



TRUMP
UNIVERSITY

WE TEACH SUCCESS.



Insider success secrets
from **DONALD TRUMP.**

The credibility here is HUGE. At the time, 2006, Trump was the physical embodiment of the American Dream. He even had a show on TV, where he got to show-off his business smarts every week. So putting him front and center like this is the only move.

THIS IS A PRIVATE, LIMITED-TIME ONLY INVITATION FROM TRUMP UNIVERSITY.

Exclusive and urgent. There's a lot of credibility in "Trump University" too.

From:

Donald J. Trump Remember, at the time, this guy is a massive celeb and a billionaire.
40 Wall Street Why's he writing to little ol' you? Makes you feel special.
New York, New York 10005

April 15, 2006

Saturday, 10:30:55 PM Ultra-specific.

It's not often that I reveal *any* of my hard-won success secrets for free. However, today is different.
Promise to reveal secrets for free.

Let me explain:

Listen: In the next few minutes, I am (with your permission) going to give you a special report titled:

Note these two subheads. If you ignore everything else, you still got the main takeaway...

"5 Trends That Can Make You RICH In Real Estate Today!"

Remember, April 2006 is PEAK U.S. Housing Bubble. The timing for selling this course is perfect, but horrific time to get into Real estate.

AND I'm also going to give you a DVD of me personally explaining many of my insider secrets.

It's a combined value of \$76.95... and... I'm going to give it to you...

Straight into the offer. No warm-up. Don't need to waste time proving Trump is credible.

5 Trends That Can Make You RICH In Real Estate Today!
Absolutely Free!

Absolutely Free!

I'll tell you why in a minute. But first, I must warn you, this is a limited-time offer. Your private, limited-time invitation for this free special report and DVD will expire within the next 60 minutes, if you do not respond.

Urgency, but obviously not true. Limited DVDs would be a better more believable "reason why..."

Now, let me give you a quick glimpse at the secrets I reveal in this exciting special report:

- **How to identify and profit from the expansion of the far suburbs, called "exurbs"!**
(These booming new areas--as far as 75 miles from the nearest city--are

experiencing rapid population growths... often ***doubling*** every few years. This causes high demand for housing and rapid appreciation of real estate values from year to year. In the report you'll discover 4 unique and ultra-profitable ways to make money from this trend... *even if... you are of modest means.*)

- How to ride the money-wave quickly building as a result of the growing number of Baby Boomers reaching retirement age! (There are two traits that separate these "retirees" from past generations. Once you understand these traits, you'll be in a position to get in front of and ride this trend for handsome profits!)
- **Three reasons why the number of single Americans is rapidly growing... and... a profitable strategy for taking advantage of this surprising trend!**
- How to understand, respond to and make money from the "Greening of America"! (This ecologically-conscious trend is something to seriously consider now... *if*... you want to profit from it in the coming years.)

Not if, but when...
assume the sale.

Remember, at the time you would have seen building happening all around. Your friends selling their houses for double what they paid only a few years ago. The fear of missing out must have been huge, and *almost* no one is expecting this money train to crash. Think AI today.

As soon as you read the report, you'll understand--and be able to take advantage of--the trends that can start you on a path now, today, to financial freedom with real estate. [More visual copy here?](#)

However, remember, that's not all I'm going to give you. It gets even better. Not only am I going to give you this exciting special report free, I'm also going to give you--for free--a DVD of me *personally* explaining many of my insider secrets for succeeding wildly, not just in real estate, but in business and life in general. It's titled:

"A Candid Conversation With Donald Trump"



This DVD truly does contain the essence of what I believe and know it takes to be successful in real estate, business and life today... and... well into the future. It's exactly what I'd tell you if you and I were having a friendly conversation face to face about success. It's unscripted and unrehearsed. Just me shootin' straight on what it takes to be a winner. *This feels like you're getting a one-on-one with a billionaire, nothing held back. Super valuable.*

Here are the key topics covered in the DVD, in addition to my proven Real Estate strategies:

- **Creating A Great Brand**
- **Career Advice** *Why hasn't the copywriter written proper fascinations here? These are "bad" bullets. Unless the copywriter wants to keep the pace up for now, keep you moving through the letter...*
- **Education**
- **Entrepreneurship** *Do you even need to dress up "Success In Real Estate" when this is coming from Donald Trump, e.g. is "Success In Real Estate with One Weird Trick" stronger?*
- **Leadership**
- **Learning Business**
- **Book Smarts vs. Street Smarts - Being Mentored**
- **Making And Learning From Your Mistakes**
- **Success In Real Estate**

- **Salesmanship**
- **Dealing With Failure**
- **Trump University**

I'm sure you'll agree that this is exciting information. Especially since it will be **given to you in the next few minutes...** and... it will be available to you **free**. But *why* am I doing this? What's the catch?

