

350
Of The Best
Headlines
Ever
Written

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Why Most Advertisements Stink!!

Question: What do you think the most important part of any ad is?

Your name? Your telephone number? Your offer?

Look at your own advertising. What stands out? What is in the largest print? If it's your company name or logo hold out your wrist so I can whack it with a stick.

What's the answer? THE HEADLINE!!

You see, without a good compelling headline it won't matter much how great your copy or you offer is, because few will ever read it.

REMEMBER: The Only Job Of A Headline Is To Get The Reader To Read The First Paragraph.

It should be big, bold, dark and easy to read. But more importantly, it must force the reader to read on.

"HEADLINE TEST"

How do you know you have a powerful, effective mortgage headline? Here's a great acid test: separate the headline from everything else, out of context, and treat it as a classified ad; nothing but the headline and a response instruction....then ask yourself if people would respond.

So if your headline is, say, the name of your company, the classified ad would read: 'Acme Mortgage. For more info, call 1-800-000-0000.' Trust me, that does NOT work. But if the headline is; "Any Mortgage Question or Problem Expertly Diagnosed, Answered And Solved Fast, With All Work Guaranteed - same Day Service. Call 1-800-000-0000". That does work. Put every headline you use in your ads, letters, flyers, brochures to this Test.

TIPS FOR STRONGER HEADLINES:

1. Telegraph a dynamic benefit or promise

2. Add "How To" to the beginning
3. "Flag" your targeted prospects. (Example: CREDIT CARD PAYMENT SUFFERERS: HOW TO END THE PAIN IN 3 DAYS)
4. Arouse curiosity. (i.e. What Your Banker Doesn't Want You To Know)
5. Use meaningful specifics. (3 days is more "specific" than "in days".)
6. Use powerful attention-grabbing words like "Warning", "Guaranteed", "New", "Now."

If you'll read manual one in our "Magnetic Mortgage Marketing System", available at <http://www.highprofitmarketing.com/Kit.htm> you'll learn a lot more about crafting a great mortgage ad or you can simply use one of the many mortgage ads that come with the "System"

You'll also learn about "The Complete Sales Story" - the lack of which is a major reason for mortgage advertising failure.

350 Of The Best Headlines Ever Written

This list was put together for one reason-to provide you with a single source of ideas for writing headlines.

The easiest way to come up with a good headline is to sit down and read a large number of successful headlines. The idea is NOT to steal someone else's words, but to develop a sense of what elements make a good headline.

We hope you find the words on the following pages a creative inspiration.

(The headlines are presented in alphabetical order.)

- **\$80,000 In Prizes! Help Us Find The Name For These New Kitchens**
- **161 New Ways To A Man's Heart – In This Fascinating Book For Cooks!**
- **F17 Stocks You Should Dump Right Away**
- **26 Days That Have Changed Thousands Of Lives**
- **38 Fun And Easy Ways To Earn \$500 Next Weekend**
- **67 Reasons Why It Would Have Paid You To Answer Our Ad A Few Months Ago**
- **7 Steps To Freedom**
- **7 Ways Long Distance Can Keep Your Head Above Water**
- **7 Ways To Collect Your Unpaid Bills**
- **A \$500 A Day Writer's Utopia**
- **A Surprisingly Simple Way To Get “Out Of The Rat Race (And Into the Chips!)”**
- **A Wonderful Two Year's Trip At Full Pay – But Only Men With Imagination Can Make It**
- **Advice To Wives Whose Husbands Don't Save Money – by A Wife**

- **Again She Orders... 'a Chicken Salad Please'**
- **Alive With Pleasure**
- **Amazing New Titanic Commemorative Is Mint Perfect And Even Bigger Than A Silver Dollar**
- **American Woman, Say Hello To Your Next Boss. You.**
- **An Amazing Business You Can Carry In Your Pocket**
- **An Educated Failure**
- **An Open Letter To Everyone Who Drives A Truck On More Than \$10,000 Per Year**
- **Another Show In Our Series About Improving Our Lifestyles.**
- **Announcing...The New Edition Of The Encyclopedia That Makes It Fun To Learn Things**
- **Are We A Nation Of Low-Brows**
- **Are You An Over Educated Under Achiever?**
- **Are You Ever Tongue-Tied At A Party?**
- **Are You Looking For Small Companies With Big Futures?**
- **Are You Ready To Use Self-Hypnotism To Make Life Give You What You Want?**
- **At 6 For .99, You Can Indulge Your Fantasies This Month!**
- **At Last Someone Has Unlocked The Secret Of Getting People To Fall In Love With You!**
- **Banking Secrets That Banks Don't Want Published**
- **Because Someone Noticed Something, That Nobody Else Ever Did, The Most Important Discovery For Success Has Been Made!**
- **But What If You Could See Her Naked?**
- **By This Time Next Month You Could Have A Global Data Communications Network**
- **California Lawyer Discovers How To Make Money At Home With The Help Of The U.S. Government**

