

This **banner and landing page** were written for Nightingale-Conant – the leader in self help tapes. The banner was intended to route the prospect to the landing page.

### **Banner:**

## **Frustrated By Not Achieving Your Goals? IT'S NOT YOUR FAULT!**

***FREE Audio Download from Dr. Nick Hall's "I Know What to Do, So Why Don't I Do It?"***

### **Landing Page:**

**“Another day... and I was still no closer to my goals.**

**Then I found Dr. Hall's breakthrough discovery.**

**Now? I'm not just closer. I'm there!”**

It was New Year's Day, 2007... My resolution? Lose the 30 pounds I'd gained since college. My family was supportive. My wife even cooked special meals for me.

I was fine the first few weeks. Hitting the gym everyday... watching what I ate. I even lost three and a half pounds!

But then, little by little, the excuses started to creep in...

- I don't have time to go to the gym
- One cheeseburger won't matter
- My family needs me
- My job is too stressful
- I'll do it next month – or next year

Sound familiar? I thought so.

It was like a bad movie I was watching over and over... You see, I'd read all the diet books. Tried every new fad. I even went to meetings. **But nothing seemed to work.**

The thing is... I knew what I needed to do to lose the weight - eat right and exercise. I just wasn't doing it. And the worst part? Each time I tried and failed, I felt even worse.

And it wasn't just the weight... I had a laundry list of things I never finished. Or even started. I kept asking myself the same question, over and over...

***“Why can't I get anything done?”***

Not just the big things in life... But little things, like cleaning out the garage or balancing the check book.

I also wondered why certain people **always** get things done. Is it some secret they know? Their genes? Their upbringing? In short, what were they doing right?

And what's wrong with me?

As it turns out, the answer is... “Nothing!” That's right - nothing. **I'm here to tell you, it's not your fault.**

And, yes - there is a secret they know!

A co-worker of mine told me about a program he tried five months earlier to break his own cycle of procrastination.

It's a breakthrough discovery that blows right past the personal excuses. And takes direct aim at the biochemical – yes, **biochemical** – roots of inaction. Then eliminates those roots, right at their source.

At last... a solution grounded in **science**, not personality!

Biochemical? Could it be that simple, I thought? After all, it went against everything I'd been told about achieving personal goals like...

- Changing careers
- Eliminating debt
- Eating better
- Exercising
- Leaving a bad relationship
- Taking up a new hobby
- Organizing the household

But I'd known this co-worker for quite some time. He's no flake. Plus, I'd seen him lose twenty five pounds himself – and just got a raise from our boss.

So, I figured what have I got to lose? That's when I ordered Dr. Nick Hall's six CD audio program, "**I Know What to Do, So Why Don't I Do It.**"

What an eye opener! For the first time – for the very first time - I realized that I'd been looking for the **right** answers... in all the **wrong** places.

Dr. Hall's program carefully walked me through the biochemical and neurological factors that kept me from accomplishing the things I needed to do. And once I located those factors? I was able to obliterate them, right on the spot!

As I turned out, I didn't lose 30 pounds. **I lost 37 pounds!** And I've kept them off for over a year now.

Not just that... Six weeks ago? I actually switched careers! Something I'd been putting off for years.

Daily tasks? No problem. They now get done like clockwork.

**And if it worked for me - believe me – it'll work for you!**

So, what are **you** ready to change? Your waist line? Your career? Your household? Your love life? Your debt?

Anything you want - it's all right there for the taking. Now that you know where to look!

Isn't it time to take control of your life? **Finally?** Then I urge you to order Dr. Hall's, "I Know What I Need to Do, So Why Don't I Do It?" today. Not tomorrow. Not next week. **TODAY!** Haven't you procrastinated long enough?

You shouldn't need additional motivation. But I'll give it to you anyway...

You risk nothing! That right, nothing. It's a **free trial offer**. Send no money! If you're not completely satisfied with the astounding results you'll begin seeing in less than a week, just send it back in thirty days. No questions asked.

However, if you decide to keep it - which I'm sure you will - your credit card will simply be billed \$39.95. That's a staggering \$40 off our regular price! Could it get any better than that?

Actually, it can... You also have a **full year** to experience these incredible tapes. If at any point during the year you don't see a full turn-around in your ability to take action and finally get things done, just send the tapes back for a full refund. No quibbling.

Which leaves just one last question. **Are you ready to take action... NOW?**

**Order Here**

