wasn't long before I started thinking like them too. That inspires confidence.

One day, the GKIC Marketing Director remarked I had Dan Kennedy's voice nailed so well that she wasn't sure who wrote the copy. Me? Or Dan?

You won't be the first client to feel like you got **"Kennedy-quality copy" at a huge discount**. That's the proven ability I bring to the table for YOU.

At this point, you have seen enough to know whether or not you're interested in working with me. Still on the fence? Here's a FREE sample.

The sales letter I wrote for CC/LOS may have been the first of my big hits.

If you'd like to see the copy that impressed legends like **Dan Kennedy** and **Bill Glazer**, you'll find it at: [TheRobertPhillips.com/NoBS/](http://TheRobertPhillips.com/NoBS/)

Just remember one thing: I wrote that copy more than 10 years ago.

Like a fine wine, I've improved immensely over time. The copy I'm cranking out consistently today is a helluvalot stronger. And converts even better.

If you're interested in exploring how we could work together in a mutually beneficial way to increase your sales and grow your business...

## Here's the "No BS" Bottom Line on How We Can Work Together...

To be crystal clear, I'm **not** begging for your business. Hustling is not my style. Dan and Bill taught me how to "magnetically attract" the best clients.

I've been naturally attracting great clients (and repelling bad clients) for over a decade. The truth is my clients LOVE my work. You can clearly see that from the unsolicited comments they send me on a regular basis.

The overwhelming majority of clients who hire me once, hire me again. And refer other clients to me. There's really no urgent need to market myself or my services. Word of mouth has kept me as busy as I care to be for years.

In fact, I've worked exclusively by referrals for the past 10 years. I'm only putting this "soft sell" up as test. Out of curiosity. To see what happens.

I'm happy living half the year on a beautiful Caribbean island (Puerto Rico). And the other half in a majestic mountain paradise (Medellin, Colombia).

When I'm not crafting copy, I love to travel, play golf, drink wine, and relax. It's a fantastic life. And it all started with the \$2 toy I sent Bill Glazer.

**What's more relevant to you and your business is that the skills I've developed in the more than a dozen years since then could boost your business and profits exponentially.** IF you choose to work with me.

I'm not sharing any of this to impress you. Only to impress upon you that I'm no novice who just read a book or attended a seminar and thinks they can create world-class copy. I've been in the trenches for nearly 20 years.

Cutting my copy chops, sharpening my skills, and producing winning sales copy since the mid-2000s. With a long track-record of success working with several of the 800-pound gorillas in the direct response marketing world.

If you've never heard of me, **it's not your fault.** I've practically been hiding!



I've spent most of the past decade enjoying South America. Learning Spanish. Living my dream life in Medellin, Colombia, where I'm writing to you now. Medellin was once known as "*the world's most dangerous city.*"

I'll tell you up front I charge the premium prices my impressive results command. My clients are happy to pay for profitable results that generate many multiples of their investment. Then hire me again. For more profits.

Earlier I shared the results of the promotion I wrote for Patrick Riddle. He's hired me to write multiple sales promotions. And he did not hesitate to invest \$30,000 for top-caliber copy that converts like crazy.

If you're not willing to pay for fantastic results, or want me to "prove" myself with a minimum-wage test project, then we're not a good match. No thanks.

If over a decade of battle-tested experience & **more than \$100M in sales** is not enough PROOF for you, then I don't want your business. Period.

Some people foolishly think they can win the race with a cheap Ford Fiesta. Because they don't see the value of investing in a Ferrari. That's up to you.

Personally, I'd prefer the faster Ferrari because I'm serious about winning! I also know the Ferrari gives me a much better return on my investment.

At the end of the day, my compensation amounts to chump change compared to the millions my ideas & copy consistently create out of thin air.

Yet I'm happy because a small, but fair percentage of \$100,000,000+ makes for a pretty darn good living. If you're dumb enough to walk over dollars to save dimes, then I'm smart enough not to work with you.

If my bluntly saying that rubs you the wrong way, then we're probably not a good fit either. I'm No BS all the way. Decades of delivering outstanding results gives me the confidence to command what I know I'm worth.

With an army of happy clients who keep coming back for more copy, I must be doing something right. I'm easy to work with. And I get shit done!

If you're interested in discussing a potential project and long-term working relationship, please contact me today. Here's my contact information:



**Robert Phillips**  
Direct Response Marketing  
Big Ideas, Copy, & Funnels  
**\$100M+ Sold Since 2008**  
robert@lipsebox.com  
TheRobertPhillips.com



**Puerto Rico &  
Medellin, Colombia**

There's no phone number because I only take scheduled phone calls. Remember, Dan Kennedy is one of my biggest influences. Grumpy old Dan communicates by FAX. As a more modern man, I'm fine with email.

