

*Here it is . . .*

# The Ultimate Solution

*If you've been waiting for just the right moment,  
just the right time to start your own highly  
profitable business, your wait is over.*

**Dear Friend,**

I've been in the direct mail business for over ten years, and I am always on the look-out for the 'ultimate' product. You know, that once-in-a-lifetime product . . . the kind that sells itself, has huge profits, makes customers very happy, and can be offered on a full auto-pilot roll-out.

While these kind of products *do* exist, they are extremely rare, and most people in this business never get to feel the *thrill* that comes from the tidal wave of responses this type of product generates.

I'll never forget the first time I had a product like this. (It was by *accident*.)

See, back in 1986, I found this engineer who had written a book showing how to build a device that would descramble any scrambled TV signal. I figured this book might be a good product, so I bought the rights to it, and then arranged to have the book advertised on a weekly TV show watched by most satellite dish owners. (*The show was called BoreSight, hosted by Shaun Kenney*).

I was pretty new to the business, and this was the first time I had ever tried to sell a product on TV. But . . . since the ad only cost \$100, I figured I had nothing to lose. And, as a satellite dish owner myself, I knew how mad people were about the scrambling of their beloved TV signals. I figured a book like this would appeal to at least a *few* dish owners.

But in my *wildest* dreams I never could have imagined what *actually* happened.

The evening when our ads were to run, we had all the staff (*all three of us*), come to the office to watch the show and see the ads. Once the show started we waited nervously for our ad to appear. At each commercial break we held our breath in anticipation. And then, after 37 tormenting minutes, our ad finally appeared, and . . .

***My Life Changed Forever!!!***

*(please go to next page)*

See, almost immediately our phones started to ring . . . with people wanting to give us money!!! We'd take an order and hang-up the phone. And as soon as the phone was in the cradle it would ring again, with another order!!! Each time we hung up the phone it happened again . . . another order came ringing in! It was amazing!!!

This went on for hours. In fact, the phones were still ringing when we left the offices exhausted at 2:00 AM in the morning.

And they were *still* ringing when we came back the next morning at 8:00 AM. Every call was an order. A \$50 order for our little book. Over and over and over again.

By the end of the first day, we'd taken over 200 orders . . . all for \$50 each. We'd made over \$10,000 in just 24 hours!!!! But, we couldn't take the money to the bank because . . .

### ***The Phones were Still Ringing!!!***

And we didn't want to leave the office as long as people were calling wanting to give us money. So we didn't. We stayed in the office and answered phones (*earning close to \$1,000 per hour as we did*).

It continued for five days. Five days of constantly taking orders as fast as we could write them down. Five days of working to near exhaustion. Five days when the money never stopped flowing.

Over 800 phone orders and 150 checks in the mail. All worth \$50 each. Totaling . . .

### ***\$50,000 Income in Just One Week!***

And this was just the *start*.

Over the next three months we sold thousands of additional copies of the book, launched a newsletter to support the book, and then began producing videos (*this led to my guerrilla video career*). The knowledge we gained producing videos led to another book and newsletter, which led to more videos, and more books, and that led to . . .

Well, you get the idea. Because of one successful venture the direction of my life was changed forever. The places I lived, the people I met, and the woman I eventually married, were all a direct result of my small attempt at entrepreneurship.

And, it all started because I had stumbled upon . . .

### ***The Right Product at the Right Time!!!***

**So anyway . . .**

These days, it seems like everyone knows about my successes in direct mail. Because of that I often get calls from people asking what is the quickest and easiest way to get into this business and earn a lot of money.

Until recently, I had a hard time coming up with an answer except to say, '*Have the right product at the right time*'. And even that answer wasn't really enough.

See, these days, the definition of the *right* product is a lot different than it was just a few years ago. The market has changed, consumers have changed, and even the methods of advertising products and taking orders has changed.

For the most part, this is good news.

Getting into the direct mail business is *easier* than ever. With all the exciting new methods of reaching customers (*e-mail, fax, the InterNet, CompuServe, etc.*) making *real* money with a direct mail project can be accomplished without ever leaving your desk!

Of course, even with all the great new methods of reaching customers you still need the right product at the right time. And that's the hitch. It's hard to find the right product. Ask anyone in the business and they will tell you the same thing. *(Yes, there are a lot of products out there. But most are, at best, a waste of time.)*

### So it comes down to this . . .

If you want to make money in direct mail, and you want to make it quickly, you need to find the right product and offer it to the right market. And that's what this letter is all about . . . helping you find the right direct mail product (*and project*) for these times. A project you can roll out effortlessly and make a lot of money quickly.

