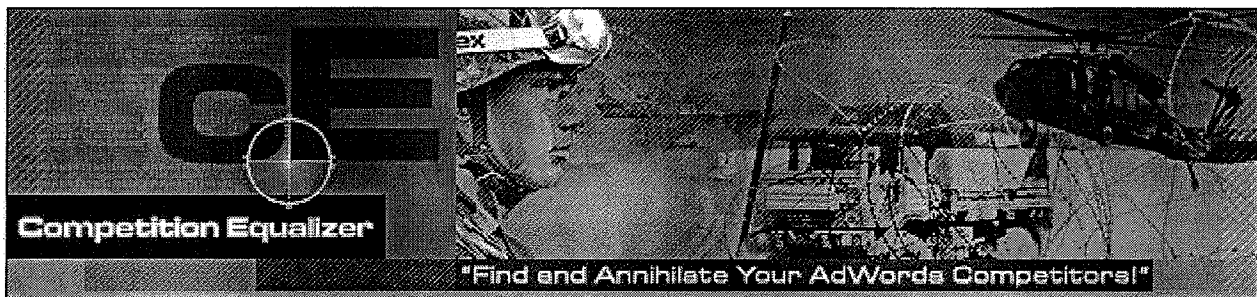


# EXHIBIT 9



*Attention: If you would like to dramatically increase your AdWords profits and defeat your competition, this letter is for you...*

**"If You're Advertising On AdWords Without This New Software, Then You're Doing It Blindfolded -- Costing You Thousands Of Dollars In Missed Sales And Higher Bid Prices!"**

**"This Software Is Unlike ANYTHING You've Ever Seen... With The Click Of A Button You Can INSTANTLY Uncover Your Competitors Strengths And Weaknesses!"**

**From:** Jeff Alderson

**Date:** July 18, 2009

Dear Serious Google AdWords User,

I know it's not fun to admit. But, it's time we did. Because the truth is... it's happening way to fast for any serious Google AdWords advertiser to ignore.

And if you do, then your competition will run right over you. Plain and simple.

Because you know as well as I do...

The days of coming up with 20-30 keywords, writing a quick ad, and being able to turn a profit on Google AdWords have come to an end... as more and more folks have realized the potential for profiting from Google AdWords.

And therein lies the trouble for you...

**How Do You Stay Ahead Of Your Mounting Competition?**

There are higher bid prices, more and better written ads... all *squeezing* down on your profits and clickthrough rates...

And if you want to keep your results up, it takes intense keyword research trying to uncover little-used keywords and hours of testing your ads, trying to find the best performing one.

But, what if there were an easier way? So, you can not only improve your ads and uncover valuable keywords, but reveal your competitors most coveted and valuable AdWords strategies?

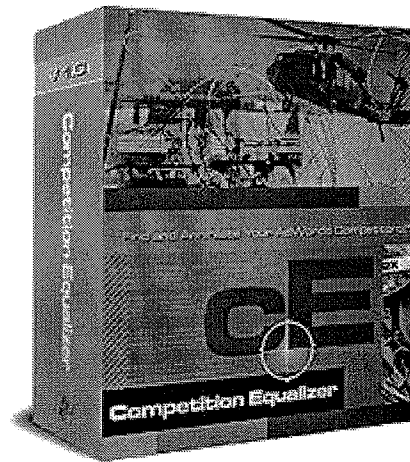
Well, now there is...

### **Introducing... New Competition Equalizer!**

A new software from Jeff Alderson, creator of Ad Word Analyzer and Traffic Equalizer, that allows you to seek out your competition and "spy" on them to reveal their hidden AdWords profit strategies!

This means that your competitors top pulling ads, exclusive keywords, and new marketing strategies are no longer hidden. All with one click of a button your competitors most treasured secrets are exposed!

So, you can apply what's working for them to your campaign and as a result completely...



### **Eliminate Your Competitors Hold On What Should Be Your Hard-Earned Customers And Profits.**

Thanks for the excellent support and products you have provided. I can't imagine working a day without your tools to help guide my decisions. Your software is my secret weapon allowing me to serve my clients better.

Your latest product, Competition Equalizer, is nothing short of amazing...

In less than 30 minutes, I totally analyzed my competition (you even located my strongest competitors for me), the keywords most used, their

websites, AND their PPC ads.

I just can't believe the quality data I received in so little time! I'm in shock.

I hope like hell my competition never finds this product. Buy this product NOW. Improve your core business. If you can't make back 10 times your investment in 6 months then something is wrong!