- **Can You Pass This Money Test?**
- **Can Your Child Read These Words?**
- **Cash In Your Vacation!**
- **Check The Kind Of Body You Want**
- **Chicago Man Reveals A Short-Cut To Authorship**
- **Confessions Of A Disbarred Lawyer**
- **Costa Mesa Man Swears Under Oath That His New 'Energy Pill' Does Not Contain Cocaine Or Any Other Illegal Stimulant**
- **Crazed Advertising Man Discovers Worlds' Sexiest Model!**
- **Dare To Be Rich**
- **Desperate Woman Loses 277 Lbs. With Amazing Diet Secret!**
- **Did You Ever See A 'Telegram' From Your Heart?**
- **Do You Make These Mistakes In English?**
- **Do You Sincerely Want To Be Rich?**
- **Do Your Employees Work As Slowly As They Read?**
- **Doctor Discovers The Cellulite Dissolver**
- **Doctors Prove 2 out of 3 Women Can Have More Beautiful Skin in 14 Days**
- **Does Uncle Sam Owe you Money You Don't Even Know About?**
- **Don't Envy The Plumber – Be One**
- **Don't Let Athletes Foot 'Lay You Up'**
- **Don't Try This With Any Other Copier**
- **Earn \$4,000 per Month From Your Home With A Computer!**
- **Earn \$50,000 Yearly With Your Own Mail-Order Book Business**

- **Earn \$90,000 A Year Repairing Cracked Windshields**
- **Elect A Better Future**
- **Ex-Truck Driver Gets \$21,108 a Month Doing What You Aren't!**
- **Famed Physicist Proves That Sitting In A Pyramid Causes Unexplainable Good Things to Happen**
- **Fatten Your Bank Account**
- **Financial Columnist Makes Unique Discovery**
- **For the Woman Who Is Older That She Looks**
- **For Want Of A Pin... The Hat Was Lost**
- **Fountain Of Youth Discovered By Little Known Civilization Over 2300 Years Ago**
- **Free Book Tells You 12 Secrets Of Better Lawn Care**
- **Free Kit Tells How To Get Better Photographs**
- **Full Time Minister Finds Part Time Goldmine**
- **Generous Creative Businessman Wants To Find A Hot Sexy Woman With A Good Sense Of Humor!**
- **Get Out Of Dept In 90 Minutes Without Borrowing**
- **Get Paid For Reading Books! \$100 per book!**
- **Greatest Goldmine Of Easy 'Things To Make' Ever Crammed Into One Big Book**
- **Greed And Gouging In The Stock Market**
- **Guaranteed To Go Thru Ice, Mud, or Snow – Or We Pay The Tow!**
- **Hands That Look Lovelier In 24 Hours – Or Your Money Back**
- **Have You A "Worry" Stock?**
- **Have You Ever Bowled A Strike And Said 'I've Got It!'**
- **Have You Ever Said 'I Just Can't Seem To Concentrate'?**

- **Have You Ever Seen A Grown Man Cry?**
- **Have You Ever Taken A Practice Golf Swing At A Dandelion?**
- **Have You Got These Symptoms Of Nerve Exhaustion?**
- **He Became Twice The Man At Half The Weight!**
- **He Was 240 Pounds Of Sweet Tooth**
- **Here Is A Way To Make Money That Has Never Yet Failed**
- **Here's How To Find Out If Your Bank Is About To Go Bankrupt!**
- **How A Fool Stunt Made A Star Salesman**
- **How A New Discovery Made A Plain Girl Beautiful**
- **How A New Kind Of Clay Improved My Complexion In 30 Minutes**
- **How Bad A Beating Are You Willing To Take To Own A New Car?**
- **How Do You Grow \$1,000 Worth Of Food In A Garden This Small?**
- **How Long Will You Live? Ignorance About How To Take Care Of Yourself Can Be The Mistake That Kills You In Your 50's Or 60's..."The Dangerous Years"!**
- **How I Made A Fortune With A Fool Idea**
- **How My Wife And I Teamed Up To Become Millionaires In Five Years**
- **How Much Are You Losing To Dead Beats Right Now?**
- **How Often Do You Hear Yourself Saying: 'No, I Haven't Read it; I've Been Meaning To!'**
- **How The Experts Buy & Sell Gold And Silver**
- **How The Little Guy Can Make Big Money Today**
- **How The Way You Undress Reveals Your Personality**
- **How To Burn Off Body Fat, Hour-By-Hour**
- **How To Buy The RV Of Your Dreams**

