

ISSUE # 61

PUBLISHED MONTHLY

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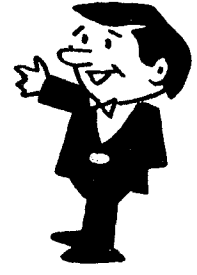
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# **Will You Help A Friend?**

## **Ask and You Will Receive... More & More & More!!!**

We see people standing by the street with cardboards asking for help (cash). There is no shame in needing and asking for help (cash) to pay your bills.

**The person in the box below needs help to pay his/her bills. You give him/her \$20 every month to help him/her. In return you will receive a camera ready copy of this flyer with your name and address in the box and several people will give you \$20 every month to help YOU!**

**Your Inviter - Thanks for helping me**

Ardie Forbes ~ #G111 (Ph. 530-872-7043)  
5430 Sawmill Road, #7  
Paradise, CA 95969

**You Will Be the ONLY Person in the Box** so when you start asking for help by mailing your flyer, all Cash will be sent directly to YOU ONLY. **You will know the people who will be helping you every month. You Are In Control!!!**

We all have bills to pay every month so we need a plan that will help us out every month from the SAME People. This plan is Simple, Easy, Affordable and it provides monthly residual cash! **The Concept Is Simple...You Commit To Sending \$20 Cash Every Month To ONE Person...And You Receive \$20 Direct Cash Every Month From SEVERAL People! Working Great!**

Forget about programs that promise to do all the work for you...they just don't work. You have to do a little work by mailing your own flyer...just like the person holding the cardboard by the street asking for help.

If you need \$100 every month, mail till you get 5 people. If you need \$300 every month, mail till you get 15 people. If you need \$500 every month, mail till you get 25 people! It's that simple...And the best part is that the SAME People will be sending you cash month after month, year after year.

If some of your members stop sending their pledge to you, just send them a short note reminding them of their commitments. Report them to the monitor if they refuse to help you for 3 months...They will be removed from the program and their members will roll up to YOU. Serious people-helping-people!

**Ready to Join?** Send a copy of this flyer with **\$20 cash to your inviter** in the box. Also send a copy of this flyer with **\$10 cash to the monitor: JMN Research, PO Box 807, Leominster, MA 01453**

You will receive a camera ready copy of this flyer with your name and address in the box...and you will be all set to start mailing and start receiving Daily and Monthly Residual Cash! You will love it

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If you want your phone number on your flyer

*"Nothing is more expensive than a missed opportunity" – H. Jackson Brown, Jr.*

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You can get all the details free from our authorized recruiter.  
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# A MILLIONAIRE'S INCOME SECRET IS IN YOUR HANDS RIGHT NOW!

Dear Friend,

A short time ago you may have received an offer in the mail to become involved in a multi-level mail marketing operation. If you decided to join, this letter is for you. If you decided not to take advantage of the fantastic money this mail order is generating, then, quite frankly, you may as well stop reading right now and throw this away. You see, this letter is only for the people who are participating. It reveals the secret of how you can triple your response and income from your mail list.

I have been involved in multi-level mail for several years and have become rich doing it. In the course of my involvement I went through the same thing you have – send out a lot of letters and get back a few responses. One day, quite by accident, I came up with a way to triple my response by using my old mail list! Let me tell you right now, I'm no genius or anything like that. I just happened to come upon this two-step method of getting more people to respond. It was completely by accident that I discovered this powerful, money-making technique. This method worked all the way down the line to the people who I had previously mailed to. Each person who had a list in turn tripled their response, which, of course, worked back up the line to me. The end result is that this two-step method has produced triple the income – **EVERY SINGLE TIME!!**

**I want to impress upon you that this will generate more money than anything you have ever seen!** I used this two-step method for one and half years and then retired very wealthy. I WAS ABLE TO DO THIS BECAUSE I FOUND A WAY TO TRIPLE MY INCOME FROM MY LITTLE MAIL ORDER BUSINESS. Enough of that, though, I'm sure you get the picture.

You may be content with the response you are now getting from your mailing lists. If you are, then this letter is obviously not for you. But if you would like to turn good money into incredible money, all you need to do is follow the simple directions at the end of this letter. The two-step has produced three times the money for everyone who uses it, and it will for you, too!

I am willing to bet that right now you have done at least one of the following:

- A) You answered an ad in a national magazine about making money.
- B) You received an offer in the mail about multi-level mail marketing and all the money you can make.
- C) You purchased a mail list from the company specified in one of the reports you received.
- D) You purchased at least 200 names from this company.
- E) You faithfully sent out 200 letters exactly like the one you got in the mail.
- F) Instead of getting money in the mail, you started to get more of the same thing you are trying to sell, as well as several other things similar, but not the same, as what you are trying to sell.
- G) You then came up with the brilliant idea of sending your offer to the people who are on the lists of the other offers you got, thinking they will buy your product, but you won't buy theirs.
- H) You started getting more offers from more people.