**Mark Carillon**

<http://www.web904.com>

With your copy of Competition Equalizer, you get instant access to all of your competitors ads for your market's keywords.

This is just like being a high-tech soldier who can see where ALL his enemies are hiding on the battlefield - at a glance - just by pushing a button.

It gives you an unfair advantage, because you can see their every move, and leave them in the dust before they can even come close to you.

As your targetted traffic levels rise higher and higher, those same competitors will be insanely jealous and desperate to know your secrets (but you'll always be miles ahead of them, while they all fight over second place)!

### **That's Not All Your Copy Of Competition Equalizer Allows You To Do... You Can Also:**

- ✓ **Reveal who your competition is** (from strongest to weakest) in any market -- so you know within seconds who your main targets are or the people you should turn into your allies!
- ✓ **Uncover how much work** a market is going to take to turn a profit and which ones are the quickest and easiest to conquer!
- ✓ **Get instant product research** into any market where you want to **uncover people's deepest unsatisfied wants** -- so you effortlessly know what type of product or service is likely to sell like crazy!
- ✓ **Discover which of your keywords the competition has found valuable...** and which ones you're missing out on!

- ✓ Generate keywords with a built-in tool that allows you to **investigate any market in minutes**, even if you don't have a clue about it!
- ✓ Import your keywords from a text file or an existing Pay-Per-Click campaign to instantly **determine your AdWords competition's strength!**
- ✓ Open-up your competitors websites with the click of a button to **reveal ALL of your competitors marketing strategies** in a fraction of the time it would take you to do it manually!
- ✓ Pop-in a pre-made list of all your competitors URL's with ease so you can **check-up on your competitors, within minutes, anytime you want...** Your competitors will never get a leg up over you again!
- ✓ Gain quick access to **United States, Canada and UK Google ad campaigns** from anywhere in the world!
- ✓ Reveal all your competitions ads in one place so you can export them, swipe the best parts, and **create the ultimate ad** that out-pulls your competitors day-in and day-out... This will dramatically increase your clickthrough rates!
- ✓ **Know within minutes any market's saturation** -- so you'll know if you should get-in or stay-out! Now you can focus on the markets that are still wildly profitable instead of fighting tooth and nail to make pennies in an over-saturated market like everyone else.
- ✓ With lightning speed, you'll fill every hole in your niche and **dominate your ALL competitors** (who will sit there and wonder why their generic products aren't selling anymore)!
- ✓ **Plus, so much more...**

Here's what one user has to say:

WOW, what can I say? You have done it again!

This is BY FAR one of the best concepts that I've seen with regards to online competition analysis. Nothing else comes close.

I now use Competition Equalizer daily to study my competition as well as find new markets that I'm interested in entering.

My competition is \*blind\* without Competition Equalizer and that is the way I'd like to keep it.  
;)

Thanks again for this incredible tool. I know it will help me dominate ANY market!

**Rod Beckwith**

<http://www.misspelledkeywords.com>

## Using Competition Equalizer Is Super Easy!

You just input your keywords and competitor URL's (using your own list or our built-in tool). Then, click a button and watch it go to work...

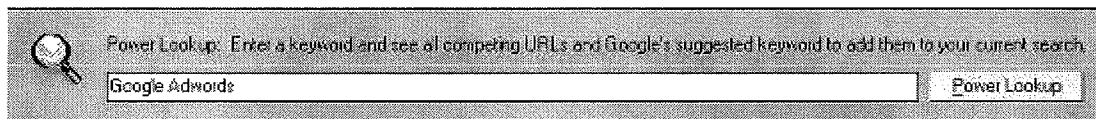
Competition Equalizer instantly searches, sorts, and breaks-down your competitors AdWords campaigns... revealing their most treasured strategies!

It's like having password access to your competitors account and being able to "spy" on them anytime you want... The only difference is that all of your competitors data is in one, easy to sort, place.

