

# **“WHEN I SEE MY EX-HUSBAND, I HAVE THIS SECRET TRICK I PLAY ON HIM...”**

By Leslie McLennahan 1989

Did you ever notice that when you're fat, men don't look you in the eye?  
They look across your shoulder. There's no eye contact.

My name is Leslie McLannahan.

I'm a real person. I live near Goose Creek, South Carolina.

Up until two years ago, I was never looked in the eye by anyone.

I was too tired to be a lover to my husband. I was falling asleep by 8' o'clock  
most evenings.

**When I did go out for an evening, my  
husband was ashamed of me. And said so to  
my face.**

When I walked, my thighs brushed together. I couldn't even cross my legs.

I was fat. Not just "overweight" fat. I was 5'5 tall and weighed 205 pounds.

About 18 months ago, my husband Darrell left a "Dear Leslie" letter on my dresser. And filed for a divorce.

I went for counselling. I knew that my weight was the source of my troubles.

**But I'd tried 14 different diets. One by one.  
And I failed at all of them.**

My counsellor listened carefully and recommended an entirely different program. This wasn't a "diet", it was a unique new weight-loss program researched by a team of bariatric physicians – specialists who treat the severely obese.

The program itself was developed by Robert Johnson, M.D of Charleston, South Carolina.

I entered the program on October 2nd. Within the first four days, I lost only three pounds. So I was disappointed.

But during the three weeks that followed, my weight began to drop. Rapidly.

Within the next 193 days, I went from 205 pounds to 124 pounds. To me it was a miracle.

This was the first time in my life I'd ever lost weight and kept it off!

The reason the program worked was simple. I was *always* eating. I could eat six times every day.

So I never felt deprived. Never hungry. I could snack in the afternoon. Snack before dinner. I could even snack at night while I was watching TV.

## **How can you eat so much and still not lose weight?**

The secret is not in the amount of food you eat. It's in the prescribed combination of foods you eat each 24-hour cycle.

Nutritionally dense portions of special fibre, unrefined carbohydrates, and certain proteins that generate a negative caloric process that continues all day long... a complete 24-hour fat-burning cycle.

Fat is burned away around the clock. Not just in unhealthy spurts like many diets. That's why it lets you shed pounds so easily. Without hunger. Without nervousness.

And it's all good wholesome food. No strange foods. You'll enjoy a variety of meats, chicken, fish, vegetables, potatoes, pasta, sauces – plus your favourite snacks. Even some light wine or beer if you wish.

This new program must be the best kept secret in America.

Because up until now, it's only been available to doctors. No one else. In fact, the Charleston Program has been used by 207 doctors in the U.S. and Canada to treat more than 62,500 patients.

So it's doctor-tested and proven.

This is the first time it's been available to the public.

## **There are other benefits too...**

- There are no amphetamines. No drugs of any kind.
- No pills. No powders. No chalky tasting drinks to mix.
- There's no strenuous exercise in the program.
- You don't count calories. Just follow the program. It's easy.
- There are no daily charts or records to keep up.
- You can eat foods you enjoy. Great variety. Great taste.
- You can dine out.
- There's much less fluid retention.
- There's no ketosis. No bad breath odour.

But here's the best part...

**Once you lose the weight, you'll keep it off.  
Permanently! I guarantee it!**

Let's face it. We all have "eating lifestyles". Our eating habits usually include three meals a day. Plus two or three snacks. We all love snacks. Especially at night.

But most diets try to force us to change all that.

And that's why they fail!

The Charleston Program lets you continue your normal eating lyfe-style. You can eat six times a day. Snack when you wish. So, when you lose the weight, you can keep it off. For good. Because no one is forcing you to change.

Here are some other patients from South Carolina who entered Dr. Johnson's program with me.

Marie C. is a 42-year-old woman who went from 167 to 139 pounds in just three and a half months.

*"As I got into the program, I began to feel better, to develop more energy. Now my husband has trouble keeping up with me in every way! I'm proud of my new body."*

*Dr. Karl D. is a 36-year-old man who went from 275 to 145 in only six months!"*

*"The world treats you differently when you're fat... not just the social world, but the business world. My whole world has changed since getting those 88 pounds off!"*

Josette C. is a 33-year-old woman who went from 165 to 119 in four months.

*"My husband has started looking at me the way he did before we got married. He's starting to show jealousy when other men look at me or want to talk to me... it's wonderful."*

And then there's me. I have this secret trick I play on him.

I know a restaurant where he goes with some of his "buddies."

I love to go there with a date – I have plenty now – stroll past his table and whisper, "Hello, Darrel."

I know through the "grapevine" that his friends often ask about me... Who am I?...Am I single? And he has to tell them. I love it.