- **How To Collect From Social Security At Any Age**
- **How To Develop A Silver Tongue, A Golden Touch And A Mind Like A Steel Trap**
- **How To Discover The Fortune That Lies Hidden In Your Head**
- **How To Discover The Priceless Secret Of Good Health And Slash Your Medical Bills In Half**
- **How To Discover What You Are Really Good At**
- **How To Do Wonders With A Little Land**
- **How To Earn \$30,000 a Month With Low Budget Direct Mail Projects!!!**
- **How To Find Someone To Love**
- **How To Flatten Your Tush**
- **How To Form Your Own Corporation Without A Lawyer For Under \$50**
- **How To Get 12 Hours Out Of An 8 Hour Day**
- **How To Get Free Advertising And Free Publicity!**
- **How To Get A Free Supply Of An Amazing New Diet Pill That Works Like Crazy**
- **How To Get A Grip On Audience Attention**
- **How To Get Rich Reading Classified Ads**
- **How To Give Your Children Extra Iron, These 3 Delicious Ways**
- **How To Handle Angry Callers In 7 Not-So-Easy Steps**
- **How To Improve Your Memory**
- **How To Make A Fortune Today Starting From Scratch!**
- **How To Make A Killing In Close-Outs**
- **How To Make Money With Display Ads**
- **How To Make Money Writing Short Paragraphs**
- **How To Make People Line Up and Beg You To Take Their Money!**

- **How To Make The System Work For You**
- **How To Pay Zero Taxes**
- **How To Plan Your House To Suit Yourself**
- **How To Push Your Resume To The Top Of The Stack**
- **How To Raise Venture Capital Without Losing Equity**
- **How To Rob Race Tracks Legally**
- **How To Retire With Money**
- **How To Start A Creative New “Money Hobby” That Might Double Your Present Income**
- **How To Start From Scratch And Become A Post Office Box Millionaire**
- **How To Take Out Stains...Use (product x) And Follow These Easy Directions**
- **How To Turn A Slow Weekend Into A Fast Profit**
- **How To Turn Stumbling Blocks Into Stepping Stones**
- **How To Wake Up The Financial Genius Inside You**
- **How To Write A Business Letter!**
- **How To Write A Good Advertisement**
- **How To Write A Hit Song And Sell It**
- **How To Write Copy That Will Make You Rich**
- **How You Can Beat High Taxes And Skyrocketing Inflation**
- **How You Can Eat More And Weigh Less**
- **How You Can Legally Profit From ‘Insider’ Information On The Stock Market**
- **How You Can Make Money With The Arabs**
- **I Was Held Hostage For 4 Days By The Sharpest Minds In Direct Mail**

- **I Will Pay You Up To \$100,000 For Old Watches Like This One**
- **I'd Like To Give This To My Fellow Men – While I Am Still Able To Help**
- **“If You Know How To Sell, You Owe Yourself A Promotion”**
- **“It’s A Food, Not A Drug” Says So & So**
- **It’s Not Just What You Know About A Market – It’s Who You Know, Too**
- **If You Can Lick A Stamp You Can Lick Your Weight Problem**
- **If You Can Read & Write Simple English, I’ll Show You How To Make Real Money Selling Words**
- **If You Read Music You’ll Love Our Magazine**
- **If You Read Nothing Else – Read This!**
- **If You Were Given \$200,000 To Spend – Isn’t This Kind Of (type of Product but not brand name) You Would Buy?**
- **If You’d Rather Put Money In Your Pocket Than Watch T.V...**
- **Imagine Working Until 4 A.M. – And Loving Every Minute Of It!**
- **Imagine Me... Holding An Audience Spellbound For 30 Minutes!**
- **Important News For Folks Who Swore They Would Never Try Another Reducing Product**
- **Improve Company Image**
- **Is Making A Living Keeping You From Earning Real Money?**
- **Is the Life Of A Child Worth \$1 To You?**
- **Is Your Home Picture Poor?**
- **It’s Crazy That A High School Dropout Can Make This Much Money**
- **It’s Easy To Cash In Your Amazing Astrological Abilities**
- **Ladies! Get Into Fitness In 5 Easy Minutes A Day**
- **Last Friday...Was I Scared! My Boss Almost Fired Me!**