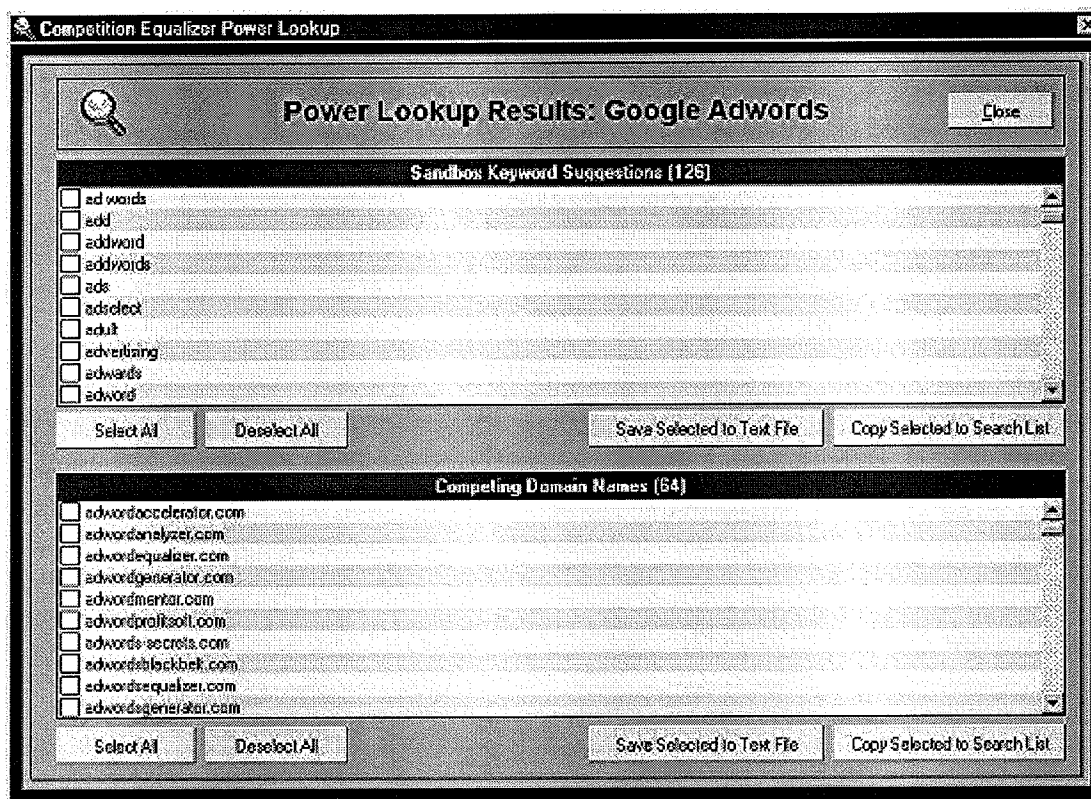
There's no guesswork involved.

## Let's Take A Look At Competition Equalizer In Action:

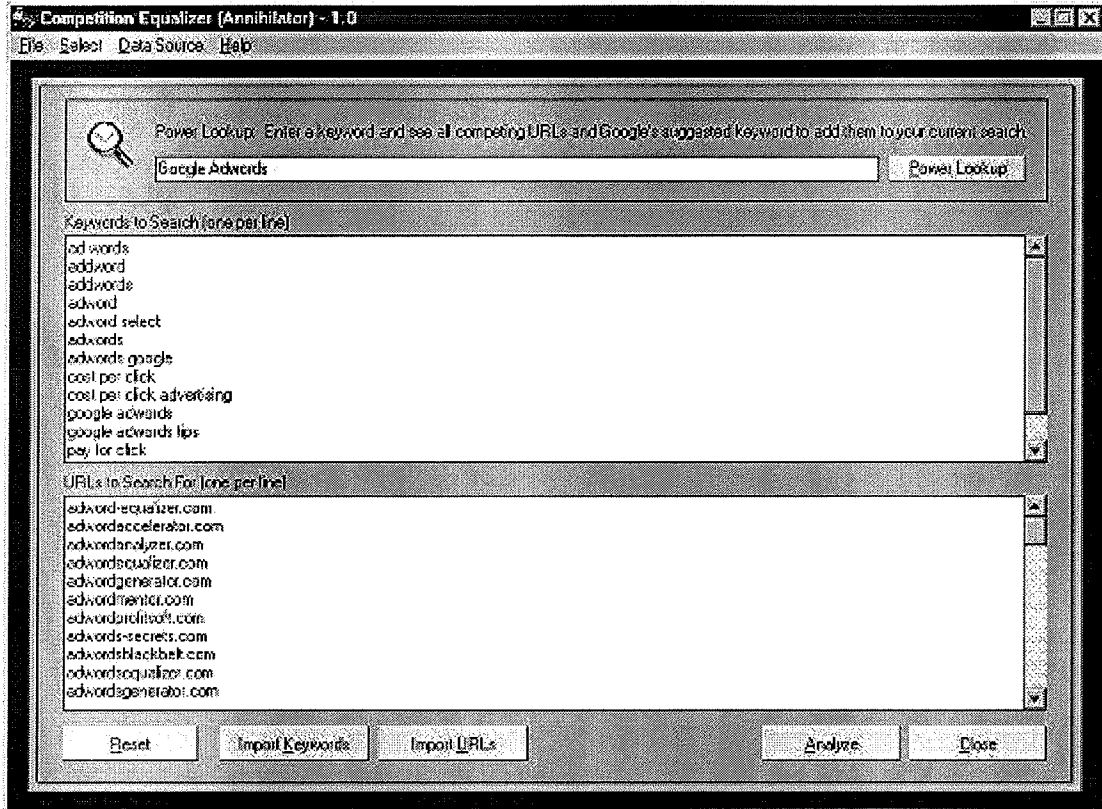
First, you have the option of importing your own lists of keywords and competitors right into the software... or you can look them up using your "Power Lookup" tool. You just enter a single keyword to begin:



