

About John Forde



JOHN FORDE has been writing winning advertising copy almost from the beginning of his career, in the spring of 1992. He's made untold millions for clients in the financial, health, and travel industries. And he's also personally trained dozens of other now-successful writers and mentored many million-dollar controls.

John is also the proud recipient of the "Ouzilly Award for Sterling Copy" and the "2008 AWAI Copywriter of the Year" award as well as a 2009 "Most Valuable Player" award from Agora Financial Publishing.

John is also a published author and regular speaker at intensive copywriting seminars in London, Paris, Bonn, Warsaw, Baltimore, and Delray Beach, Florida. He currently divides his time between the U.S. and Europe, with his wife and two young children.

John is also the founder and editor of the weekly industry e-letter, *The Copywriter's Roundtable*, considered by many to be one of the best in the industry (<http://www.copywritersroundtable.com>).

The Idea

The screenshot shows a web browser window with the URL <http://outstandinginvestm>. The browser's address bar and search bar are visible. The website header features the logo for AGORA FINANCIAL and a banner for "Make \$18,666 In Just". Below the header is a navigation menu with categories: Home, Economics & Politics, Crisis & Opportunity, Gold, Oil, & Energy, Growth, Tech & Medical, and Options Investing. A secondary menu includes About, Columnists, Research Center, LO.U.S.A., Customer Service, Newsroom, Agora Financial Books, and Vancouver. The main content area is titled "OUTSTANDING INVESTMENTS" and includes a sub-menu: Home | Current Issue | Alert | Reports | Master Archives | Portfolio. The "Master Archives" section is organized by month:

- March 2011**
 - Alert: Japan Disaster and Implications | Mar 14, 2011
 - Alert: Earthquakes and Oil Prices | Mar 11, 2011
 - Issue: Let's Profit from Big Copper... This Survivor of the Panic of 1837 is Now a World-Leading Miner set to Soar! | Mar 9, 2011
 - Alert: Looking For Oil In All the Right Places | Mar 4, 2011
- February 2011**
 - Alert: Five Billion Barrels – Looking Back and Ahead | Feb 25, 2011
 - Alert: Discussing the Long-Term Oil Investment Thesis, And A New Opportunity for You... | Feb 17, 2011
 - Report: Free Silver: An Easy Way To More Than Triple Your Money... as a \$5 Stock Jumps to \$15 | Feb 17, 2011
 - Alert: Mubarak: Turn off the Dark and Portfolio Comments | Feb 11, 2011
 - Issue: A Call on Future Oil Price Increases, and You Get Paid 4% to Wait | Feb 2, 2011
- January 2011**
 - Alert: Egyptian Turmoil: Sell Recommendations | Jan 31, 2011
 - Alert: State of the Energy Union | Jan 26, 2011
 - Alert: Where We're Going With Resources and Technology | Jan 20, 2011
 - Issue: Looking for Oil in All the Right Places: This Company's Advanced Technology Will Grow Oil Reserves and Your Portfolio! | Jan 14, 2011
 - Alert: Sell Alert – Plus, Comments on Rare Earths | Jan 13, 2011
 - Report: "Tight Gas" and High Yields: The Energy Breakthrough That Can Pay You Double-Digit Dividends | Jan 10, 2011
 - Report: Bullion and Beyond: Ultimate Wealth Protection Against The Coming Dollar Collapse | Jan 10, 2011

