



# STICK STRATEGY SECRETS

TESTED TACTICS THAT MAXIMIZE PROFIT AND MINIMIZE LOSSES

## STICK PROGRAM IDEAS FOR NIGHTINGALE-CONANT

### *Strategy A — Package Sticker:*

First of all, you need to put a bright sticker on the outside of every package sent out that drives the customer to call a free recorded message. This is a great strategy!

The sticker can say something like:

#### SAMPLE #1

**WARNING!**

**“Don’t Open This Package Yet!”**

Before you open this package, first call to hear a FREE recorded message from (author’s name) at 1-888-000-0000. (Author’s first name) has an important message for you even BEFORE you open this package.

Another sample is on the following page...



# WAIT!

## Please do this first...

*Before you break open this box, pick-up the phone  
RIGHT NOW and call this 24-hour hotline now:*

**1-800-976-8824, ext. 9017**



surprise bonus gift inside



# WAIT! DO THIS FIRST:

**BEFORE** you break open this box to get  
your hands on our *Stick*



*Strategy Secrets* course, pick

up the phone **RIGHT NOW** and call this  
toll-free 24-hour recorded hotline:

**1-800-891-7151**

**SURPRISE BONUS GIFTS INSIDE!**