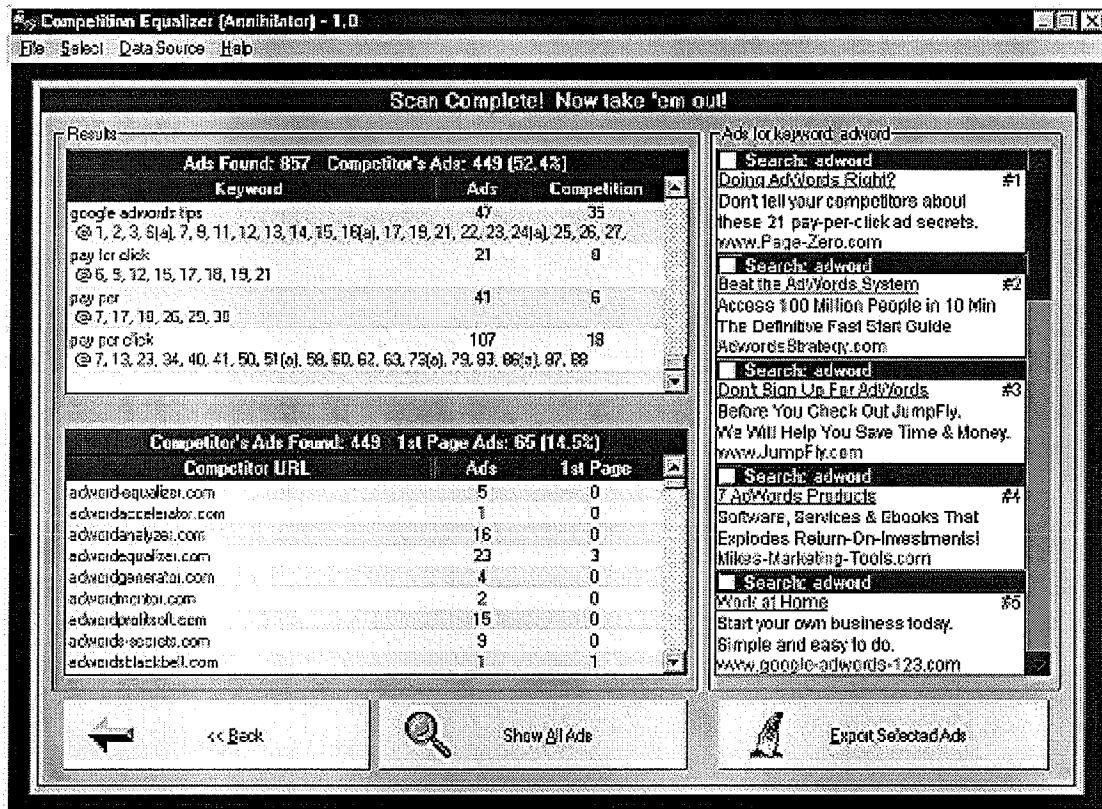
Then, hit the "Power Lookup" button and, in only a few minutes, you get over 100 keywords and dozens of your top competitors URL's:



Now all you have to do is pick the ones you want to research, copy them over to your search list with the click of a button:



Now, just hit your "Analyze" button:





And, that's it. You're done! In about 15 minutes, all of your competitors ads and each keywords information are at your finger tips... For you to dominate any market with ease!

With higher-producing ads, new, better-performing keywords, and your competitors latest marketing strategies available for you to study and improve!

But, don't take my word for how great it is...