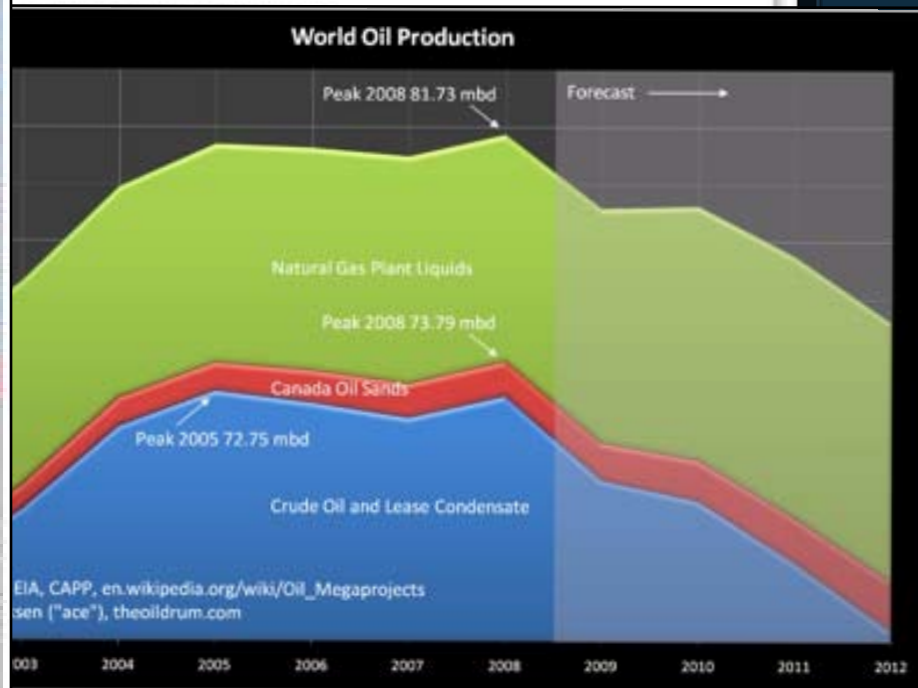
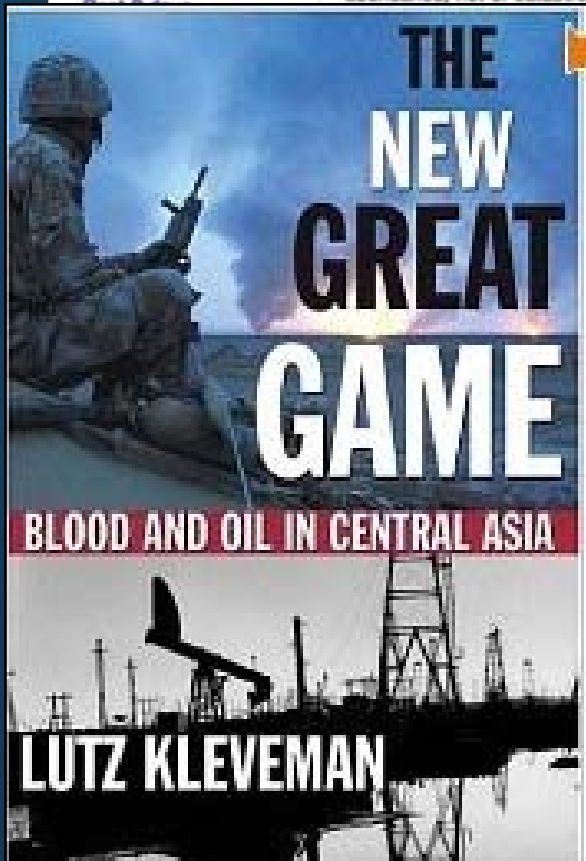
On the right side of the page, there is a "My Account" section with links for Current Subscriptions, Non-Subscriptions, Research Center, Customer Service, and Publishing Schedule. Below this is a promotional box for "RECEIVE AGORA FINANCIAL FOR" and a "My Current" section. At the bottom, there is a list of categories: Economics & F, Addison Wiggins, Addison's Wire, Strategic Short, Growth, Tech & Bulletin Board E, Penny Stock Fo, Breakthrough T, and Penny Moment.

The Idea



The Idea

A screenshot of a Google search for "future of oil". The search results show approximately 332,000,000 results. The top result is "Future of Oil" from February 25, 2002, projecting that by 2020, 83% of global oil reserves will be controlled by Middle Eastern regimes. Other results include "Oil And The Future" (2040), "Shifting demand suggests a future of endless oil - Business - Oil..." (2010), and "Trading Platform" (Plus500). The browser's address bar shows "http://www.google.com/search?q=future+of+oil".



The Idea

Terrorism's next target...

SPECIAL ISSUE
\$7.99

THE COMING OIL WAR

MAKE NO MISTAKE... The *REAL* war in the Middle East is just getting started. And over 696 billion barrels of oil could get trapped in the crossfire.

When America turns elsewhere for energy, A few smart investors could get very rich...

Dear friend,

How safe is your money in the wake of the "new war"? Forgive me for asking.

But with a mind-numbing \$1.4 TRILLION vaporizing on Wall Street just after the attacks... after \$4 trillion had already disappeared... money is an issue you and I can't afford to ignore.

I'm writing today to warn you — this investing environment could get worse. In 1973, oil prices

Remember "stagflation"? The years when you get painfully growth and skyrocketing inflation. In 1973, after the Yom Kippur War oil crisis locked America into recession. Well, guess what...

Again, recession looms. Again, the economy is stalling with anti-American rhetoric for millions of Americans. It looks like

SECRET ALLIANCE

Behind the Next Oil Apocalypse:



Men push world oil prices \$150 per barrel?

...even it.

...will go bust. Crisis will follow. The price will soar yet again on the

**...gains of 519%, 553% and 668%...
...see more, using the step-by-step
share below...**

Maybe you remember it.

Here.

Continued on the next page...

Vol. 48 Issue 1

Oct. 2006

Inside Of:

**Urgent Investment
Special Coverage:**

OUTSTANDING INVESTMENTS

www.agorafinancial.com • OI@agorafinancial.com

→ The Full-on Oil War of 2007: Bloody New "Backlash" Set to Rocket Oil Past \$150... and Send Gas Soaring to Over \$6 per Gallon

By Senior Analyst: Justice Little

I want you to imagine this: You've just left a café. A sickly 19-year-old steps out behind you, pulls a gun and fires five shots into a passing sedan.