If the phone is interrupting me all day, it's impossible to focus and concentrate on the persuasive copy I'm busy writing. Simple as that.

I also hate social media. You won't find me wasting my time on Face Tube.

**Please send me an email telling me as completely and briefly as possible what you're looking for. Plus, your timeline and your budget.**

I check my messages frequently. If your project looks like something I believe I can help you with, then I will respond promptly. We can schedule a phone call at a mutually convenient time if necessary.

Here's what some of the best marketers and copywriters of our time have to say about my work. I've sold millions for each and every one of them...

**"Re Phillips letter...I REALLY APPLAUD"**

**- Dan Kennedy (ask me for a copy)**

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Robert has a *brilliant imagination*. He quickly converts his ideas into persuasive sales copy that **sells tens of millions worth of products.**

**- Joe Schriefer, Publisher, Agora Financial**

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Robert has a world-class knowledge of direct response marketing. **His copy generated millions in revenue.** Robert has earned my respect. Damn few marketers have done that.

**- Bill Glazer, Glazer-Kennedy Insider's Circle**

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**Areas of Interest: golf (I'm a 9 handicap), fitness over 40, diet & nutrition, personal finance & investing, global diversification, real estate, info marketing, and more...**

Of course, I understand the importance of adding *urgency* and *scarcity* to increase response. REAL urgency & scarcity, not BS like we see so often.

Yet today, I won't make any effort to create *urgency* or *scarcity*. Because it's simply not necessary in this particular case. Both already exist.

Here's WHY...

First, **only YOU know if you have an urgent need** for my proven direct response marketing and copywriting knowledge, experience, skills, and expertise. I trust you'll make the decision best for you and your business.

Attempting to create false urgency on top of that would be disingenuous and insulting. Plus, you'd see right through it. And be less likely to buy.

That's a common, conversion-killing mistake beginner marketers and copywriters make. There are better ways to tackle this challenge more honestly. A "Ferrari-level" copywriter doesn't fall into the fake scarcity trap.

Finally, considering I'm only one man with limited time. And a constant flood of potential clients contacting me, the scarcity is obvious and real.

Plus, I'm really only looking for one or two long-term clients. I'm dead serious when I say I'm not chasing anyone for their business.

Whatever you decide, I wish you continued success in the future.

Dedicated to Multiplying Your Income,

*Robert Phillips*

Robert Phillips  
No BS Copywriter  
robert@lipsebox.com  
TheRobertPhillips.com

**P.S.** If you're interested in enlisting the services of battle-tested direct response marketing soldier and copywriter to bring you an army of new customers, clients, & cash...

Then please read this short message. Then send a short email to [robert@lipsebox.com](mailto:robert@lipsebox.com) describing as briefly and completely as possible exactly what you want. Including your timeline and your budget.

If I believe it's something I can help you with, I'll get back to you promptly. If not, I'll be honest and tell you why. And possibly refer you to someone else in my network of trusted connections. We can schedule a call if necessary.

**P.P.S.** Honestly, I'm only looking for a small number of high-quality, long-term clients. I'm not interested in constantly chasing one-off projects. And I don't. That's why I've worked only by referrals for the past decade.

I will devote a substantial amount of time and effort to fully understanding your business and your objectives. Studying your existing marketing to get the deep understanding necessary to write in YOUR authentic voice.

That's why most clients hire me again. I make the cash register ring!

Once that initial research is done, it's MUCH easier to help you continue to grow a business I already understand rather than starting from scratch all over again with a new client. A long-term relationship is best for both of us.

If you're interested in exploring a profitable business relationship, then please contact me today before I'm booked far into the future. I look forward to hearing from you soon. Contact me at: [robert@lipsebox.com](mailto:robert@lipsebox.com)

**FINAL P.S.** A special, posthumous tip of my copywriting cap to "*The Prince of Print*" **GARY HALBERT**. We never met. I regret not attending one of his live seminars some 20 years ago when I had the opportunity.

His classic "*The Boron Letters*" and the entire archive of *The Gary Halbert Letter* are printed, saved, and stored in 3-ring binders. Prized possessions.

Halbert's influence is clearly evident in this message. Do you see it? If not, study the most important, attention-grabbing page. You can't miss it. There are at least two elements I "swiped" directly from the late, great copy guru.

Hint: Mr. Halbert wrote his masterpieces from "North of Jewfish Creek."

Send me a message and let me know how I can help you make more money with less effort. Or just tell me what your biggest challenges are and we'll figure it out together. You can reach me at [robert@lipsebox.com](mailto:robert@lipsebox.com)