

Writing sample from Kevin Adam  
CopyCopia Marketing, LLC  
www.copycopia.com  
563-650-4873

*Research is the key to making the best choices.*

## **Secret weapon to secure your dream retirement**

**Here's what can you do today to have a bright tomorrow**

Dear Investor,

The market is volatile. Money seems to appear, then disappear even faster, taking more with it.

You *hope* for the best when you check your investments, expecting to someday see the worst. There's no need to risk your financial freedom on the *hope* that your investments grow.

You can do *better* than hope.

There's finally a way to tip the scales in your favor - entirely legally. Check your portfolio with confidence, rather than gnawing fear. Finally be rid of the uncertainty and fear when investing.

Put the power to help your investments grow in the palm of your own hand.

### **“Regular” research is missing *this* critical factor**

My name is Chris Johnson. I'm the CEO and Chief Market Strategist for Johnson Research Group. At JRG, we have a single mission and focus: use research and analysis to put the power to grow your portfolio exactly where it belongs: in your hands.

Research is a critical part of our business. But not just “regular” research about business fundamentals and technical valuations - although those are essential components. At JRG, we include the “**missing factor**” - *overlooked by other analysts* - and it's this missing factor that gives the fundamentals *real* meaning, and gives more “punch” to the pick.

This missing factor can't be found in a business report, earnings report, or on a balance sheet. You won't find it in a quarterly prospectus. Yet, this missing factor is absolutely *critical* to understanding how a company's market position will change.

With this missing factor, all the fundamental and technical numbers come into clear focus. It points to opportunities overlooked by most market analysts. It even shows when the time is right for moving out of an investment. What is this missing factor? I'll tell you in a moment. First, I'll tell you where you can find it.

## **There's only one source for the "secret" factor**

You'll find it in the Johnson Research Group weekly newsletter, *The Insightful Investor*.

Each week, you'll receive information critical to making sound investment decisions to build your portfolio. Here's how we'll help you do that:

- **Unbiased and independent research - including the missing factor – from Chris Johnson and his team of analysts.**
- A Focus Stock of the Week – one we view as favorable *or* unfavorable - and the rationale explaining our view.
- **Our weekly review of upcoming economic announcements, and how they're likely to affect the market.**
- Our weekly *Strategy Lab* column. We provide education and guidance for option trading strategies - including a bonus option pick of the week.
- **Other special reports, updates, and analyses of other stocks of interest for the week.**

Our goal is to keep you *ahead* of the market. We do that with a focused research process - our proprietary *Behavioral Valuation*. This innovative approach - available weekly from JRG - tells our readers when to enter the market *before* the crowd. It also indicates when to sell, or not buy an investment that's become overcrowded. That's exactly the edge you need, and the edge you'll get from *The Insightful Investor*.

So how do you know we can do what we say?

Our research is often quoted in print and in the media. I'm a frequent guest on major financial news channels and quoted by the major sources of market activity and outlook, such as:

- **The Wall Street Journal**

- Barron's
- **Business Week**
- USA Today
- **CNBC**
- CNN
- And more....

### **The market rises and falls on...**

What, then, is this missing factor? It's what really sets *The Insightful Investor* apart from other publications. It's the basis of our proprietary *Behavioral Valuation*, and it is: ***market sentiment***.

I know that may not *seem* significant. Think about the variability in the market, how values change in response to mere *announcements*, and you'll see why it's a missing factor from valuations.

“Investors” hear bad news, and they want to sell. Or, they hear good news, and they want to buy. Unfortunately for those investors, those aren't the right times to sell *or* buy. That strategy is buy high, sell low, and that's *not* a sound strategy for long-term investing.

Fortunately, insightful investors don't have to invest that way. They know when to beat the crowd in, and have the crowd's money push up the value of their investment. They know when it's time to leave - and sell their shares to the crowd still buying.

You'll do this too - when you subscribe to *The Insightful Investor*.

Here's some of what you'll find in each weekly issue:

- Find out where the market is headed this week
- Get specific stock and option recommendations to build your portfolio to beat the crowd.
- Find out what's coming on the economic horizon - and what it means to you as an investor.
- Deepen your education by learning about different aspects of trading from expert analysts who analyze market sentiment and add that to their business valuations.

All this - and much more – comes to you weekly with *The Insightful Investor*.

You'll build the portfolio you want, performing the way you want, and you'll have it without the fear and sinking feeling that comes from uncertainty. Go enjoy the lifestyle and freedom you desire because your portfolio is strong. Isn't that a great reason to read *The Insightful Investor* every week?

## Let other investors make you rich

So what is a service of this caliber worth?

You might expect - and correctly - that investors who have lost *thousands* of dollars would be happy to pay \$2000 per year *or more* for the benefits you'll receive from our service. Even though it's worth that much, I want keep this available for all levels of investors. You'll receive a full year of weekly issues for **only \$495**.

And that's not all.

You see, sometimes weekly newsletters just aren't enough. Sometimes things happen that need immediate action, and we've got you covered. In addition to *The Insightful Investor*, you'll receive our *Position Update* when it's time to close out option or stock positions.

That way, you'll be able to act immediately to lock in profits or avoid losses. You'll also receive periodic special issues that we call *The Behavioral Buzz*. These are reports we send to you when something significant happens in the market. We'll tell you about it, and the implications, before the next weekly issue of *The Insightful Investor*. It's another way we keep you informed and help protect your position.

You can call us, right now, at 1-800-321-2170, and all these insights can be yours.

Now you know what a great value *The Insightful Investor* is, and how the information will strengthen your portfolio. But, that's just not enough. I want to do something special for you over the next year as you benefit from *The Insightful Investor*.

Here's what I want to do for you: I want you to be prepared for the next earnings season. So I'm going to include a full year subscription to the *Earnings Tip Sheet* - **FREE**. That's a **\$495 value**.

Find out reactions to earnings reports announcements as earnings season unfolds, with five reports per earnings season. Each of those reports will have *at least* five stock and two option picks. That's at least 100 earnings picks over the next year, in addition to the 12 recommendations from *The Insightful Investor*.

So let's recap: For **only \$495**, you'll receive:

- A full year of issues of *The Insightful Investor*, with all of the market analysis, unbiased research, economic announcements, a stock pick of the week, and full access to the educational library on our website.
- Emergency updates when it's time to close out stock positions.
- Periodic bonus issues of *The Behavioral Buzz*, with information on significant market activity that occurs between regular issues.
- An entire year of the *Earnings Tip Sheet*, with five issues early in each earnings season.
- A \$990 value **for just \$495.**

You need this vital information to grow and secure your portfolio. This small investment can yield *many* times it's price.

Get rid of that gnawing dread and uncertainty with *The Insightful Investor*. Call us now at 1-800-321-2170 to get started right away. Live the life financial freedom can bring. Call now to get *The Insightful Investor*. You'll be glad you did.

Wishing you the best in insightful investing,

Chris Johnson  
CEO and Chief Market Strategist  
Johnson Research Group