### **Here's What Others Are Saying About Competition Equalizer:**

Terrific job with Competition Equalizer!

It not only produces a more targeted list of keywords that I can easily import into my AdWords and Overture campaigns...

But it also produces competing domain name lists, so I can "shop the competition" easily.

Making the competitors sites hot-linked from within the application is a great time-saver!

Nice work Jeff!

**Ken Calhoun**

<http://www.copywritinguniversity.com>

All I gotta say is that as always, you did it again!

I've been looking for something to help me come up with lots of "related" keywords lately.

Not only does Competition equalizer do that, but I found out that using your program is a great way to find "micro-niches".

Plus I can find all the websites that compete in

that niche within just minutes! It's going to be so easy to dominate any niche now.

Thanks again Jeff.

**Anik Singal**

<http://www.affiliateclassroom.com>

As you can see, Competition Equalizer allows you to...

### **Finally *Squeeze* Every Dime Of Profit Out Of Your AdWords Campaigns And Greatly Increase Your Profit Margins!**

You no longer have to worry about your competitors ads out-pulling yours, and you have the ability to find out, if any of your competitors implement a new AdWords marketing strategy.

If your competitor implements a new tactic to collect leads or improve sales, you can quickly and easily duplicate and improve on their success to completely wipe them off the map.

Simply put, after just a short time with your new software, your competitors will have absolutely no idea what hit them.

All they'll know is that their ads aren't getting clicked on anymore (because you're hoarding all the traffic); you always seem to beat them to the punch with better ideas than theirs, and eventually,

They may even get the feeling Google has just become too darn competitive to continue advertising with! And at the same time...

### **Your Bank Account Keeps On Getting Larger And Larger!**

The bottom line is this... You can continue to settle for limited traffic, low clickthrough rates, and steep competition...

Or you can pick up your copy of Competition Equalizer to completely *annihilate* your competition and protect yourself against anyone who would try to use this powerful tool on you!

All you have to do is input a single keyword into your new tool and let it go to work. Then, after you implement your competitors best strategies with your added

improvements...

You'll be earning more money in as little as one tiny hour from now...meaning...

### **Your Copy Of Competition Equalizer Pays For Itself Almost Immediately!**

To do the same job as Competition Equalizer, you would have to hire a part-time employee working 25 hours a week to do what this tool does for you in just 1 hour each week.

Instead of costing you a minimum of \$200.00 a week... you can gain the same valuable insight on your competition at a mere fraction of the price... with a one time payment of only \$97!

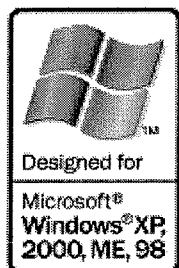
At this price you can easily make back in as little as 1 use... With higher clickthrough rates, better marketing strategies, improved keyword selection and so much more!

### **And You Should Know This...**

When you pick up your copy today, you'll also get FREE Upgrades... A \$97.00 dollar value that repeats itself time and time again!

This means your copy of Competition Equalizer won't become outdated and obsolete. Instead, you get all of the latest features, usability improvements, and other advancements to make sure you never lose your investment!

### **Plus To Make Your Purchase Completely Risk-FREE You Get My Personal 60-Day, 100% Money Back Guarantee!**



I am so confident you're going to *love* the results you get with Competition Equalizer... When you order TODAY, you get an ironclad, 100% 60-day money-back guarantee! This means you get to take Competition Equalizer for a risk-FREE test-run!... Because if you don't dramatically increase your clickthrough rates and profit margins, then you get ALL of your investment handed back to you! *You've got nothing to lose...*

**[Click Here To Order Right Now!](#)**

**INSTANT ACCESS - INSTANT DOWNLOAD**



**[Click Here To Pay By Credit Card!](#)**

**Get Your Copy Of "Competition Equalizer"  
Now For Only \$97**

You can download it right away, and begin dominating your market within 15 minutes... even if it's 2:00 a.m.!

Sincerely,

**Jeff Alderson  
Xybercode, Inc.**

**P.S. Competition Equalizer is your quickest and easiest way to uncover your competitions most precious and valuable secrets that are making them a fortune. All you have to do is use your new "Weapon" to search them out so you can annihilate their Google campaigns!**

**P.P.S. Just be sure you don't wait pick-up your copy... because all it takes is 15 minutes and less than an hour of your time to implement your new strategies. So, you can start dramatically increasing your Google AdWords profit margins TODAY, instead of living with those often tiny little profit margins!**

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