You would have had no way of knowing, in that instant, that four years later, 9 million soldiers would be dead... four royal families would disappear... or that a mountain of debts and destruction would collapse a 300-year legacy of European hegemony.

All because of that event, the assassination in Sarajevo that sparked World War I.

Fast-forward to now. It's Feb. 14, 2005. And you've just stepped out of the luxury St. George Hotel. A caravan of black cars passes. Suddenly, there's an explosion and one of the cars is thrown off the road. Inside, an extremely popular multimillionaire is dead.

Like other isolated events, maybe you read the headlines and forgot about it.

But what I'm about to show you is that this event — an assassination of an already retired, very wealthy politician — will also mark the beginning of a history-making crisis.

A time of radical change and power shift that will immediately impact the way you live, the world you live in and the way you invest and protect your wealth.

It is, in fact, a whole chain of events... and an unholy alliance... centering around the collaborative desires of four extremely powerful, and potentially dangerous, men.

The most immediate impacts are just now coming to bear. By the time

The Data

The screenshot shows a Mac OS X Finder window titled "OSTI war 2010". The window is divided into three main sections: a sidebar on the left, a document viewer in the center, and a file list at the bottom.

Sidebar:

- DEVICES:** iDisk, JTF, Time Machine Backups
- SHARED:** Little Peanut, Mimi Forde's Computer (5), MyBookWorld, MyBookWorld-Backup
- PLACES:** Desktop, johnforde, Applications, Documents, Utilities, Movies, Music, Pictures, Dropbox, Untitled DVD
- SEARCH FOR:** All Documents, Today, Yesterday, Past Week, All Images, All Movies, Searching "This Mac"

Document Viewer:

The document viewer displays a document titled "leftover oil war hezbollah copy.doc". The document content includes a heading "Tehran's Secret Backup Plan" and a map of the Middle East with red arrows pointing to specific locations. The document is shown in a 3D perspective view.

File List:

Name	Date Modified	Size
OSTI New War upd...ffer 9-22-2010.doc	Sep 22, 2010 5:22 PM	1.2 MB
BWK-OSTI 2010-0...2010 JF LAFinal.doc	Sep 17, 2010 4:11 PM	1.2 MB
Trend toward deep...g likely to continue	Sep 16, 2010 6:40 PM	8 KB
OSTI War Close 99.doc	Sep 16, 2010 4:42 PM	57 KB
OST Deepwater Order Form.doc	Apr 1, 2010 3:22 PM	45 KB
OST New War 2010 to design 3.9.10.doc	Apr 1, 2010 2:51 PM	901 KB
OST New War 2010 Order Form shortened	Mar 10, 2010 5:31 PM	49 KB
OSTI War reply device.doc	Mar 10, 2010 4:51 PM	57 KB
OST questions 3.9.10.doc	Mar 9, 2010 6:35 PM	33 KB
BWK-OSTI 2010-0...t lead 02-10 LA.doc	Mar 8, 2010 2:05 PM	233 KB
BWK-OSTI 2010-0...t lead 02-10 LA.doc	Mar 8, 2010 1:32 PM	229 KB
OST OIL WAR 2010 JF LAFinal.doc	Mar 1, 2010 1:25 AM	856 KB
OST OIL WAR 2010 JF Final LA.doc	Feb 28, 2010 6:08 AM	1.1 MB
OST Mohammed test lead 02-10.doc	Feb 20, 2010 11:47 AM	221 KB
OST Iran Revenge test lead 02-10.doc	Feb 20, 2010 10:59 AM	229 KB
OST OIL WAR 2010 JF Final.doc	Feb 20, 2010 10:58 AM	1.1 MB
OST OIL WAR 2010 Final (crashes).doc	Feb 19, 2010 6:38 PM	1.1 MB
leftover oil war hezbollah copy.doc	Feb 19, 2010 6:23 PM	205 KB
Byronic Bio temp.doc	Feb 19, 2010 10:41 AM	41 KB
Sunni Shia Map.jpg	Feb 19, 2010 9:27 AM	229 KB
shiasunni_map700_1.jpg	Feb 19, 2010 1:11 AM	115 KB

The file list is sorted by Name. The file "leftover oil war hezbollah copy.doc" is selected and highlighted in red. The status bar at the bottom indicates "1 of 48 selected, 127.62 GB available".