But before I show you how, let me share with you what I think are the basic characteristics the 'right' direct mail project should have. See how many on this list you agree with.

### Checklist for Finding the 'Right' Direct Mail Project

The 'Right' Direct Mail Project will have all of the following characteristics:

- Potential customers **want the product** so badly they will respond to *any* ad that offers it! *(This means you don't have to buy expensive ads, simple, low-cost classifieds will do!)*
- The product has such a **high perceived value** almost any price you charge seems like a bargain! *(Customers value the product so highly they are happy and eager to pay your price!)*
- The product **appeals to people who have money**, and want to spend it now! *(If you don't think this is important, try selling some thing to people who don't have money!)*
- The product **costs only a fraction of the selling price!** *(You want a large enough profit so it only takes a few sales to make serious money!)*
- The product should be **easy to ship**, and **easy to keep on hand**. *(You shouldn't have to worry about renting a warehouse to store inventory, or worry about how difficult it is to package and ship the product. You want it to be easy, a 'no-brainer'.)*
- The product **should require no support**, and be self sufficient. *(You sure don't want to spend hours on the phone with customers explaining how to use the product!)*
- You should be able to handle customer orders using an **ordertaking service**. *(When hundreds of phone orders start coming in, you don't want to be the one who has to take all the calls!)*
- When your customers actually get their hands on your product, you want them to be so impressed with what they received they **call you back and order more!** *(If your customers are so happy they immediately want more, you can double your profit on each sale by having the next product (the back-end) ready for them when they call!)*

So what do you think? A pretty good wish list, right? And wouldn't you love to find a direct mail project with all these characteristics!

Well, if your answer is 'Yes!', then you're going to love the rest of this letter. If your answer is 'no', then read on anyway, I guarantee you will be entertained and you might be surprised what you discover *(but how could you not be interested in a product with all these characteristics?)*

Anyway . . .

This *(the direct mail business)* is a real *adventure*. Much like panning for gold. When it works, when you find gold in your pan, it is a lot of fun. And even when there's no gold in your pan, you're learning. You're learning how to pan, where to pan, and even what size pan to use.

So, I've been doing a lot of panning lately. And I've found a lot of gold (*coming up with successful projects seems to get easier the more you do!*) But more important than finding gold, I've come up with what I think is a better way to find gold in the first place.

And that way is to . . .

### ***Sell Something to the Other Gold Miners!!!***

While all the other miners are knee deep in mud panning for gold, I want to be the one standing on dry land selling them the pans (*or any other supplies they need.*) This is the way fortunes were made in the old west (*Levi Jeans to name just one.*) And it is the way fortunes are still being made today. By selling the tools miners (*or entrepreneurs*) need to find their fortune.

And that's what the 'ultimate' product is all about. Showing *you* how to be the one who's *selling the tools needed to make money!!!*

### **Here's How it Works**

You know all those books, reports and guides you see advertised in the back of most magazines?. The ones that show you 'How to Start your own Direct Mail Business', or 'How to Start your own Newsletter', or 'How to Make \$40 an Hour with your Video Camera'? Well . . .

Those books and reports are the *back-bone* of the direct mail business. They have been around forever, and continue to be one of the easiest and most profitable ways for people to get into the direct mail business.

It's a fact. Ask anyone in the direct mail business today, and they'll tell you they got their start by running small ads for reports like 'How to Get Government Land Free' or 'Sure Fire Ways of Raising Instant Cash'. And they'll also tell you the things they learned, and the money they earned from these ads led to bigger and better projects. But these first ads, they were the starting point.

Anyway, just about everyone has heard success stories about people selling these reports (*have you heard the one about the housewife who sold 112,000 copies of a guide to grocery store coupons?*) It is these stories, plus the ease of actually doing it, that tempts so many people to start out in this business by placing small ads offering various reports.

### **And that's where our Ultimate Direct Mail Project comes in.**

See, because there are about 30 million people wanting to get into the direct mail business, and most of these people will get their start selling reports, we decided to put together the *ultimate* package that would appeal to them.

We did a lot of research, contacted writers and publishers, and after extensive negotiations (*most involving transfers of money*) we were able to acquire the . . .

### ***Reprint and Duplication Rights to Over Six Hundred How-to Books, Reports and Guides!!!***

That's right, we secured the reprint and duplication rights to over 600 how-to books, reports and guides, the kind you see in the backs of all the magazines! The subjects of these reports range from Money Making and How To Get Into Business reports, to How To Lose Weight and How To Have Better Health reports.

