

FORBES

VIDEO SALES LETTER PROMOTING *SPECIAL SITUATION SURVEY*

Video Sales Letter

FORMAT: This is a "Rolling PowerPoint" video with voice-over by Steve Forbes and Taesik Yoon. Every paragraph of copy below represents a new PowerPoint slide. Copy should be *centered* on the screen. Every 10 to 20 slides, the speakers should feel comfortable changing a word or two so there is a slight variation between the voice-over and the visual. This creates a dissonance which helps hold the viewer's attention. The Rolling PowerPoint appears inside a frame on the reader's computer screen. Printed outside the margin of the frame is the headline: **My "Secret" Moneymaking Tool For Big, Steady Gains.**

The order button, when it appears, will be dark orange with reverse type saying ENROLL NOW. Once the order button appears, it remains on the screen until the end. Should the reader bail out early, a pop-up will appear offering the choice of leaving the page or seeing a printed version of the text. (NOTE: Please contact me when you're ready to produce the text version so that I can consolidate some of the sentences into paragraphs.)

COPY:

[Frame Headline]

My "Secret" Moneymaking...

[Countdown]

Please make sure your sound is on so you can hear the beep...

This video presentation will begin in...

3... [Beep]

2... [Beep]

1... [Beep]

[STEVE FORBES VOICE-OVER]

Hi, this is Steve Forbes.

I don't have to tell you that we live in unsettling times...

There's a lot of "noise" out there coming from Washington, from Wall Street, from overseas...

It's harder than ever for everyday investors to know where to put their money, much less thrive...

With increasing anxiety at home and the deteriorating situation abroad, the search for safe, money-making havens won't get easier any time soon...

But what if I told you that there's an almost foolproof way to earn big gains consistently with little risk...

Double-digit gains like 39% ... 48%... 72% ... 91% ... and maybe more...

A tool that could hand you 8 ... or even 9 colossal winners every year...

Sound incredible? Maybe. But I'm not asking you to take my word for it just yet. Not until you get the facts...

The next 10 minutes could turn out to be the most lucrative time you'll ever spend. Here's the deal...

We've used this tool for 60 years to generate easy gains for ourselves and an elite circle of investors...

It doesn't involve short selling, put/call options, or other high-risk strategies...

It doesn't take a lot of time to manage. And you'll probably find that it can supplement any investing strategy you might be using now...

It's called **Forbes Special Situation Survey**. You might call it my family's "secret" moneymaker...

My father, Malcolm Forbes, founded **Special Situation Survey** in 1954...long before most other advisories ever saw the light of day...

Quite simply, **Special Situation Survey** finds the best undervalued stocks that Wall Street misses or ignores ... those stocks most likely to appreciate within 18 to 24 months...

In other words: we invest in stocks that sell for less than their worth ... rack up double-digit profits on average ... and move on to the next undervalued asset before word gets out...

The results have been nothing short of astounding...

But I'll let Taesik Yoon...my hand-picked leader behind *Special Situation Survey*...tell you about them. Then I'll be back a little later to tell you about an amazing offer. Taesik...

[TAESIK YOON VOICE-OVER]

Thanks, Steve...and hello to everyone listening. It's a pleasure to speak with you today...

I feel like I'm the luckiest guy in the world...

I get to do exactly what I want to do every day...make stock picks that help our readers build their wealth and put extra money in their hands, almost like clockwork...

I analyze literally thousands of companies every year to find the 12 undervalued stocks that have the best chance for handing us double-digit gains...

Those undervalued stocks generated almost 20% gains in just 11 months on average...putting *Special Situation Survey* in a class by itself...

Now, what do I mean by undervalued? Let me give you a few real examples...

When we came across Western Digital Corporation, the stock was down about 20% over the previous four months...

Even though the company's profit margins were rising, Wall Street turned a blind eye...

But we were impressed with the way the company was reinventing itself ... going from making hard drives for computers to producing them for non-desktop products...

Just five months after we issued our recommendation to buy Western Digital, shares surged 51%...

Do you think Wall Street learned anything from their mistake? Not likely. Here's another example...

Celanese Corporation, which manufactures chemical products, had been around for more than 90 years...

Wall Street avoided it like the plague because of higher commodity prices and the company's heavy debt load...

But we saw something else: rising revenues, strong profits, and adequate cash flow...