The Outline

The image shows a software interface for creating a document outline. The window title is "PROMO TEMPLATE SCRIV - Teaser". The interface is divided into several sections:

- Top Bar:** Contains various icons for Binder, Collections, Add, Trash, Full Screen, Keywords, QuickRef, Comment, Wrap, Compile, View Mode, Search (All (E)), and Inspector.
- Binder:** A tree view on the left showing a hierarchy of folders and items:
 - Draft
 - Teaser (selected)
 - Promo Notes
 - Lead Complex
 - Headline
 - Lead
 - Proof
 - Track One
 - Track Two
 - Bio
 - Franchise #1
 - Franchise #2
 - 3rd party media
 - Teaser #1
 - Teaser #2
 - Testimonials from readers
 - Success Story #1
 - Success Story #2
 - Success Story #3
 - Teaser #3
 - Prediction
 - Push
 - Summarize
 - False Close
 - Intro Price
 - Second summary
 - Guarantee
 - last call
 - P.S.
 - Reply
 - Research
- Main Text Area:** A large white area in the center, currently empty, with a "Teaser" tab above it.
- Synopsis Panel:** A panel on the right with a "Synopsis" tab. It contains the text "For either envelope or above video" and a "General Meta-Data" section with fields for Label (No Label), Status (N/A), Modified (10/11/10), Include in Compile (checked), Page Break Before (unchecked), and Compile As-Is (unchecked). Below this is a "Document Notes" section.
- Bottom Bar:** Shows a zoom level of 100% and a status bar with "Words: 0 Chars: 0".

Writing

The screenshot shows a Scrivener interface with a draft document titled "Binary Options Scrivener draft - Headline". The document content is as follows:

JUST FIVE DAYS OR LESS

It's got nothing to with buying stocks, bonds or gold. It's not funds or dividends or real estate.

And while Europeans have used this secret market "instrument" to make money for years...

It's been completely forbidden for your "average Joe" American investor — *until very recently* — when it won the full seal of approval from the SEC.

This is so new, I'll bet you not one Wall Street pro in a dozen knows about it. Yet I happen to know it's already paid some investors 369%, 545% and even 1,339% ... in less than five days time for each of these gains.

Dear Friend,

The first thing you're going to want to know is that what I'm about to show you works fast — with results one way or the other in five days or less. Guaranteed.

The next thing you need to know is that *for decades* Europeans have used this "secret" market instrument to make fortunes — even while that was impossible here in the U.S.