## SOUND FAMILIAR?

I am now going to let you in on three secrets: **FIRST** – When you put your name in the #1 spot and send out, do you know what you are doing? You are “Perpetuating The Species.” In other words, you are placing your name on lists that come across key people. These key people are called spotters and they are on most every list. Do you know what they do, they spot (write down) your name and send it on to a mailing list company. Then do you know what happens? The mailing list company sells your name to new opportunity seekers (just like you were when you first responded to an ad!). Guess who is making money in this? As long as you go in this circle, you will make only a little money, and the mailing list company will make a lot money. I am sure that this is not what you are looking for to happen. **SECOND** – This circle is less than one tenth of one percent of your total market. In other words, it takes roughly 1,000 letters to get one customer. This figure is based on averages only, because you may be lucky and get several new opportunity seekers on one list. Don't forget though, that you will be mailing to the same people that quite a few others will be mailing to, also. These people will then get many offers in the mail and come up with the brilliant idea of sending to all the names on the lists and then guess what? They are now “Perpetuating The Species!” **THIRD** – And this is the one that really burned me up – is the spotters take the letter you sent them and guess what they do? They simply remove your name from whatever position it is in, and place their name in its place! They then send out to the hot, new prospects before you can, and even have the nerve to use the letter you sent them! All they have to do is white out your name and put theirs in place of it. On a 4 page letter they only need to make one copy and use your other three. This saves them a lot of money in copying and costs you a lot of money in lost capital.

By now you should realize that I devoted a lot of time to figuring out the system. When I first entered multi-level mail I thought I would make a killing. I ended up getting a lot more offers than I did selling reports. I became obsessed with finding a way to make money in this business. That is when I came across this two-step mail method. If it weren't for this method, I'd probably still be broke trying to “make it.” I devoted many long months to testing, mailing, and keeping track of every single piece of mail I sent out. **Every piece of mail was coded.** Once I put everything together and analyzed it, I found out what was going on and what to do!

This testing and mailing took 14 months. It paid off very big for me (over \$11 million in one and one half years) because I found out HOW TO BEAT THE SYSTEM!! I turned the tables on the spotters and figured out how to get them to circulate my name! Once I figured out what to do, I never purchased a mailing list again and made more money than with any list I ever had! I also stopped the spotters from using my letters to save them money. (I also became the mailing list companies' biggest nightmare because I found out how to beat them at their own game and take their profits!)

Here are just a few things I learned:

- a) I learned how to get my name on the spotter's list which, in turn, brought me many different offers.
- b) I learned about how many opportunity seekers are in the market. (At any one given time there are between 10 and 15 million with roughly 10,000 added each week. I found my profit generator!)
- c) After initially purchasing a list, I learned how to generate my own list of names who were extremely responsive prospects. After which I did not purchase any mailing lists. These names were all free!
- d) THE MOST IMPORTANT thing I learned is how to turn the tables on the spotters and figured out how to get all those who were currently trying to sell reports, or friendship clubs, or recipes, or anything on paper turned into sales. (This is where I became rich.)
- e) I learned how to stop the spotters from using my paper to save them money, and how to prevent them from removing my name and putting theirs in its place.
- f) I learned how to use the mailing list company's services to my benefit.

In short, I developed a fail proof, foolproof method of generating big money in multi-level mail where everyone else had failed.

One other thing I found out is the testimonials that are on many of the letters out there are true. What you don't know is that these testimonials are mostly from the spotters. They are the ones who get the new names first. You get the leftovers.

This is where my two-step mail method developed from. I spent 14 months and several thousand dollars in postage and printing to test and analyze every piece of mail I sent out. This is why my two-step method earned me over \$11 million in one and one half years.

From all of this information I have written a report entitled, "HOW TO TRIPLE YOUR RESPONSE AND INCOME FROM YOUR MAIL LIST." The people who obtain this information will have an almost "UNFAIR ADVANTAGE" over everyone else who is participating in multi-level mail. They will earn more money in three months than most people make in three years. You have the opportunity to do this RIGHT NOW!!!

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You may decide that you will not take advantage of the two-step mail method, **which is also a program**. Putting it bluntly (my apologies for bluntness), it is of no consequence to me. I am retired. IT IS OF EXTREME IMPORTANCE TO YOU, THOUGH. If you decide not to take advantage of the two-step, I ask only one thing of you: Please keep this letter for future reference for one month. As you get various offers in the mail, think about what would happen if you use the two-step method on the people who are included in those lists. Remember – right now they are doing the same thing you are probably doing, which is either buying a list of names that are worn out, or sending their offer to every name that is on the letters they receive – Now you know what happens!

I sincerely wish you the very best of success in your mail order business!

John J. Sillen: Deceased

P.S. As a bonus, you will be told how you can find the names of people to mail to who are guaranteed to buy from you. These names are free – you don't buy any mailing list or anything. These people are already in MLM, and once you are on their down list, the money that comes in is absolutely incredible!

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To receive your report: "HOW TO TRIPLE YOUR RESPONSE AND INCOME FROM YOUR MAIL LIST" send \$10 in cash and 2 First Class Stamps to the person who's name appears below. Cut this bottom portion off at the line above and mail along with your name, address, payment and stamps. In turn, you will receive your report from that person. You will learn the secret of increasing your income using the two-step method. Along with your report you will receive full instructions. By ordering this report, you will have JOINED and completed step one, Of The 2 Step Method/Program. Step two is where your big money comes in!

**BE SURE YOU KEEP A COPY OF THIS LETTER FOR FUTURE REFERENCE!!!**

To order your report, send \$10 Cash, with 2 First Class Stamps and the bottom portion of this letter along with your name and address requesting the report: "HOW TO TRIPLE YOUR RESPONSE AND INCOME FROM YOUR MAIL LIST" to:

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Altadena, CA 91001**

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