Just four months after we recommended Celanese, the stock shot up 54%...

By the time Wall Street wised up, it was too late: we took our profits and moved on. Here's one more...

As one of the nation's largest supermarket chains, Safeway was competing against all the well-known players in a crowded field...

So who would expect strong capital gains from a stock that was getting punched in the face by newer stores like Whole Foods? You guessed it: we would...

When we saw Safeway expanding their selection of organic food and other higher-margin groceries, we told investors to BUY...

Six months after our recommendation, the stock was flying 48% higher...

I could go on and on, but the facts are clear: In every year since 1990, 7 out of 10 stocks that we've recommended have been winners...

That means that, on average, you would have pocketed 8 or even 9 blockbusters a year...

The Hulbert Financial Digest, the fiercely independent rating service, has ranked **Special Situation Survey** among the all-time top performing newsletters year after year...

In fact, out of 186 investment newsletters ranked by *Hulbert*, **Special Situation Survey** was the only publication to make the top 10 in overall performance on a one-year, three-year, and five-year basis...

I'm proud to be the top stock picker for **Special Situation Survey** ... but don't confuse me for a trader.

I'm not a gambler ... especially when it comes to the hard-earned money of our subscribers...

I invest ... I buy ... I hold ... and then I sell when the time is right.

This strategy has worked far more often than not for our readers. Here's what they tell us...

Bruce C. of Pennsylvania writes:

"I purchased my first **Special Situation Survey** recommendation in September 1978. Since that date I've averaged taxable capital gains in my purchases of 17% per year. And the last five years have been just as profitable for me as the first 21 were!"

Brian N. of New York says:

"Better than any so-called full service broker. This service advises you not only when to buy, but when to sell, too!"

And Mark W. of Arizona says:

"I've purchased six stocks so far. Five are up. One down. I'm VERY SATISFIED."

If you follow my advice, I just might be able to make you very satisfied, too...

So what makes ***Special Situation Survey*** different from -- and, we think, superior to -- other investment newsletters?

And what can it do for YOU? Allow me to tell you...

For starters, ***Special Situation Survey*** looks for great STOCKS, not companies...

It doesn't matter whether a company is good or bad: we're interested in the stock ONLY if it's selling for less than it's worth. But that's just the beginning ...

1. You get one carefully selected stock every month. Only one...

We track about 5,000 publicly-traded stocks looking for just 12 "special situations" to recommend to our investors every year...

Unlike dime-a-dozen advisories that hammer you, we zero in on one stock each month with the best chance for appreciating in value in the next 18 to 24 months...

Typically, our recommended list contains as few as 10 to as many as 20 stocks at any time...

You get updates on our open positions whenever there's breaking news...

2. You get a confidential report with in-depth, timely research...

Some publications just give you "snapshots" of promising companies...

But ***Special Situation Survey*** gives you the same kind of analysis that the big brokerage firms prepare for their institutional clients...

3. Your risk is slashed dramatically...

We screen each stock using ultra-conservative valuations...

We look at cash flow, profit margins, book value, financial leverage, cost of capital, and other factors to determine the stock's real value and growth potential for the most cautious and prudent analysis...

Result: Risk is minimized and the potential for big returns is maximized...

4. It only takes about 15 minutes a month to manage your investments...

You could spend your whole week plowing through a forest of company reports and research -- or you could let us do the heavy lifting for you...

Our reports are written to be acted upon. You get all the key information to make a wise decision and take clear steps...

5. You benefit from the worldwide resources of Forbes...

No other advisory has the global reach and bench strength of Forbes ... perhaps the most trusted and respected name in financial journalism...

6. You won't have to follow a complicated strategy...

We tell you when to buy and when to sell. It doesn't get any easier than that. Best of all...

7. You get the profits that Wall Street misses...

Instead of concentrating on the "hot stock of the day" or the "high flyers" or the stocks that everyone else is pushing, you get the undervalued gems that Wall Street so often ignores...

So how much money could you have made investing with us? Let me show you the results of some actual closed positions from our portfolio...

If you had invested a mere \$20,000 in any of these recommendations, you would have walked away with a gain of \$4,200 in 21 months in The J.M. Smucker Company...

\$22,400 in 18 months in Spirit AeroSystems...

