



C.A.M.P.
MASTERCLASS

THE **BIG IDEA** SWIPE FILE

PAGE-FOR-PAGE, THIS “**PRIVATE MANUAL**” MAY
BE WORTH MORE TO YOU AS A MARKETER
THAN ANYTHING ELSE YOU EVER TOUCH!

ONLY FOR SERIOUS MARKETERS



MULTI-MILLION-DOLLAR MARKETING IDEAS AT
YOUR FINGERTIPS SO YOU NEVER STRUGGLE
AGAIN TO COME UP WITH A WILDY
PROFITABLE IDEA FOR YOUR NEXT
MARKETING FUNNEL

E5

Welcome To The Big Idea Swipe File

From: Todd Brown

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West Palm Beach, Florida

What you now hold in your hands is a simple, yet unique and wildly powerful resource. Because it hands you several examples of **real-world Big Idea's that have produced multiple millions in sales and new customers.**

For each example, I've gone ahead and listed out the three different components behind the big idea: the primary promise, the unique mechanism, and the intellectually interesting appeal.

The best way to use this Swipe File is as follows:

1. Refer to it when you'd like a surge of creativity for developing your own Big Ideas.
2. Learn from it by spending time thinking through why each example was effective as a Big Idea.
3. Use it to help push yourself to develop the most compelling Big Ideas possible for your marketing campaigns.

Please keep in mind: All Big Ideas exist within a certain context and time. A Big Idea a year ago is likely no longer a Big Idea today. So don't attempt to use any of the following examples within your own marketing today. Not too mention... that would be unethical and not the purpose of this Swipe File. :-)



Swipe #1: The Marijuana Package

Take Action Before November 8th and watch the...

Secret “\$50 Marijuana Stock Blueprint”...

... Turn a Single \$50 Bill Into
a **Massive Fortune**

"Now is the right time to **bet big on marijuana...**
[as] the industry is poised to be *gigantic*." —CNBC

Dear Reader,

Today, I'm going to show you how to use America's budding Marijuana market to potentially

- Primary Promise: Turn fifty-dollars into a massive fortune
- Unique Mechanism: The \$50 Marijuana Blueprint
- Intellectually Interesting Appeal: What is happening within the equity markets regarding cannabis on November 8th that presents this unique opportunity?



Swipe #2: Canadian Social Security



Americans Now *Legally* "Piggybacking"

"Canadian Social Security"

... And Collecting Extra Monthly Checks
From \$400 to \$4,700

"It paid for a new roof on our house... and I can honestly say I live comfortably, without any debt hanging around!"

— Ellis P. from Seattle, Washington
"Canadian Social Security" Piggybacker

Is the Canadian equivalent of the
Social Security system we have

- Primary Promise: Collect monthly checks of \$400 - \$4700.
- Unique Mechanism: Access to "Canadian Social Security".
- Intellectually Interesting Appeal: What has happened that there is now a new and unique opportunity for Americans to take part in the Canadian Social Security system?



Swipe #3: The Fountain Of Youth

FOUNTAIN OF YOUTH DISCOVERED! Fact or Fairytale?

Has medical science discovered the magic bullet that can reverse the aging process and let you slice twenty years off your current age?

- Primary Promise: Slice twenty years off your age.
- Unique Mechanism: Medical science's new "magic bullet" discovery.
- Intellectually Interesting Appeal: Has the "fountain of youth" really been discovered by medical science?



Swipe #4: The New Railroad

There's a New Railroad Across America

**And it's making some
people very rich...**

In fact, one ex-bond trader with a mixed track record
made \$1.8 million per day for 540 straight days!

- Primary Promise: The chance to become very rich.
- Unique Mechanism: The new investment opportunity in “the new rail road”.
- Intellectually Interesting Appeal: What is this “new rail road” that allowed an ex-bond trader to make so much money, so consistently... and how do I get in on it?



Swipe #5: Obamageddon



- Primary Promise: The chance to turn \$10K into \$474K in under 24 months.
- Unique Mechanism: A Swiss approach to capitalize on the coming market shift.
- Intellectually Interesting Appeal: What the heck is “Obamageddon, what’s it going to cause, and how does it provide such a historic opportunity to multiply my investments?



Swipe #6: The Diabetes Mistake Doctors Make

Health&Healing

Fall 2010

The Devastating DIABETES MISTAKE

that even good doctors make.