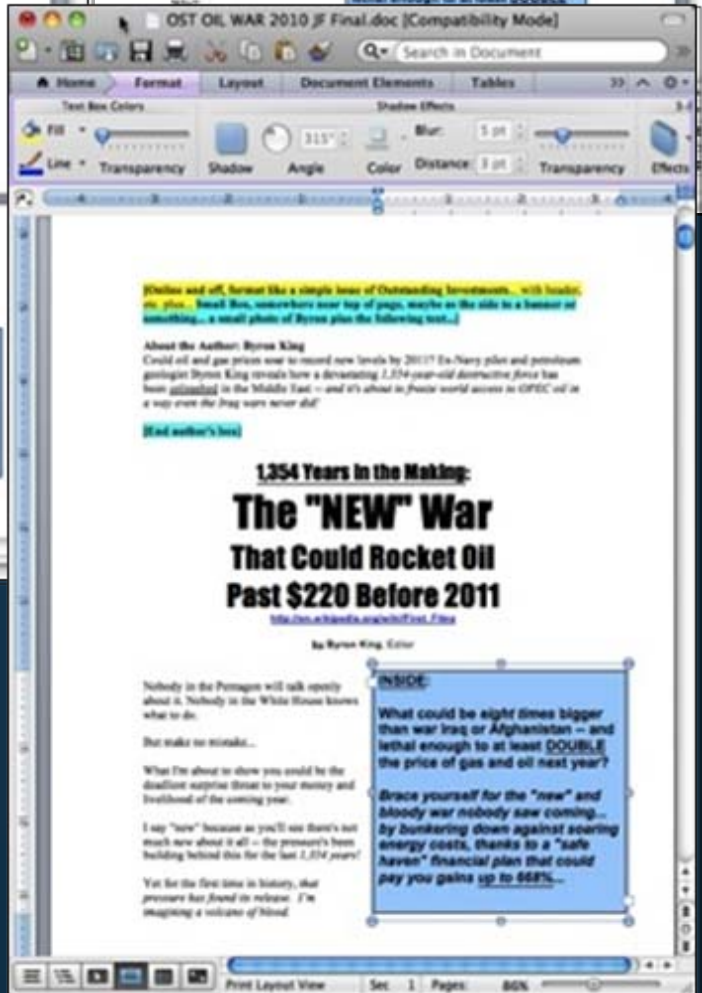
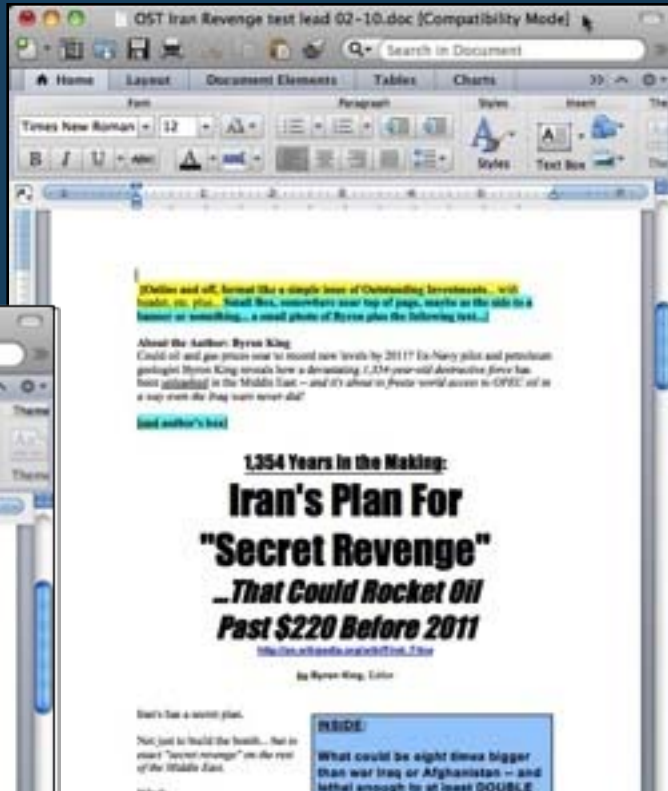
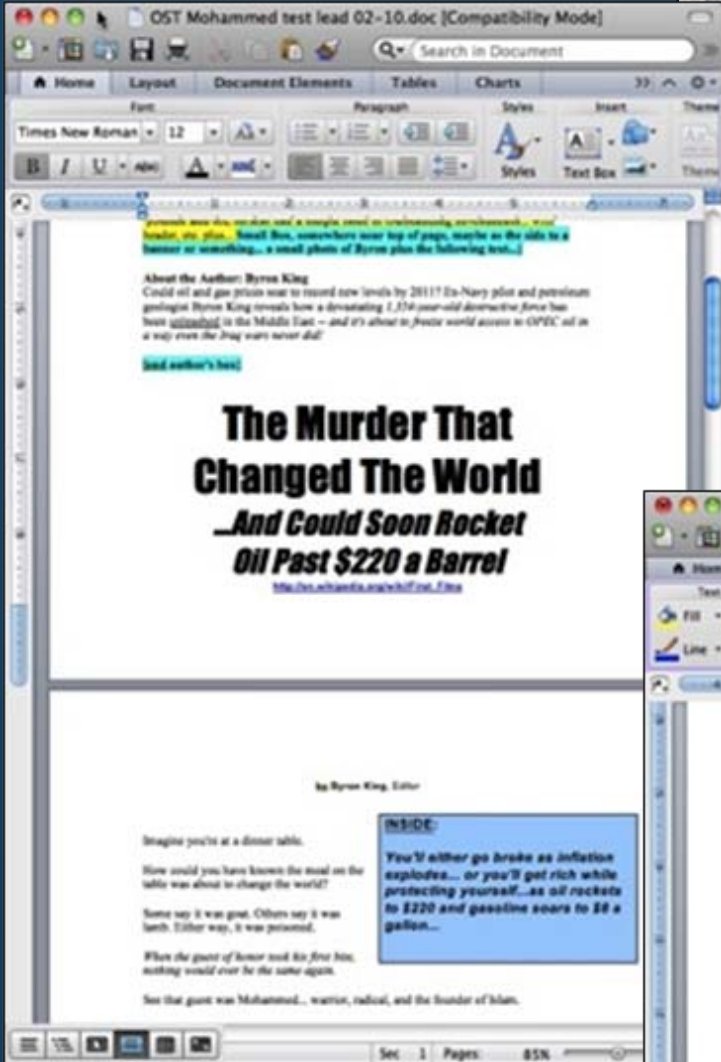
But now that's changed.

Not only is this new investing device completely legal, you could argue the U.S. version is even better — and safer — than the version they're still using overseas.

The interface includes a left-hand sidebar with a "Collections" pane showing a tree view of folders like "Draft", "Lead Complex", "Proof", "Push", "Research", and "Trash". The "Draft" folder is expanded, showing sub-items like "Headline", "Untitled", "Backg. on Binaries", "TR# 1 - 369%", "TR #2 - 545%+", "METHOD - DRAFT", "TR# 4 - 4 diff gains", "Bio Sidebar", "Franchise #2", "TR# 3 - 1,339%", "Testimonials from readers", "franchise...", "track record", and "PREDICTION - draft". The "Research" folder contains items like "Reply", "Teaser", "interview", "Intro Price", "Second summary", "past issue", "Track Record (raw)", "Testim. (raw)", "Objections", and "Excess copy/links".

The top toolbar contains icons for Binder, Collections, Add, Trash, Full Screen, Keywords, QuickRef, Comment, Wrap, Compile, and View Mode. The status bar at the bottom indicates "Pages 1-2 of 8 (Words: 2,082 Chars: 11,686)".

Versions



Revision

OSTI New War update+offer 9-22-2010.doc [Compatibility Mode]

Home Format Layout Document Elements Tables Charts

Font Paragraph Styles Insert Themes

Arial 14

B *I* U ABC

Search in Document

THE NEW WAR HOOKS ON

Past \$220 Before 2011

http://en.wikipedia.org/wiki/First_Fins

By Byron King, Editor

Nobody in the Pentagon will talk openly about it. Nobody in the White House knows what to do.