Like I said, these are the kind of reports and booklets you see advertised just about everywhere. Many were written by well known authors, many by unknowns. But all have one thing in common . . .

***For every one of these reports, there's someone somewhere willing to pay for them!***

Just to give you an idea of the wide appeal of these reports, here are just some of the titles we have:

- |   |  |
|---|--|
| ⇒ The Mail Order Beginner's Opportunity Guide         | ⇒ The Beginner's Opportunity Guide               |
| ⇒ The Easiest, Most Profitable Mail Order Business    | ⇒ How To Make Money Buying & Selling Used Cars   |
| ⇒ How To Get Big Dollars In Your Mail Box...Everyday  | ⇒ How To Get a Visa/Master Card With No Credit   |
| ⇒ Profitable Techniques For Selling Books By Mail     | ⇒ How To Start Your Own Video Tape Rental Store  |
| ⇒ The Secrets Of Making Money With Research Papers    | ⇒ How To Start Your Own Resume Writing Service   |
| ⇒ How To Make Money Writing "how-to" Reports          | ⇒ How To Start Your Own Firewood Supply Business |
| ⇒ How To Write Profitable Classified Ads              | ⇒ How To Start Your Own Auto Tune-up Shop        |
| ⇒ How To Write A Money Making Newsletter              | ⇒ How To Start Your Own Day Care Center          |
| ⇒ Succeed With Your Own Money Making Ad Sheet         | ⇒ Growing Old Gracefully                         |
| ⇒ The Selling Secrets Of Million Dollar Sales Letters | ⇒ Safeguarding Your Food                         |
| ⇒ How To Start A Profitable Home-based Business       | ⇒ Your Personal Safety                           |
| ⇒ How To Get Free Radio Advertising                   | ⇒ The Radon Problem                              |
| ⇒ The Lazy Person's Secrets To Overnight Wealth       | ⇒ Sensible Diet Tips                             |
| ⇒ Secrets Of Getting Free Advertising                 | ⇒ Conquering The Smoking Habit                   |
| ⇒ Make Big Money With A Newspaper Clipping Service    | ⇒ Hay Fever, Allergy And Asthma                  |
| ⇒ How To Start A Bed And Breakfast                    | ⇒ Fueling Up On Water                            |
| ⇒ How To Start A Roommate Finding Service             | ⇒ New Therapy For Heart Attacks                  |
| ⇒ How To Start A Dating And Escort Service            | ⇒ Getting A Second Opinion                       |
| ⇒ Make Your Fortune With Seminars                     | ⇒ The Dangers Of Household Garbage               |
| ⇒ Start Your Own Bulletin Board Ad Service            | ⇒ The Positive Weight Loss Approach              |
| ⇒ Make Big Dollars With Bumper Stickers               | ⇒ Facts About Alzheimer's Disease                |
| ⇒ How To Make \$300 Per Week With Your Camera         | ⇒ Walking And Weight Loss                        |
| ⇒ Sure-fire Methods Of Raising Instant Cash           | ⇒ Live A Longer And Healthier Life               |
| ⇒ How To Survive As a Free-lance Writer               | ⇒ You Too Can Have Healthy Skin                  |
| ⇒ How To Copyright What You Write                     | ⇒ Avoiding Coronary Heart Disease                |
| ⇒ Your Guide To Free Government Grants                | ⇒ Aids And Drug Abuse                            |
| ⇒ How To Make Fast Cash With Your Car Or Pickup       | ⇒ Ulcers Are No Laughing Matter                  |
| ⇒ How To Self-publish Your Own Books, & Reports       | ⇒ The Secret Exercise that Melts Body Fat        |
| ⇒ How To Operate A Successful Typing Service          | ⇒ Where Diets Go Wrong & How to Get it Right     |

As you can see, there are some pretty interesting (*and marketable*) titles on this list. Probably titles you've seen for sale (*and maybe a few you've bought yourself!*)

Anyway, I've obtained the reprint rights for all these reports, and can make these reports (*along with hundreds more*) available to anyone who wants to try their hand at selling them. But, this is **not** the '*ultimate*' product. This is just a small part of it. The real product is much bigger.

It starts with an IBM compatible CD ROM we created called . . .

***Six Hundred  
How-to Books, Reports and Guides  
You Can Reprint And Sell !***

Using this CD ROM a person can quickly review, edit, or print any of the 600 reports. Once printed the reports can be sold, given away, or distributed in any way, without any royalty payment s due ever!! And that means, anyone anywhere in the world, armed with this CD ROM, a computer and printer can instantly be in the business of selling books and reports!!