Actually, there are **two** catches. However, they are small and carry **no risk** on your part whatsoever.

"nex few minutes" = instant gratification. Don't make the buyer wait for the goods.

Here's the deal:

The first small catch is the **Special Report and DVD are downloadable**. **That means you must use the Internet to access them.** (But don't worry, **no exotic computer skills are needed**. You'll receive complete, easy-to-understand instructions for downloading and viewing everything. Plus, there's free support-help available if you need it... either by e-mail, or by calling our toll-free customer support line.) **Back in 2006, this was probably still necessary... even though you're using the internet to read this sales letter (so it's a qualifier too).** Some older folks could still do with this reassurance today.

The second small catch is I'll *only* give you the free success secrets contained in my Special Report and downloadable DVD--**a combined value of \$76.95--if you'll agree to an exclusive risk-free trial** of my newly released... **Soft or false close... the copywriter is preparing you to get your wallet out.**

But first, he must build massive value so the price is a bargain.

"Make Your Fortune In Real Estate" eBook Series

Each ebook in the series is also immediately downloadable and chocked-full of golden nuggets of insider success knowledge... making them nearly invaluable for anyone interested in making their fortune in real estate. For example, in book number one...



Catching the Wave:

How Timing Can Make You a Fortune in Real Estate Today

You'll discover...

- **Why, even though you can make money with what the real estate infomercial "gurus" teach, you can't--or most likely won't--achieve lasting success using their programs!**
- The *real* secret to amassing riches in real estate!
- **3 reasons why two Ukrainian immigrants--a husband and wife--succeeded in real estate in America when so many others fail! (Even after losing his regular income overnight--due to the World Trade Center attacks--Gennady [the husband] and his wife Maria were able to bounce back with lightning speed because of their real estate investing knowledge. Discover their secrets!)**
- How Jack and Janine (two Americans, and another husband and wife team) failed in real estate... even though... common wisdom said their investment should have paid off big! (Learn

from their four major mistakes!)

- **A major key to maximizing real estate success while reducing risk at the same time!**
- Why you should check out the schools in a potential investment area whether you have kids and plan on living and schooling them there or not... and... how to do it!
- **How to get the inside information you need on local development, local retailers and other essential services that are so important to your ability to invest successfully in an area! (It's hard--often for hidden reasons--to get the "Big Picture" information you need on these critical areas. I'll show you how with little or no hassle.)**
- Why you should never fall in love with your investments!
- **2 crucial questions you must ask yourself concerning "lending trends" before you ever invest a dime in any property or properties!**
- The banks' dirty moneymaking secret revealed... and... how this secret exerts tremendous influence on your overall success in real estate!
- **Why you shouldn't rely on your bank or loan officer for accurate, objective advice about the best time to get a mortgage... or... even worse, but a mistake too commonly made, turning to him/her for mortgage advice! (Just avoiding these two money-sucking traps will put you far ahead of the game.)**
- One strategy you must employ if you are serious about reaping the rich rewards and amazing lifestyle possible from your real estate investments!
- **4 life events--you must be aware of and plan for--that are almost certain to happen at some point to everyone! (You can deny these truths if you want... but... they are going to happen anyway. If you truly want to succeed in real estate, it's best to prepare in advance.)**
- 2 factors the average person takes into consideration when making a property buying decision... and... the downside of this "limited" way of thinking! (You see, the average person almost always leaves out or doesn't consider the most important factor of all!)
- **7 "smart questions" that help you determine how well you are managing debt! (An accurate gage of where you are at and where you are going--concerning debt--is absolutely necessary for lasting success!)**
- 3 debt-factors that, when understood, increase your odds of success exponentially!
- **How to *create* the trends that will bring massive real estate profits to you!**
- The true story of the Trump Plaza Hotel and Casino and what you can learn from it!
- **How Frank Sinatra's hometown of Hoboken, New Jersey, was transformed from a downtrodden, dirty city into a goldmine by small investors. (Despite resembling a wasteland, a group of small investors were able to see the potential in Hoboken that was overlooked by most... making them truly huge profits from relatively small investments!)** Nice mention of Sinatra here... maybe acts as a pattern interrupt to re-engage you? Maybe adds credibility by association too?
- 8 character traits you can develop that help you "punch up" your visionary powers... so... you can position yourself *ahead* of the waves of change that carry outstanding opportunity for

making riches!