- **Lawyers Reveal Legal Loopholes That Make Money**
- **Let This Machine Make You At Least \$30.00 an Hour**
- **Let Me Tell You How I Reduced For Keeps**
- **Little Leaks That Keep Men Poor**
- **Loans For Small Businesses Available Now!**
- **Looking For A Growing Business With A Great Track Record?**
- **Lost For Words? Push The Buttons And Voila!**
- **Make Anyone Do Anything You Mentally Command – With Your Mind Alone!**
- **Make Big Money – All Profit – At Home**
- **Make Extra Cash Writing Advertising Book Match Covers**
- **We Need People To Write Greeting Cards**
- **Man Who Limped With Foot Pain – Now Runs 2 Miles Every Day**
- **Mobile Money Maker**
- **Money Making Sledgehammer**
- **Money To Loan!**
- **Movie Actor Reveals Amazing New Weight Loss Break Through**
- **My Feet Were Killing Me...Until I Discovered The Miracle Of Hamburg**
- **My Name Is Paul Franklin...And I'd Like To Make A Confession!**
- **Need For Consultants Growing Rapidly**
- **Need More Money?**
- **New 'Energy Pill' Tested By U.S. Marines With Amazing Results**
- **New Cake Improver Gets You Compliments Galore!**
- **New Diet Burns Off More Fat Than If You Ran 98 Miles A Week**

- **New Help For Not So Perfect Hair**
- **New Pill For Diet Failures Lets You Burn Off Body Fat 24 Hours A Day!**
- **New Shampoo Leaves Your Hair Smoother, Easier To Manage**
- **New York Lawyer Reveals The Insider Way To Get Even**
- **No More Back Breaking Garden Chores For Me – Yet Ours Is Now The Show Place Of The Neighborhood**
- **No Office – No Phones – No Hassles – Just Cold Hard Cash In The Mail**
- **“No Time For Yale – Took College At Home” Says Well Known Author**
- **Now Let This Strange And Powerful Gift From Outer Space Bring You Incredible Good Luck Absolutely Guaranteed!**
- **Now! Your Child is The Star Of This Brand New Sesame Street Story Book!**
- **Of Course You Can Afford It. Think Of All The Money You’ve Saved Drinking Ordinary Scotch.**
- **Often A Bridesmaid, Never A Bride**
- **Ohio Man Discovers The Secret Of How To Escape The American Rat Race!**
- **One Transaction Can Make You Independent For The Rest Of Your Life**
- **Only 1 Career Woman in 1,000 Finds The Job She Deserves**
- **Open Your Mind, Read This Book And Your Life Will Change – It Will All Be Yours**
- **Operate Your Own Home Shopping Television Show**
- **Others Got Back Thousands Because They Believe In Me And My System. Not One Lost.**
- **Our Sales Approach Helps You Avoid Unpleasant Surprises Down The Road**
- **Own A Business Of Your Choice Without Investing 1 Cent**
- **Personal Survival In A Collapsing Society – The ‘Guerilla’ Video That Can Save Your Life**

- **Pick The Brains Of A Millionaire For \$10**
- **Pierced By 30 Nails...Retains Full Air Pressure**
- **Poems Wanted – For Songs And Records**
- **Pregnant? The Sooner You Know The Better**
- **Profit From The Wisdom Of These Investment Experts**
- **Profits That Lie Hidden In Your Farm**
- **Phone Wizard**
- **Read It Tonight And Start Tomorrow**
- **Reduce While You Sleep**
- **Released At Last – 137 Perfectly Legal Ways To Get A Check From Uncle Sam**
- **Remember When You Could Have Picked Up A Good Piece Of Real Estate For A Song – And Didn't**
- **Rewards Of Gifts And Trusts For Middle-Income Families**
- **Right And Wrong Farming Methods...And Little Pointers That Will Increase Your Profits**
- **Roaches To Riches! Electronic Invention Turns House Wiring Into Giant Pest Eliminator**
- **Satellite Scrambling Got You Down? We Have The Solution!**
- **Save Enough On Your First Cruise To Take Your Wife For Free**
- **“Send Me To Any City In The United States, Take Me Away My Wallet, Give Me \$100 – For Living Expenses And In 72 Hours I'll Buy You An Excellent Piece Of Real Estate Using None Of My Own Money”**
- **Science Has Finally Counterfeited The Perfect Diamond!**
- **Scientists Discovered Mystery Chemical That Seems To Drive Women Wild**
- **Sell Your Ideas!**