And while this is a pretty appealing product in itself, the *price* makes it even more appealing.

See, the price for this *magic* CD ROM containing , '**Six Hundred Books, Reports and Guides You Can Reprint and Sell**', is just . . . \$99!

**But, this is not for you.**

*(please go to next page)*

See, while this is a great product anyone in *any* way connected with the information business absolutely *must* have, it is *not* for you. (*But imagine having over 600 reports you can reprint and sell anyway you want!!! You could use these as stand-alone products, premiums to help sell other products, lead generators, or any way you wanted . . . the choice is yours!*)

But the truth is, you don't want to *buy* this CD ROM. Not if you want to make *real* money.

If you want to make real money, and make it for a long time, you want to be *selling* this CD ROM to others!!! (*Remember, you want to be the one selling the tools to the miners!*) You want to be the one getting \$99 from the legions of customers who will want to buy this kind of high-value product. You want to be the one who's running ads that say . . .

**600 How-To Books, Reports and Guides you can Reprint and Sell** . Complete text with ready to use ads. Get all 600 on CD. Just \$99. 1-800-252-9378. Visa/MC/COD.

Imagine what would happen if you had this ad running in the back of almost any magazine or newsletter. Or on the InterNet, or on CompuServe (*or just about anywhere else!*)

The results could be overwhelming! And also quite profitable.

### **Here's how easy it could be . . .**

Assuming you had an ad like the one above running in a few magazines, you would want a way to take and process the orders. The easiest way, the way that guarantees the *most* orders with the *least* work is to use an *order taking service*. The one we use, the one we recommend *you* use, will provide you an 800 number, answer calls and take orders 24 hours a day. And, at your request, they will . . .

### ***Accept and Process Credit Card Orders for You!!!***

That's right, the order taking service we recommend can do it all! All you need is a fax machine so they can fax you copies of all the orders they take for you. (*In January, they took over 1,500 orders for us, and everything went off without a hitch!!*).

Using a service like this frees you from the responsibility of setting up an office, hiring employees, buying and installing phone equipment, and getting involved with other negatives of running a business. (*Plus, it will give you time to enjoy the fruits of success a project like this can deliver!*)

Running on auto-pilot like this means all you have to do is check your fax machine once a day, ship all the orders that come in, and make out your bank deposit! And that's why I call this . .

### ***The Ultimate Direct Mail Project!!!***

Once you start, it basically takes care of itself!!! (*Of course, you will have to remember to keep placing those low cost ads each month.*)

### **The Profit Potential**

OK. So you know about the product. You've seen the ad, and you've seen how you can run this project on full auto-pilot. But what about the *profit* potential? How much money can you make?

Well, let's see. The CD's sell for \$99 each. If you get just one response to your ads each day you'll earn \$3,000 a month. If you get two responses each day, you'll earn \$6,000 a month. And should you get just four responses to your ad a day, you'll earn a whopping \$12,000 a month!!!

Of course, you'll have to deduct the cost of the CD's from each \$99 sale. The CD's cost (*and this is real embarrassing for me to admit*) \$1.25 each. That means you net about \$97 from each sale! Let me repeat that. Each time someone responds to your ad you earn almost one hundred dollars!!!

Which means, if just 100 people respond to your ad . . .

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## ***You Earn Almost Ten Thousand Dollars!***

And, if just 1,000 people respond to your ads . . .

## ***You Earn Almost One Hundred Thousand Dollars!!!***

And best of all, you won't have to work too hard to do it. You just fill the orders when they come in. Filling the order means writing the customer's name and address on a CD ROM mailer (*these cost 12 cents each*), placing a copy of the CD ROM into the mailer, adding 52 cents postage, and mailing it.

Each time you do that, you earn ninety seven dollars!

Better still, when your customer gets the package and tries the CD ROM, he'll be so happy with what he sees, he'll often call your order taking service and ask if you have any other reprint rights you can sell him! (*Your answer will be yes! We'll tell you how once you get this package.*)

Anyway, if you're still reading this letter, you're probably wondering . . .

## ***What does it Cost to get Involved with this 'Ultimate Direct Mail Project'?***

Well, I've got some good news. Getting involved with this 'Business in a Box' is going to be very affordable. Here's why.

The last reprint rights package I offered required an investment of almost \$5,000. For the people who could afford this kind of an investment, it represented a tremendous bargain. They received the reprint rights to seven top CDs, and a starting inventory of over 700 CD ROM's. And they could sell directly to the big guys . . . Wal-Mart, K-Mart, QVC, and the Home Shopping Club. Already, I've heard some pretty amazing success stories from people who purchased those rights.