URGENT: This new information could save your eyes, your kidneys, your legs, your nerves, your heart—and your life.

- Primary Promise: Prevent debilitating physical trauma from diabetes.
- Unique Mechanism: The new information about diabetes care.
- Intellectually Interesting Appeal: What mistake are good doctors making with diabetes treatment... and is my doctor giving me this bad advice?



Swipe #7: Dark Trades

Revealed: The MASSIVE Anonymous Trades Behind Every Major Stock Move...

“DARK TRADES”

801.9% in 79 Days... 643.4% in 78 Days... 663.7% in 86 Days...
655.4% in 70 Days... 549.5% in 41 Days... 764.9% in 69 Days...

Here's How to Profit From TOMORROW'S "Dark Trade"
and Collect \$80,100 in a Matter of Days...

- Primary Promise: Collect \$80K in a matter of days.
- Unique Mechanism: The anonymous trades behind every major stock move.
- Intellectually Interesting Appeal: Are there really “dark trades” happening before every skyrocketing stock price... and is it really possible for the little guy to get in on it?



Swipe #8: The Spanish Secret For Hearth Health



Napoleon's Military Spies Discover:

"THE SPANISH ARMY'S SECRET FOR ROBUST HEART HEALTH"

Spain's military doctors used this "secret weapon" to transform their soldiers into a front-line superhuman fighting force.

On this page, discover exactly what it is and how to get some for yourself...

- Primary Promise: Gain robust heart health.
- Unique Mechanism: Spain's military "secret weapon" for superhuman health and wellness.
- Intellectually Interesting Appeal: What did Napoleon's spies discover about how Spain's military was able to create such vibrant and powerful soldiers?



Swipe #9: The “Secret Currency”

The “Secret Currency”

How the World's Wealthiest Families Make Money Even When Stocks, Bonds and Real Estate Lose Value

There is a “secret currency” that exists that lies beyond the reach of any government

- Primary Promise: Gain wealth using the same method of the wealthiest families.
- Unique Mechanism: The “secret currency”.
- Intellectually Interesting Appeal: Is there really a “secret currency”... and how have the wealthiest families used it to make money in even a bear market?



Swipe #10: The Secret Bankers' Account

*Ex-Accountant at Two of World's
Biggest Banks Swears Under Oath...*

“Yes, it’s true...”

Bankers are using a secret account to
earn 30-40 times more interest on
their money than they offer the general public.

These accounts are available to anyone—***but
the bankers are keeping their lips sealed.***

Twelve-month investigation blows lid off scandal that has been “*keeping U.S. retirees poor.*”

- Primary Promise: Earn 30-40 times more interest on your money.
- Unique Mechanism: The bankers’ “secret account”.
- Intellectually Interesting Appeal: What is this “secret account”... why has it been kept from the public... and how do I get one for myself?