- **Six Propositions For A Fuller Future**
- **Some Straight Talk About Vitamins And Your Sex Life**
- **Sometime In The Next 24 Months, a Government Declared Economic Emergency Could Wipe You Out**
- **Something To Look Forward To Each Day!**
- **Speak Spanish Like A Diplomat**
- **Stop Dreaming And Start Making Money**
- **“Stop Playing Catch-Up And Start Getting Ahead”**
- **Suddenly Multiply Your Income With Unorthodox Strategies Like These!**
- **Suppose This Happened On Your Wedding Day!**
- **Take Everything! Keep Everything! Just For Looking! No Strings!**
- **Take This 1 Minute Test – Of An Amazing New Kind Of Shaving Cream**
- **Take Any 3 Of These Kitchen Appliances For Only \$8.98 (Values Up To \$15.45)**
- **Test Gold Like A Jeweler**
- **Test Your Ability To Ever Grow Up**
- **The 10 Quickest Ways To Get More Customers**
- **The Amazing \$10 Fake Diamond That Will Fool 9 Out Of 10 Jewelers**
- **The Amazing Blackjack Secret Of A Las Vegas Mystery Man!**
- **The Amazing Diet Secret Of A Desperate Housewife**
- **The Amazing Diet Secrets Of A Frustrated Clebourne Housewife**
- **The Amazing Lost Money Making Power Of Pac-Man And His Friends!**
- **The Amazing New Beverly Hills ‘Wrinkle Eraser’ Discovered By A Top Oriental Chemist!**
- **The Amazing Secret Of A Marketing Genius Who Is Afraid To Fly**

- **The Amazing Secrets Of The Hottest Investment Of The Last 5 Years**
- **The Amazing Story Of A Business That Requires So Little Of Anything. You Could Run It Out Of A Phone Booth**
- **“...The Amazing Thing, Of Course, Is The Speed At Which This Program Works. It Is Rather Remarkable To Throw Off As Much As 6 Pounds Of Fluid And Fat In The Very First Weekend...”**
- **The Amazing ‘Magic Mud’ Used By A Top TV Doctor Who Doesn’t Believe In Plastic Surgery!**
- **The Art Of Selling By Telephone**
- **The Book On Who Owns Whom!**
- **The Child Who Won The Hearts Of All**
- **The Chinese Secrets Of Weight Control**
- **The Crimes We Commit Against Our Stomachs**
- **The Happiest Millionaire Around Teaches Others His Secrets**
- **The Last Two Hours Are The Longest...And Those Are The Hours You Save**
- **The Lazy Mans Way To Riches**
- **The Low Down On Self Publishing**
- **The Machine That Peels Off Pounds While You Sit Back & Enjoy It**
- **The Man With The Grasshopper Mind**
- **The Most Expensive Magazine In The World, Yet Over 40,000 Businessmen Buy It Every Month, Why?**
- **The Other Side Of The Story On Rock Hudson**
- **The People Who Read This Book Will End Up With Your Money**
- **The Quickest Way I Know To Make A Million Dollars**
- **The Secret Of Having Good Luck**
- **The Secret Of Perfect Putting**

- **The Secret Of Teaching Yourself Music**
- **The Secret To Being Wealthy**
- **The Ugly Truth About Your New Car**
- **There's Another Woman Waiting For Every Man – And She's Too Smart To Have “Morning Mouth”**
- **There's Big Business In Losing!!!**
- **They Laughed When I Sat Down At The Piano – But When I Started To Play**
- **They Laughed When I Walked Into The Room – But When I Took Off My Clothes...**
- **They Laughed When I Said I Was Going To Start My Own Business**
- **They Shocked Us. They Outraged Us. They Didn't Do Anything Wrong – They Just Did It First.**
- **Think And Grow Rich**
- **This Christmas Let Your Present Be Your Future!**
- **This Is Absolutely The Easiest Way For You To Have A Future Free Of All Money Worries**
- **This Pen ‘Burps’ Before It Drinks But Never Afterwards**
- **Thousands Have This Priceless Gift – But Never Discover It!**
- **Tired Of Making Your Boss Rich?**
- **To Men Who Want To Quit Work Someday**
- **To People Who Want To Write – But Can't Get Started**
- **To The Traveling Salesman Who's Smart Enough To Know When To Call It Quits!**
- **Today...Add \$10,000 To Your Estate For The Price Of A New Hat**
- **Tom McCall Says ‘The Appliance Repair Field Is So Uncrowded It's Almost Lonely’**