\$9,600 in 22 months in Iridium Communications...

\$16,800 in 8 months in Spansion...

\$11,800 in 24 months in Medtronic...

\$19,000 in 8 months with ARRIS Group...

\$8,200 in 5 weeks in Big Lots...

\$8,800 in 14 months in Avago Corporation...

\$9,600 in 7 months in PharMerica Corporation...

\$6,000 in 17 months in Bemis Corporation...

Think about this: every one of these stocks was considered a LOSER by so-called "experts" ...

Imagine the tens of thousands of dollars you would have left on the table had you listened to them...

I don't want to see this happen to you. As a subscriber, you have access to potential double-digit gains month after month...

For the 10-year period ending October 31, 2014, the *Special Situation Survey* portfolio was up 339% ... while the annualized return of the S&P 500 during that same period was a modest 79%...

So what would you rather do: follow the conventional Wall Street crowd or come with us and do better?

If you're ready to take a giant leap in your potential to make big money consistently with a 60-year proven track record, Steve has something important to tell you. Steve...

[STEVE FORBES VOICE-OVER]

Thanks, Taesik. I hope by now you see the value in becoming a member of *Special Situation Survey*...

And how you can potentially earn double-digit returns every month while Wall Street looks the other way...

It's easy to join us by clicking on the ENROLL NOW button below. As a new subscriber to *Special Situation Survey*, your benefits start immediately...

You get 12 monthly reports with updates on all our outstanding positions. Your reports will be sent to you by First Class mail and will also be posted to our subscribers-only website...

You get a thorough, in-depth report specially prepared by Taesik on that month's #1 stock selection...

You get clear Buy, Sell and Hold instructions for every stock in the portfolio...

You get Special Alerts as breaking news happens, notifying you of exceptional fast-moving or urgent situations...

You get unlimited access to the password-protected **Special Situation Survey** website ... with the issue archive, special reports, and more...

You get an email notification when there's a new entry on Taesik's blog, with news and observations you won't find anywhere else...

With this package of benefits and with the superior 60-year track record of **Special Situation Survey**, you might expect to pay \$500 ... \$700 ... or even more ...

It's not unusual for institutional investors to pay several thousand dollars per report for the same kind of analysis that we provide every month...

But you won't pay \$2,000 ... or \$900 ... or \$700 ... or even \$500...

Enroll today through this special video invitation and pay only \$295 for a year's worth of **Special Situation Survey**...

That's less than \$1 a day. You save an incredible \$400 off the regular rate...

But hold on ... I'm so eager to have you on board that I want to give you a Special Bonus Gift just for trying **Special Situation Survey** today...

It's called **The Forbes Investor Guide**...

A collection of 14 strategy memos that will make you a smarter, more sophisticated investor practically overnight. Ordinarily we could charge \$95, but it's yours FREE if you enroll now...

But wait ... I'm still not finished...

I want you to be completely secure and confident in your decision to try **Special Situation Survey**, so...

Your subscription comes with my personal guarantee: In the unlikely event that you are ever dissatisfied for any reason, you can cancel at any time and get a full refund on the balance of your subscription...

The issues you received and **The Forbes Investor Guide** are yours to keep with our compliments...

You may not invest in every recommendation in every issue, but isn't it good to know that you have them at your disposal?

Just one winning stock could pay for your subscription many times over...

Remember: you get 12 issues of ***Special Situation Survey*** plus ***The Forbes Investors Guide*** at the discounted price of only \$295 if you click on the ENROLL NOW button below...

If you have even the slightest interest in ***Special Situation Survey***, I urge you to join us today. Here's why...

Obviously we want to maximize our profits and earn the highest returns on our money...

But to do that, we have to limit the number of new subscribers that we allow in...

If we left the door open indefinitely, we'd risk unduly influencing the market and driving our gains down ... which would defeat the whole purpose...

That's why we can accept a maximum of only 5,000 new subscribers. No exceptions...

If we hear from you after the door closes, your name will go on a waiting list until we have a new opening...

If you're serious about the amazing wealth-building opportunities found only in ***Special Situation Survey***...

If you want to cash in with a newsletter that has been racking up double-digit gains consistently for an astonishing 60 years...

Then subscribe right here and reserve your spot...

The decision is in your hands now.

ENROLL NOW button

[End of Promotion]