But this time, I felt an obligation to offer something more affordable, something in a price range people could be comfortable with, especially if they were just starting in this business. But in order to do that, I had to place one restriction on this package. And that restriction is . . .

This CD ROM can be sold only to end-users. It can not be sold to distributors, wholesalers, or anyone else for resale. That means you can run ads forever, and sell to everyone who responds to your ads, but . . . you can not sell these CD ROM's to resellers!

And actually this is *good* for you. That's because not only does this restriction allow me to offer this product at a comfortable price, but it also protects you from anyone who might try to flood the wholesale market with copies of this CD ROM.

### **In a nut-shell . . .**

This 'Business in a Box' puts you in the business of selling a high value CD ROM (with the Reprint Rights to over SIX HUNDRED BUSINESS REPORTS) to eager consumers. You don't need a computer, or any computer experience. And we get you started by supplying everything including . . .

- A license giving you the legal right to reprint, duplicate and distribute our CD ROM called '**600 How-to Books, Reports and Guides you can Re print and Sell**'.
- A starting inventory of 50 copies of the CD ROM '**600 How-to Books, Reports and Guides you can Re print and Sell**' - *these first 50 CDs will give you enough in inventory to earn \$5,000! After that you can replace the CDs in your inventory for \$1.25 each!*
- A **Silver Master CD ROM** of the '**600 How-to Books, Reports and Guides you can Re print and Sell**' CD - *you can use this master to have your CD copies made!*
- Our guide showing where and **how to get CD ROM's reproduced for as low as eighty five cents per CD ROM.** - *plus the phone number of our CD ROM duplicator, where you can order CDs in quantities as little as 100 and won't have to pay a mastering fee!*

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- ☑ Our **Guide to Marketing** the CD ROM, '600 How-to Books, Reports and Guides you can Reprint and Sell'. *With sample classified ads, with suggestions on where to place them!*
- ☑ A **Ready-to-Mail Press Release** - *Use this to get free publicity (and generate more orders) for the '600 How-to Books, Reports and Guides you can Reprint and Sell' CD ROM!*
- ☑ Our **Guide to Putting this Project on Full Auto-pilot**. *Includes name and application form from the company that processes our orders, and can process Visa & MasterCard for you!*
- ☑ And a **Sample of the Ready-to-Ship Package**, - *shows you how to package and ship this product so as to create maximum customer satisfaction and generate additional profits!*

This package includes everything you need to get into business! All you need when you get this is to open up the box, set up your order taking system, and place the ads.

### **The Investment . . .**

As I mentioned earlier, we wanted to make this project affordable. We have been able to do so by restricting your sales of this CD to end-users only. *(This means you can sell as many copies of this CD to as many people who respond to your ads, but you can not sell to wholesalers or distributors).*

By making this restriction, we are able to offer this complete Business in a Box, with all the components for a one-time investment of just . . . **\$875.**

That's right! You can get everything mentioned in this letter, the complete 'Business in a Box' featuring the reprint rights to the **'600 How-to Books, Reports and Guides you can Reprint and Sell' CD ROM**, plus all the user guides, plus a starting inventory of 50 CD ROM's, for \$875. *(And that price represents a single one-time investment - no royalty payments are required and you can sell as many CDs as you want forever (as long as you don't sell them to resellers)).*

### **But . . .**

We are offering just a limited number of licenses to this 'Business in a Box' opportunity. If you want to get involved in this ultimate direct mail project, I urge you to call us today. And yes, you can use your Visa/MasterCard/Amex, personal check, and even UPS COD. But, you must hurry, because like most of our limited offerings, this one is sure to sell-out quickly.

To reserve your '**Business in a Box**', call our toll-free, 24 hour order line at 1-800-252-9378, and ask for the 'Business in the Box' *(this will give you a chance to see how well our order taking service works)*. And as always, should you have any questions, you can call us direct at 1-501-321-2208.

Sincerely,

Bill Myers

**P.S.** If you wish to review the **'600 How-To Books, Reports and Guides You Can Reprint and Sell'** CD ROM, you may order a copy directly from us for \$99. But remember, these CD's only cost us \$1.25 each, so we do make a \$97 profit when you purchase from us. *(And you should be the one making this profit on these CDs instead of us!)*

**P.P.S.** As a **Bonus**, when you get this 'Business in a Box', we will show you how you can **double your profits** by offering your customers the next product they will want as soon as they get this one! This second product will make your customers happy, and make your profits sky-rocket!!!