- **Too Busy Earning A Living To Make Any Money?**
- **Using A Lawyer May Be Dangerous To Your Wealth**
- **Want To Be An Airline Flight Attendant?**
- **Want To Be A Legal Investigator?**
- **Want To Save A Bundle? An Open Letter To Everyone Who Drives A Truck On More Than 10,000 A Year**
- **Wanted! Ideas And Inventions!**
- **Watch Your Weight And Inches Disappear**
- **Wave This Magic Wand And Make Money For Yourself**
- **We Have An Interest In Your Success**
- **We Think Growing Companies Deserve As Much Cash Flow And Asset Protection As Giant Multinationals**
- **We're Looking For People To Write Children's Books**
- **We're Looking For People To Act In TV Commercials**
- **We're Looking For People Who Want To Make Money With Their Own Business!**
- **What Everybody Ought To Know About This Stock And Bond Business**
- **What The Travel Agents Won't Talk About Can Save You 50%-70% On Your Cruise Vacation!!!**
- **What Would You Rather Do This Evening: Watch TV Or Make Some Real Money?**
- **What's Wrong With This Picture?**
- **What's Your Best Chance Of Earning \$50,000 A Year By The Time You Are 30?**
- **What's Your Best Chance To Make Money In Real Estate Today? The Answer Below May Surprise You!**
- **When Doctors 'Feel Rotten' This Is What They Do**

- **When The Government Freezes Your Bank Account – What Then?**
- **Where The Money Is And How To Get It**
- **Where You Can Go In A Good Used Car**
- **Which Of These 5 Skin Troubles Would You Like To End?**
- **Who Else Wants A Screen Star Figure?**
- **Who Else Wants Lighter Cake – In Half The Mixing Time?**
- **Who Else Wants To Make Big Money In Electronics?**
- **Whose Fault When Children Disobey?**
- **Why A Hard-Nosed Millionaire Will Pay You \$4.50 Just To Read A Magazine**
- **Why Are We Giving Away This (product here) For Only \$2.00...(this is not a misprint)**
- **Why (brand x) Bulbs Give More Light This Year?**
- **Why Gary Halbert Is Telling His Closest Friends They Need To Attend The Guerilla Video Bootcamp And Why They Can't Get In!!!**
- **Why Not Increase Your Income Dramatically?**
- **Why People In Vermont Are Healthier, Less Overweight, Stay Young Longer And Live Longer Than People Of Any Other State In The Union**
- **Why Publisher's Buy**
- **Why Some People Almost Always Make Money In The Stock Market**
- **Why Struggle To The Top In Someone Else's Business When You Can Start At The Top In Your Own?**
- **Why These Vitamins Can Make You Feel Peppier**
- **Why Would Investors World Wide Be Willing To Pay A Quarter Million For This Old Watch?**
- **Winning At The Races May Not Be Your Idea Of Fun, But...**
- **World Poker Champ Sells Secrets For \$9.95!**

- **Would You Like To Have A Photographic Memory?**
- **Would You Like To Take In \$140 After Supper?**
- **You And I Will Both Profit**
- **You Can Laugh At Money Worries If You Follow This Simple Plan**
- **You Can Only Go So Far On B.S.**
- **You Can't Become Rich In Your Pocket Until You Become Rich In Your Mind!**
- **You Don't Have To Die To Collect On Your Insurance Policy!**
- **You Don't Know Me I Realize...But I Want You To Have This Before It's Too Late**
- **You Grow – We Grow – A Partnership That Works**
- **“You Kill That Story Or I'll Run You Out Of The State!”**
- **You Never Saw Such Letters As Harry And I Got About Our Pears!**
- **Your Survival Guide To Corporate Politics**
- **You'll Just Love The Way This Diet Pill Works!**
- **Your Office On The Go! The Complete Solution To Your Business Needs...**