Most of the bullets above have nothing to do with market timing, it seems to me anyway.

In book number two...

Fortune without Fear

Fortune Without Fear:

How to Neutralize Risk and Build Your Fortune in Today's Hazardous Real Estate Market Calling the RE market "hazardous" is an interesting angle...

You'll discover...

- **Four rock solid strategies for minimizing risk, analyzing a problem and taking action.**
- The three traits that define your relationship to risk?
- **Discover the most risk-free business structure for you to use to protect yourself as you build your real estate empire.**
- Three things you can do to protect yourself from a bad partner. And how to screen a business partner before it's too late. Never enter into a partnership until you've taken these steps.
- **How to minimize your risk with the right insurance. Learn how to separated the players from the talkers.**
- Get the inside scoop on common mistakes beginners make when buying property insurance. Save yourself a lot of money and eliminate a ton of headaches.
- **Insider secrets you can use to lower your insurance premiums.**
- How to find out if your insurance company is going out of business.
- **Know more about properties than the Inspectors you hire.**
- 5 Critical Things You Should Know Before You Hire an Inspector.
- **How to Find a Certified Inspector in Your Area. Three great Internet sites.**
- How to Check on an Inspector's Certification. Is it really valid?
- **Two Essential Reasons You Should Carry a Digital Camera When Inspecting a property.**
- One Thing Everyone forgets When Inspecting a Home. Overlook this at your own personal peril.
- **Unpleasant Risks No One Liked to Talk About. Ignore them and they can cost you a bundle.**
- Avoiding the Perils of Risky Financing. How to protect yourself from risky mortgage financing, including owner financing.
- **When to Use a Balloon Mortgage-generally considered as a high risk loan-there is a time you should consider using them.**
- The Only Exception for Seeking an Interest-Only Loan.

- **Learn from these Two Owner-Financing Case Studies-when owner financing is an invitation to disaster.**
- Two insightful case studies illustrate the pros and cons of owner-financing. John and Cynthia Cobb's story shows how creative financing put them into a home with no money down. They got the exact home they wanted in the exact neighborhood they wanted. And the owner came out ahead in the deal as well. A win/win deal for everyone.
- **Four Wealth-Preserving Secrets of Real Estate Masters.**
- The Real Estate Investors Worst Nightmare and How to Avoid it.
- **Three Ways to Prevent The Government from Claiming Your Fortune after You Die.**
- Dishonest Employees Bleed You Dry. Four practical ways to protect yourself against this happening to you.

In book number three...



Million-Dollar Skills:

Winning Strategies for Succeeding in Real Estate

You'll discover...

- **The six false assumptions about real estate-how many to you have, and what they are costing you.**
- The four secrets to turning crippling fear into the courage of a lion.
- **The things no one tells you about zero money down real estate deals. Learn both the pros and cons of zero money down real estate deals including, tax liens, rent to own, foreclosures, partners, Internet and other real estate auctions and estate sales.**
- Four things you need to do or know before you ever buy a foreclosure.
- **Get expert insights on today's hottest investments from single-family homes to co-ops and more.**
- When leap frogging from house to house your impressive-sounding profits can be canceled out if this overlooked item is not factored in.
- **Four advantages to buying condos and co-ops and three downsides you shouldn't overlook.** Few of these bullets play on the upside and downside. Greed and Fear. It's a good copy strategy... e.g. X Foods that Grow Cancer Cells, and X that Shrink 'Em.
- The overlooked **pros and cons** of investing in commercial property.
- **The Secrets of Trump Negotiating-Use Trumps 7 Rules of Negotiating for all your deals and learn how to win. Rule number two will probably shock you.**
- Valuable case studies you can profit from.
- **Also included in this invaluable book is a bonus chapter on Emergency Tactics for**

also included in this invaluable book is a bonus chapter on emergency tactics for **Deals that Go Sour**. Included are these 5 deal busters; competitive buyers, snotty banks that refuse financing for employment or credit history reasons, appraisals that come in too low, defects your lender cannot accept.

In book number four...