Obviously I'm excited about the program. This is the first time it's been available outside of a clinical setting. Dr. Johnson has asked Green Tree Press, Inc. to distribute it.

We'll be happy to send you the program to examine for 31 days.

Show it to your doctor. Try it. There's no obligation. In fact, your check won't be cashed for 31 days. You may even post date it 31 in advance if you wish.

Choose a day and start the program. If you don't begin losing weight within five days-and continue losing weight- we'll promptly return your original uncashed check. No delays. No excuses.

Or keep it longer, Try it for six months. Even then, if you're not continuing to lose weight on a regular basis, you'll receive a full re- fund. Promptly. And without ques- tion.

This is the fairest way we know to prove to you how well this new program works.

To order, just send your name, ad- dress and post-dated check for \$9.95 to The Charleston Program, c/o Green Tree Press, Inc., Dept. 736, 3603 West 12th Street, Erie, Pa. 16505.

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#### Key takeaways:

- The headline immediately grabs attention by introducing conflict and drama. This technique is effective in engaging readers who are drawn to personal stories or conflicts.

- The sales letter taps into the pain point of the target audience. The descriptions of their day to day frustrations are powerful emotional triggers.
- The author introduces herself and shares personal details. Makes it feel more relatable and less corporate. Builds trust and connection with the reader.
- The story skillfully lays on the deep-seated fears and embarrassments the target market has, which makes the problems very real and relatable for the reader.
- The use of sensory language (thighs brushing together) helps make the reader see themselves ‘experiencing’ the painful current situation.
- The sales letter matches the target market’s awareness and sophistication level. It does this by addressing their frustrations and their past failed attempts at solving the problem. This positions the offer as a new and unique alternative.
- Mentioning a specific program developed by a medical professional adds a lot of credibility and sets the product apart from generic solutions.
- The sales letter sets realistic expectations (initial disappointment, followed by significant success overtime), which makes it more believable than some immediate miraculous results.
- The program is presented as easy and comfortable, which emphasises that participants can eat a lot and feel satisfied. This approach counters the common fear that you have to deprive yourself to lose weight.



- The letter teases the unique mechanism behind the weight loss program, which enhances its believability and differentiates it from other diets.
- The program is made even more appealing because it states that you can still enjoy familiar and enjoyable foods.
- The sales letter suggests that the program was previously exclusive to docs, it creates a sense of privileged access and urgency.
- It counters scepticism by providing social proof, doctor endorsements, and highlighting its success with a large number of patients.
- The use of 'not' statements to describe what the program isn't (like strenuous exercise, calorie counting, etc...) helps distinguish it from other, less appealing options
- The program is framed as a permanent solution to weight issues, tackling the common problem of temporary results in weight loss.
- The killer testimonials provide powerful social proof and help prospective customers visualise their success.
- The story comes full circle with the author's personal revenge on her ex-husband. That's emotional satisfaction and demonstrates the transformative power of the program.
- The sales letter ends with a strong, risk-free offer, which increases the likelihood of trial and addresses concerns about potential financial loss. This is known as the 'invisible' funnel. Basically you let them try it out for like 30 days and you don't

take money from them until that time. Works best when you've confident that your product can provide results.

How I can apply this to my own copy:

- Write headlines that present a conflict or an interesting story. Headlines like those make for a strong hook.
- Never shy away from vividly describing the pains and frustrations of your target market. The more they see themselves in the story, the more engaged they will be.
- Use personal stories to create relatable characters in your copy. This humanises the message and builds a deeper connection with your audience.
- Don't just focus on surface-level problems. Dive into the emotional fears and embarrassments that people are reluctant to acknowledge as a result of their problems.
- Incorporate sensory details to make descriptions more vivid and relatable.
- Acknowledge the solutions the target market has already tried and failed, and then use it to position your offer as a new and exciting solution
- You can use expert endorsements or evidence-based approaches to add credibility to your claims.
- Present a balanced narrative with ups and downs. Every good story has ups and downs, that's what makes it exciting.

- When promoting a product or service, highlight how much it makes the user's life a lot easier and more comfortable, especially in areas that's associated with discomfort.
- Differentiate your offer by explaining the unique mechanism or approach it uses, especially if it counters common industry practices.
- Suggest that your offer is exclusive or newly available to the public to create urgency and a sense of privileged access.
- Highlight what your product/service isn't or doesn't require. Especially if these are common pain points or objections in your industry.
- Frame your offer as a long-term or permanent solution to the problem it addresses, which is often a key selling point for customers.
- Use storytelling to create an emotional arc, and conclude with a satisfying resolution that aligns with your audience's desires.
- A risk-free trial or a strong guarantee can significantly lower the roadblocks to trial, especially for sceptical audiences.