Swipe #11: The Golden Date Package

Circle Your Calendar

The Date Gold Is Poised to Soar to \$5,000

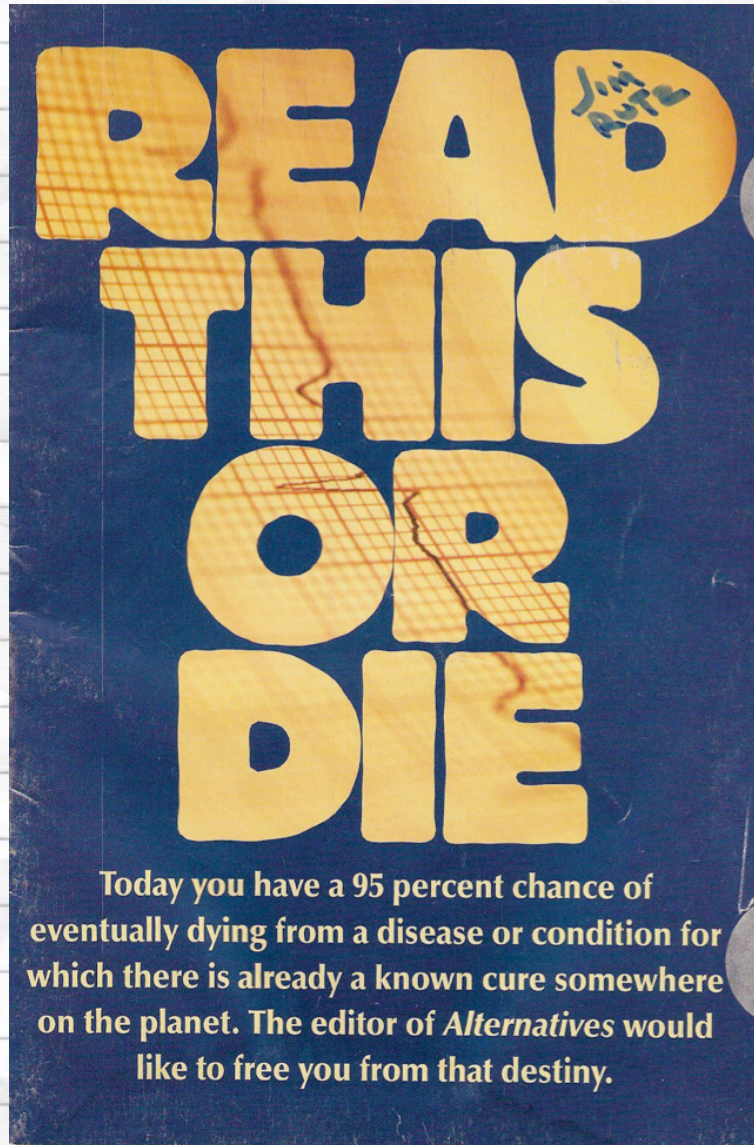


And the one virtually unknown gold trade to make now, in order to earn a once-in-a-lifetime 27 times MORE money than simply holding bullion.

- Primary Promise: Earn 27 times more money.
- Unique Mechanism: The unknown gold trade to make now.
- Intellectually Interesting Appeal: What is happening on March 31, 2017 that will cause gold to soar to \$5K... and what is the trade to get in on to make all that money?



Swipe #12: Read This Or Die!



- Primary Promise: Avoid dying from a disease that already has a cure.
- Unique Mechanism: Uncommon information about disease prevention.
- Intellectually Interesting Appeal: Are there really known cures for the common diseases responsible for 95% of deaths?



Swipe #13: Retirement Plan B



Featuring: The Retirement "Plan B"

"A Whole New Way to Make Sure You NEVER Run Out of Money"



- Primary Promise: Never run out of money when you retire.
- Unique Mechanism: Retirement "Plan B"
- Intellectually Interesting Appeal: What is "Retirement Plan B"... and how does it work to ensure I will never run out of my money?



Swipe #14: Trump's Income Secret

Is this Donald Trump's **REAL** Income Secret?

Some say he's figured out a way to make millions without really working. But it's smart, 100% legal, and many regular Americans are now cashing in on the idea too...

- Peter S. told us he's made 506% since March 2016
- David B. said this "has been like a slot machine, I put my money in and it pays out."
- Matt V. says: "As of this morning I'm up 192%... since January 2016"
- Rick R. said he started in February 2016 and "my \$15,000 is now \$40,000."

Something I call the
"Trump Income Stream" ...

- Primary Promise: Use the same secret income method Donald Trump uses to start generating passive income for yourself.
- Unique Mechanism: Donald Trump's "real income secret".
- Intellectually Interesting Appeal: Does Donald Trump really have an "income secret"... and if so, what is it... and how are these other ordinary people making money from it?



Swipe #15: Social Security Loophole

BURIED DEEP IN THE OFFICIAL SOCIAL SECURITY WEBSITE...

It's the ONLY
"Loophole" That
the Social Security
Administration and
Congress Can
NEVER Take Away



By following three simple steps today, you can add
anywhere from \$400...to \$4,700 in additional monthly income

- Primary Promise: Add anywhere from \$400 - \$4700 of additional monthly income.
- Unique Mechanism: The social security website loophole.
- Intellectually Interesting Appeal: Is there really a loophole in the social security website that will allow me to collect that much extra money? How is that possible? And why can't the government ever take it away?



Swipe #16: 292-C Shares

Top Tech Giants Spawn Limited Time 2nd Chance to Get Rich with "292-C" Shares

**** Google returned 20% in the past two years but the "292-C" equivalent share soared more than 300% in half the time**

**** Amazon shares returned 271% in the past 4 years... but the "292-C" equivalent returned an extraordinary 2,470% during the same period**

There are essentially two ways to get rich with internet technology stocks today.

