

Jason McBride

health and wellness **copywriting**

Subject: Natural Cure for Diabetes

Type: Special Report

Objective: Collect contact info., make appointment

This 19-page (5,000 word) special report was created for three reasons. It was designed to collect contact information from prospects, to convince prospects to schedule a consultation, and to showcase a lead generation tool for potential partners. This report focuses on both the dangers of diabetes and the limits of a pharmaceutical approach to the disease. I wrote and designed the report.



The Big Lie Drug Companies Tell You About Diabetes to Keep You Hooked

By Dr. J. Murray Hockings, D.C. D.P.Sc.

Your Guide to Understanding Why Your Diabetes Isn't Getting Better and What You Can Do About It

The simple cover grabs the prospect's attention with a provocative title. The logo and phone number are prominently displayed. The cover mimics the look of an academic paper or white paper instead of a traditional book to make the report seem more authoritative.

The last page describes a special offer and includes a strong call to action, inviting prospects to call and schedule a free 30-minute consultation. The call to action is designed to be the most noticeable item on the page.

How much is your health worth to you? Is it worth a 30-minute presentation? How much is your health worth to your friends and family? When you start following the program I have created, you won't just be changing your life. You will be giving an incredible gift to those that love you. You will be giving yourself back to them. The healthier and happier you become, the happier your loved one will be.

How much is the happiness of your loved ones worth?

What are you waiting for? A wonderful future for you and your loved ones is out there. All you have to do is have the courage to make a phone call. Don't waste another second.

Let Us Help You Escape the Drug Companies.

Call (Local Clinic Number) Right Now And Make Your FREE 30-Minute Consultation.

It might be the best decision you ever make.

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Each page has a footer with the name of the company and the phone number the prospect needs to call to get a free consultation. The paragraphs are short to make the report easier to read. The text is also broken up with subheadings and bullet points.

I want to give you the chance to see what your life could be like. I also want to make sure you understand what the drug companies are doing to your body.

After you have read this report I invite you to take part in a **FREE** appointment at one of our doctor's offices. There you will watch a short 30-minute video presentation about how you can reverse diabetes. All you have to do is call (**Local Clinic Number**) to make an appointment with a qualified clinic close to you.

The information you learn at your free consultation could save your life.

If you or a loved one has been diagnosed with Type 2 Diabetes, there is hope. It doesn't have to be a death sentence. Life doesn't have to be miserable. You and your family don't need to end up like my Aunt Lily and her children.

How Much Do You Really Know About Diabetes?

Many people are diagnosed with diabetes at a routine medical appointment after taking a blood test. You might be given some brochures or computer printouts about the disease. You will almost certainly walk out with one or more prescriptions. But, how much do you really know about the diabetes?

- > *Do you know that if you follow your doctor's orders you will spend the rest of your life taking more and more prescription drugs?*
- > *Do you know what these drugs are doing to your body?*
- > *Do you know what will happen to your body, even if you lose weight and faithfully take your drugs?*

The answers to these questions aren't pretty. The problem isn't really with your doctor. Most doctors want to do the right thing. But, they are trapped in a system that punishes problem solving. Their work, education, and lifestyle have been largely funded

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