But make no mistake...

The "New War" ahead could not only dwarf the latest seven-year war in Iraq... but it could easily be the deadliest surprise threat to your money and livelihood this year.

I say "new" because, as you'll see, there's not much new about it all. It's a fatal pressure that's been building up for the last 1,354 years!

INSIDE:

What could be eight times bigger than war Iraq or Afghanistan -- and lethal enough to at least **DOUBLE** the price of gas and oil next year?

Brace yourself for the "new" and bloody war nobody saw coming... by bunkering down against soaring energy costs, thanks to a "safe haven" financial plan that could pay you more in its **200%**.

Only now, however, is it about to find its full and violent release.

When it does, brace yourself as dollar-backed savings get SLAMMED... the dollar plunges down into a TAILSPIN... and worldwide gas and oil prices double, or even triple... all within the next few months or early in the coming year.

What on earth could I be talking about?

See, you the suspense in Afghanistan. Not even Pakistan with the bomb or some new terrorist event. Rather, what lies ahead is the last thing most people expect. Yet, also never in future history books is already writing itself.

You see, if the evidence I'm about to show you is right, just not one but as many as eight key Islamic countries are heading right now toward a bloody "new" war with each other - in a battle that could cover the entire Middle Eastern region.

And given a bitter divide that's been FOURTEEN CENTURIES in the making.

How soon? This could begin within weeks. The pieces are in place. But more likely, it could come sometime within the next 12 to 18 months. Here's the key point. Whenever it begins, no less than 66% of the world's key energy reserves lie smack in the crosshairs. <http://www.railroad.org/whomay/whomay2worldwideindex.html>

Sounds hard to imagine?

The Lawyers

OST OIL WAR 2010 JF Final LA-2.doc [Compatibility Mode]


Search in Document

Home Layout Document Elements Tables Charts SmartArt Review

Font Times New Roman 12 Paragraph Styles Insert Themes

They want it so they can throw a dark shadow over their Sunni Arab neighbors, too!

Take a look at this...



[Title: *Iran's First Move...* Caption: *With total control of the Hormuz "oil chokepoint" in the Persian Gulf and new power in "liberated" Iraq, the Iranians have a brand new foothold for kicking off the long-awaited "Shia Revolution."*] [Design note: *what map is*

drawn, please make sure the most creative elements like style of arrows, the flames are not copied, since that could lead to a copyright infringement suit!

You'll notice two things.

First, you'll see how Iran's Shia influence has spilled across the border into southern Iraq. Southern Iraq is where you'll find six of Iraq's eight "Supergiant" oil fields. It's also where you'll find a key border with Shia Islam's mortal enemy -- Saudi Arabia.

Saudi Arabia is Sunni.


Print Layout View Sec 4 Pages: 9 of 41 Words: 90%

First Test

1,354 Years in the Making: The "NEW" War That Could Rocket Oil Past \$220 Before 2011

Address Book Mail BBC Google TimeBridge ShowmyPC Stumble WINE Reads BPost imdb .mac Wiki

1,354 Years in the Making: The "N...



1,354 Years in the Making:
The "NEW" War
That Could Rocket Oil
Past \$220 In 2011
by Byron King, Editor

Nobody in the Pentagon will talk openly about it. Nobody in the White House knows what to do.

But make no mistake...

What I'm about to show you could be the deadliest surprise threat to your money and livelihood of the coming year.

I say "new" because as you'll see there's not much *new* about it at all — the pressure's been building behind this for the last *1,354 years!*

Yet for the first time in history, *that pressure has found its release. I'm imagining a volcano of blood.*

When it blows, you could see your savings get **SLAMMED...** the dollar thrown into a **TAILSPIN...** and, here's what will stun the still-recovering world economy, *gas and oil prices doubling or even tripling within the next 12 months.*

How on earth is that possible?