Secrets of Selling Property:

Cutting Edge Techniques for Making Top Dollar Deals

You'll discover...

- **How to get in control of the value of your property by using this powerful 3-step strategy for maximizing the return on any property.**
- How to pick the right property to buy when flipping property for profits--purchasing a fixer upper is a good plan however, renovations don't automatically mean you'll get the price you're looking for.
- **Learn the single most important factor to determining the true value of a property you are considering flipping before you buy.**
- The profitable secrets to determine whether or not a property is under market value.
- **Don't make this costly mistake... investing thousands on improvements that will not give you a return on your money-- discover which improvement to your property will really make you money.**
- Twenty improvements to consider for increasing the value of your property and two ways to decide which ones to make.
- **The golden home improvement rule you must never forget.**
- The three most effective ways to get repairs done at minimal expense.
- **10 questions to ask before hiring a contractor.**
- Get the insider information on when to sell a property yourself and when to use a real estate agent.
- **A secret technique you do on a Saturday that tells you everything you need to know about hiring a real estate agent.**
- Six probing questions to ask a real estate agent that reveal if they are a top pro or not.
- **How to sell your property yourself for maximum dollars.**
- Never overlook these three basics when selling your property-if you do you'll suffer the financial consequences.
- **Learn to play buyers off of each other for a bidding war.**
- 27 revealing questions that help you understanding your best prospect to sell to.

- **How to write classified ads that sell.** Wasn't called Black Friday in 2006? Weird way to say this.
- How to write ads that attract more buyers than **a day after Thanksgiving Day sale.**
- **Everything you need to know about creating your own For Sale By Owner Flyer.**

Also included in this book is a special marketing bonus chapter on **Repackaging Your Property to Unlock its Hidden Value.** Learn how to increase property value and appreciation, how to deduct your expenses on your taxes and how to generate income from a property, or parts of one, that might otherwise sit idle.

And in book number five...



High Powered Strategies for Real Estate Success:

How to Create a Master Plan for Your Success

You'll discover...

- **Learn the three phases of winning the real estate game-and follow the eleven rules to become a master at the game by following these strategies.**
- How to write your own real estate investing business plan for fun and profit-and for getting funding.
- **Seven lucrative reasons for writing a business plan.**
- Learn the eleven sections to include in your plan and everything that needs to go in them.
- **Learn how to be a landlord-explore the situation a landlord deals with and how to successfully do the job.**
- Discover the pros and cons of hiring management companies-don't make these fatal mistakes.
- **Techniques for avoiding deadbeat tenants.**
- The stupidest mistake a new landlord can make.
- **Why you should never use an off-the-shelf lease form.**
- How to do the dirty work no one wants to do but everyone has to do sooner or later-collecting late rents, evicting tenants and other nasty duties.
- **Case studies you can learn from and more.**

As you've read about everything you'll receive access to, **I'm sure you realize the value** of this rock solid money making information. As you can tell you get reliable business information to base any real estate money making venture on. **"Value" mentioned twice here. The line below is especially powerful because Trump is using the "secret" he recommends to sell you...**

I've discovered that one of the best business practices for achieving success is to add exceptional value. It is my desire that your relationship is a long term one. So I've added...

Two "Think Big" Bonuses

Think Big Bonus #1:

Free Membership to Trump University

Your membership includes:

- Free lifetime membership to Trump University.
- Access to the Connect section at Trump University - A discussion forum, the Trump Blog, and ongoing opportunities for valuable interaction with Donald Trump and other experts combine to provide a unique resource.
- **Great name.** *Inside Trump Tower* archives - This archive collects every issue of the weekly e-newsletter of Trump University. The articles feature valuable strategies for success in today's changing real estate environment, written by Donald Trump and other experts. *Inside Trump Tower* is intended to unleash the power of self-directed learning for a happier and more successful career. The themes of some past issues include: Think Big, Go with Your Gut, Love What You Do, and Knowledge is Power.
- Members only discounts on courses and products, preferred pricing and a guaranteed slot in future Trump Real Estate Alliance programs.

Think Big Bonus #2:

Free "Think Big" Wealth Building Consultation

I believe this is one of the most valuable gifts I can give you because one of the keys to every successful business is a plan, a big plan.

You've got to know where you are going. You need a map. You wouldn't travel cross country without a map to guide follow. You monitor your progress with a map and if you stray off course you use the map to bring you back on track.