- Primary Promise: Get rich from tech stocks with unusually high returns.
- Unique Mechanism: "292-C Shares"
- Intellectually Interesting Appeal: What are "292-C shares"... why are tech companies giving a limited second-chance to get in on them... and how do they work to give such high returns?



Swipe #17: The 1,000% Backdoor

“The 1,000% Backdoor”

A 10-minute talk by a man who makes \$80,000 a month with startups, and how you can apply his approach online right now.



- Primary Promise: Make money from start-ups with this guy's \$80,000 a month approach.
- Unique Mechanism: “The 1,000% Backdoor”
- Intellectually Interesting Appeal: What the heck is the “1,000% backdoor”... is it some secret method for making money from startups... and how is it making this guy \$80,000 a month?



Swipe #18: 1 Whitehall

The 1% of the 1%...

How They Got

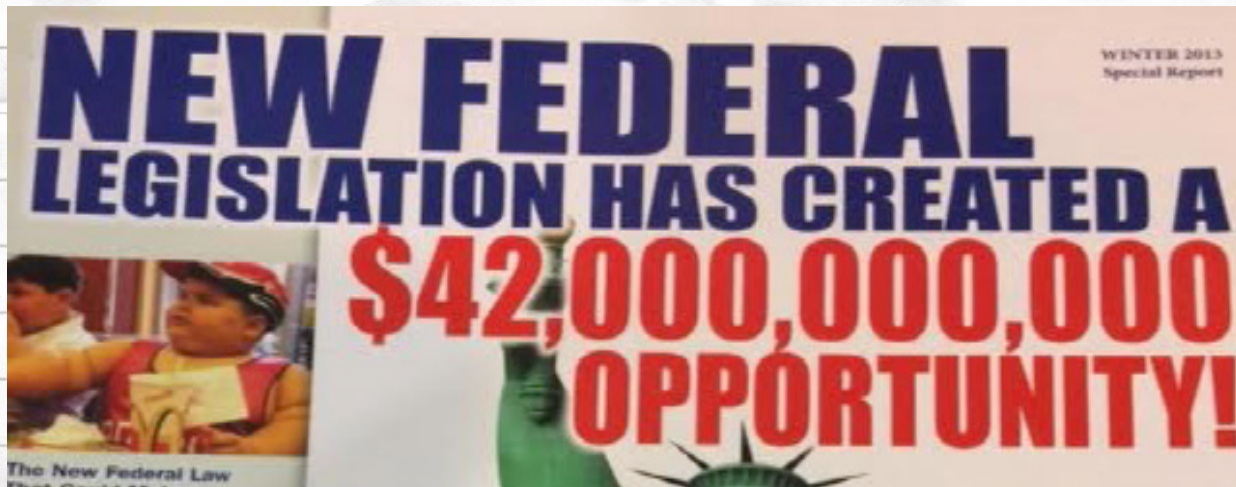
So Rich

The "secret" of 1 Whitehall Place...

- Primary Promise: Get a piece of what made the wealthy elite so rich.
- Unique Mechanism: The "secret" of 1 Whitehall Place
- Intellectually Interesting Appeal: How have the 1% of the 1% wealthiest made their money... and what's the secret of 1 Whitehall Place?



Swipe #19: The \$42 Billion Dollar Opportunity



- Primary Promise: Get a piece of this new \$42 billion opportunity.
- Unique Mechanism: A new & huge money-making opportunity thanks to new federal legislation.
- Intellectually Interesting Appeal: What change to legislation has the federal government made that has created this megaopportunity... and what is it?



Swipe #20: The New Secret Currency

America's Wealthy Now Using a "Secret Currency" to Prep for Biggest U.S. Dollar Event in 50+ Years

This Secret Currency is like gold, only better. It exists completely outside the U.S. financial system -- and returned 665% last time conditions were this good

- Primary Promise: Protect yourself from the coming economic event with something better than gold... and get your piece of what was last time a 665% return.
- Unique Mechanism: The secret currency of America's wealthy.
- Intellectually Interesting Appeal: What's the coming "biggest U.S. dollar event in 50+ years" that the wealthiest American's are preparing for... and what's this "secret currency" that gave triple digit returns?





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