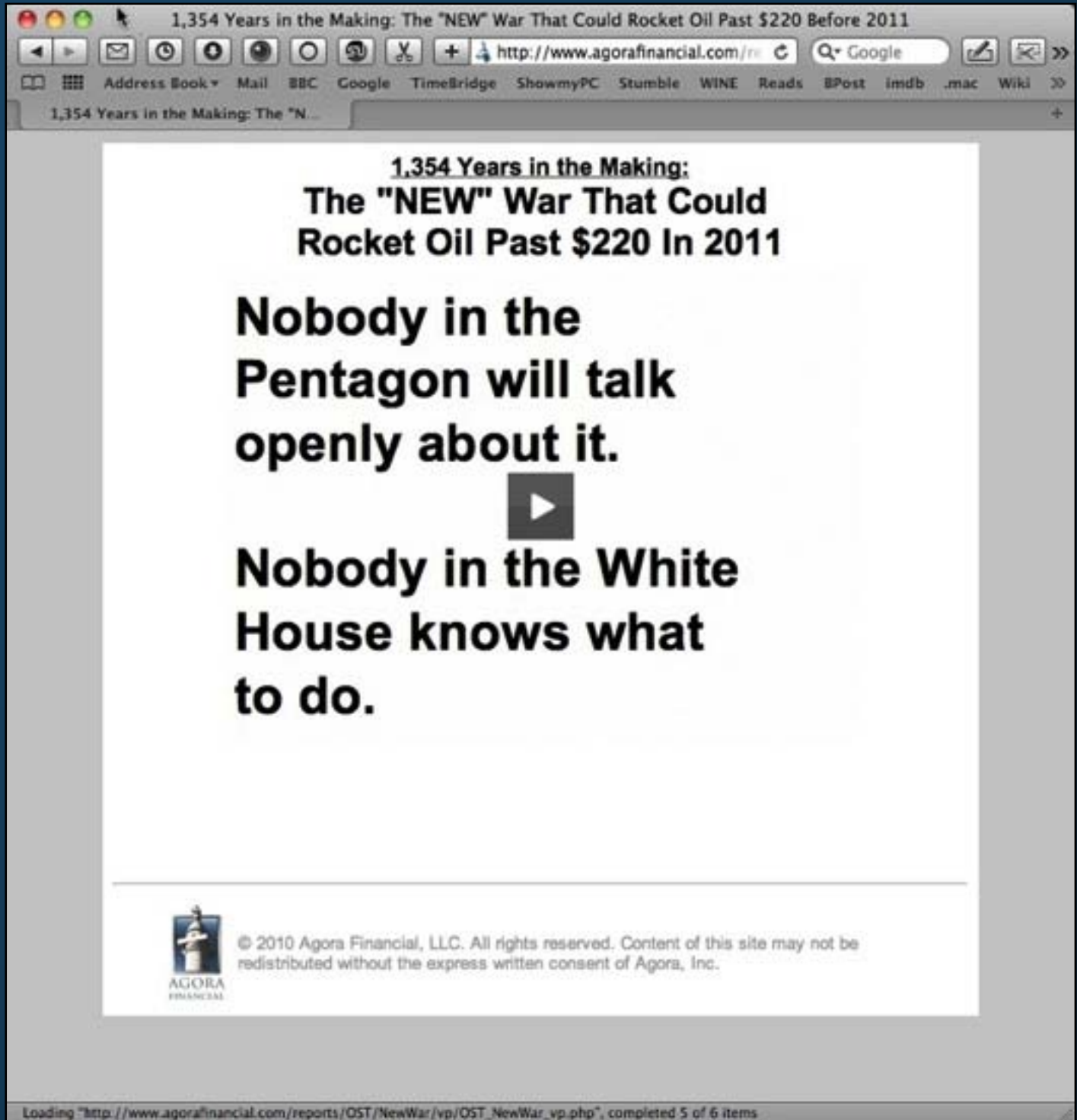
INSIDE:

What could be *eight times* bigger than the wars in Iraq or Afghanistan — and lethal enough to at least **DOUBLE** the price of gas and oil next year?

Brace yourself for the "new" and bloody war nobody saw coming... by bunkering down against soaring energy costs, thanks to a "safe haven" financial plan that could pay you gains up to 668%...

Canceled opening the page


Format Tests



The image shows a screenshot of a web browser window. The title bar reads "1,354 Years in the Making: The 'NEW' War That Could Rocket Oil Past \$220 Before 2011". The address bar shows the URL "http://www.agorafinancial.com/". The browser's toolbar includes icons for back, forward, home, stop, refresh, print, and search, along with a search engine dropdown set to "Google". Below the toolbar, there are several bookmarked sites: Address Book, Mail, BBC, Google, TimeBridge, ShowmyPC, Stumble, WINE, Reads, BPost, imdb, .mac, and Wiki. The main content area of the browser displays a white rectangular box with the following text:

**1,354 Years in the Making:
The "NEW" War That Could
Rocket Oil Past \$220 In 2011**

**Nobody in the
Pentagon will talk
openly about it.**



**Nobody in the White
House knows what
to do.**

At the bottom of the white box, there is a small logo for "AGORA FINANCIAL" on the left and a copyright notice on the right: "© 2010 Agora Financial, LLC. All rights reserved. Content of this site may not be redistributed without the express written consent of Agora, Inc."

At the very bottom of the browser window, a status bar reads: "Loading 'http://www.agorafinancial.com/reports/OST/NewWar/vp/OST_NewWar_vp.php', completed 5 of 6 items"

“Upkeep”

The image shows a screenshot of a Microsoft Word document. The title bar at the top reads "OSTI New War Crisis lifts jan 2010-1.docx". The ribbon includes tabs for Home, Layout, Document Elements, Tables, and Charts. The Font section shows "Times New Roman" and size "12". The Paragraph section shows bullet points and numbering. The Styles section shows "A" and "Text Box". The Insert section shows "Text Box". The document content is as follows:

After Egypt Collapses, Is \$120 Oil Next?