To help you with your plan I've arranged for a free consultation with a qualified consultant, who will help you clearly identify goals and where you're headed and offer guidance about the best ways to get there.

You will be asked to fill out a "Think Big" consultation form. Simply fill it out and submit it, and it will automatically be sent to your consultant so they can prepare in advance for your one-on-one call.

Please take advantage of this valuable free gift.

I'm sure you'll agree this is pretty exciting information, as well. But wait until you hear the price. For a limited time, **to help develop a business relationship with you**, I'm going to give all this to you-the Special Report (\$9.95 value), the downloadable DVD "A Candid Conversation With Donald Trump" (\$67.00 value), the "Make Your Fortune In Real Estate" eBook Series (\$99.75 retail value), and the Two Think Big Bonuses-that's a total value of \$176.70 for only...

\$39.95

Why price this success package so low? It's simple. I believe that once you get a taste of just how valuable these insider success secrets are, you'll want more of the same real-world success education offered in my other courses. And if that's the case, we will both be getting a great deal in the long run. However, if you are not absolutely bowled over by what you discover in this package, I insist on buying it back at full price. Therefore, I'm offering you a... **Great reason why for the low price.**

30-Day "You Have My Word" 100% Money Back Guarantee!

Here's how it works: Order the product and download the Special Report, DVD and eBook Series-and don't forget the two "Think Big" Bonuses. Take up to 30 days to review everything... the vast amount of business ideas, experiences, strategies and insider success secrets I've described here... and more. Then, if you aren't satisfied *for any reason*, or no reason at all, just ask for your money back. We'll promptly return every dime you invested. No hassles and no questions asked. That's as fair as I can be. This package either lives up to what I've told you here or it's free. And you have my word on that. So, if you're ready to start devouring these insider success secrets...

Here's What To Do Now:

Simply fill out this form, by entering your name and the email address you would like us to use for emailing you the Trump University Real Estate Series.

No link to order form.
Got to get on the list first.
This forced opt-in is a
commitment you make...
Making you more likely
to convert on the OF.
That's the idea, anyway!

To proceed, please enter your name and the email address you would like us to use for emailing you the Trump University Downloadable Real Estate Series.

First Name:

Email Address:

Then, you will be taken to our secure processing form where you can enter your contact and payment information. After your order is processed you'll be taken to another secure page where you will be asked to fill out your "Think Big" consultation form in preparation for your free Wealth Building Consultation. From there you will be taken to the download page where you can get the complete package... *everything* I've told you about here. You can literally have my insider success secrets in your hands in the next few minutes! **Walkthrough of what's about to happen next... Important.**

That's it. However, don't forget this is a limited-time offer. Again, your private, limited-time invitation for this free special report and DVD will expire if you do not respond within the allotted time.

After that, your Special Report, "A Candid Conversation With Donald Trump" DVD, the "Make Your Fortune In Real Estate" eBook Series, and the two Think Big Bonuses--a \$176.70 value--will be offered to someone else. So, go to our secure processing form now, before this slips your mind... and... before it is too late.

Sincerely,

Donald J. Trump

Donald J. Trump
Chairman
Trump University

I assume there was a countdown clock on the original sales page...

P.S. I have intentionally put a time limit on this offer. Why? Because one of the prime determinants of success in life and business is the ability to make quick, definite decisions. And I'll be blunt: If you cannot or will not respond to this offer before the deadline, this package is not for you. Knowledge, even insider knowledge and success secrets like what I've described here cannot make a success out of anyone who lacks the courage to make decisions... and make them quickly. Quick, decisive action truly is one of the most important qualities you must have before you can lead the good life. So, my deadline is a challenge... a test, if you will, of your potential for success. It's your choice as to whether you pass or fail. You can say yes or no to this invitation. A "yes" answer may very well be the catalyst that opens the doors of opportunity, success and riches in your life. A "no" answer could always leave you wondering "what might have been." In either case, I wish you the very best.

This P.S. is a great example of how to explain urgency honestly — ignoring the fake countdown clock — you can use it for almost everything since everything worth doing requires some action, whether that's being successful in real estate investing, losing weight, whatever... Note as well, the tone isn't begging for the sale, it's the opposite. Take-away selling / Qualifying. You got what it takes, or you don't... Winners order.

Trump University Sales Letter by Scott Haines
(<https://swiped.co/trump-university-scott-haines>)

Swiped in March 2016

Ran 2006