Dear Friend,

Because so much oil goes through the Suez Canal in Egypt, oil prices could "top \$100 a barrel," says today's Wall Street Journal.
http://online.wsj.com/article/SB10001424052748704832704576113822189671908.html?mod=googlenews_wsj

But are you ready for an even bigger shock?

Thanks to the **shocking new crisis** you'll find out about in this video, oil at \$100 a barrel could soon sound like a bargain. Even \$120 oil might look cheap.
<http://pragcap.com/the-risk-of-egypt-oil-prices>

And the whole region could light up like dried firewood, thanks to the real Middle Eastern "**masterplan**" that's already secretly underway.

Check out this **video presentation** to see what I mean.

signed]

Joe Schrieffer,
[title]

REVEALED: A Bigger Reason to Worry About Arab World Chaos

Dear Friend,

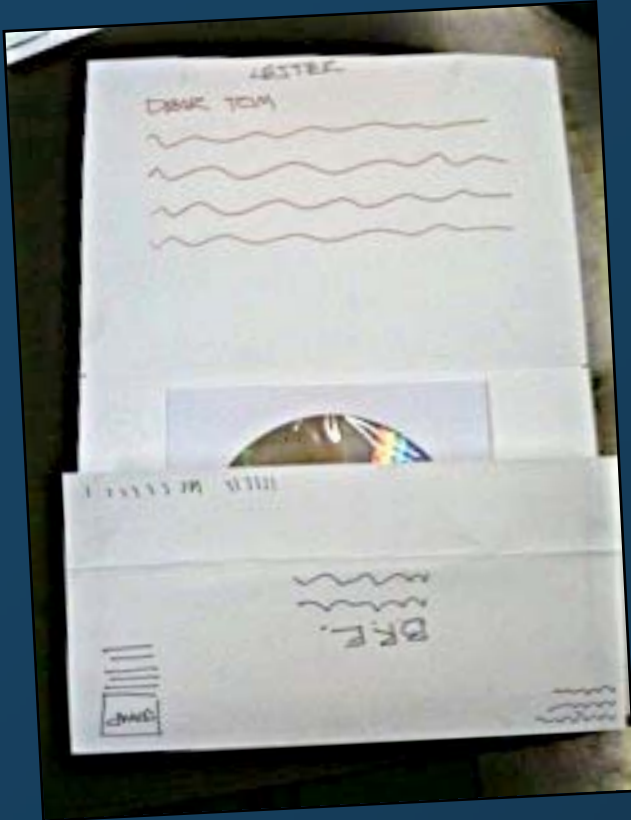
The Wall Street Journal says oil investors need to worry about Egypt's collapse because so much oil goes across the Suez Canal and Egyptian pipelines.
http://online.wsj.com/article/SB10001424052748704832704576113822189671908.html?mod=googlenews_wsj

But as you can see in this **shocking video**, chaos in Cairo... and the collapse in Tunisia... don't even scratch the surface.

If this wildfire spreads the way our new **video presentation** reveals, we could be looking at \$220 oil by the end of this year.

The status bar at the bottom shows "Draft View", "Sec 1", "Pages: 100%", and a zoom slider.

More Tests



"Why I Urge You To Watch Your FREE DVD Right NOW..."

Dear Reader,

Forgive me for making you this advance copy of the enclosed DVD, but I couldn't afford to wait any longer to get this in your hands. See, it turns out that for all the news you've been hearing out of the Middle East, the most shocking story is one nobody's talking, not even the Pentagon.

What am I talking about?

- How about the REAL reason Iran wants the "Bomb"?
- How, how some forces plan to provide world oil supplies?
- And how all could easily be AVOID'ed, someone that can?

On the enclosed disc, you'll hear Howard Stern and Middle-East expert Byron King reveal what nobody else would tell you to know...

Including the single after may to get your money out of the countries... plus a paid correction nobody else is talking about... and a powerful "self-defense" strategy that could put you to high 100% success.

It's all on the enclosed DVD, which is yours to keep, just pop the disc into your DVD player or DVD-equipped PC to watch. Or log onto www.YourGiftPhoto.com at some online.

Just to see to watch it soon, while there's still time!

 "I think Byron King has done one hell of a stellar job. His readings are smart, well grounded, and profitable..."
 — Kenneth Long

OK, you'll also find a certificate attached with the media. Please don't read it until AFTER you've watched the enclosed DVD. You'll see why once you've heard what Byron has to say — pop the disc, sit back and take a look.

URGENT WARNING: If you're at all worried about where oil prices are headed and how the new Middle East chaos could hit you here at home, we urge you to watch this immediately.

But please be warned — some may find the facts and forecasted events on this DVD frightening!

or VIEWER CAUTION IS ADVISED or

308 ST PAUL STREET
BALTIMORE, MD 21282

DO NOT BEND: Your FREE DVD Enclosed...

The Real Reason Iran Wants "The Bomb"

123456781234 DST ID# DQSTMAN

Chad Barrett
308 St. Paul Street
Baltimore, MD 21202

DVD

