

PROSPECTING

Sucks!

MAGNETIC MARKETING  
SUPPLEMENT

For The  
Multi-Level/Network Marketing  
Business

by  
Dan S. Kennedy

*NEVER "COLD PROSPECT" AGAIN!!!*

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## SALES LETTERS

Basically, there are two kinds of Sales Letters you might use in growing a multi-level business; one type emphasizing product (retail), one emphasizing opportunity (recruiting). Both have their place. In this Section, I'm going to show you actual examples of both, and comment on both.

### Recruiting

Here (Exhibit #1) is a recruiting letter written and used by one of my Inner Circle Members\*, John Suarez. John runs lead generation ads\*\* offering a “free report” titled “7 Steps To Financial Freedom”; he then sends those leads this letter. According to John, in 1996, he averaged an 18% response to this letter; 18% of the recipients set up personal meetings with John. He also sends a second letter to the non-respondents, and that letter sparks another 5%. That's a total of 23% response. Now I'll be the first to tell you that these are extraordinary results, and that you are very unlikely to replicate those results. However, as recruiting letters go, this is a good one, and I'll call some important things to your attention about it:

1. John's letter begins with a “broke to \$100,000.00 a year” personal story. Such a story is found in nearly all successful direct-response advertisements, currently and historically, that sell various kinds of opportunities, and that fact tells you it is nearly indispensable. This, of course, makes it much more difficult for a new/yet unsuccessful distributor to use recruiting letters. My usual advice is that such a person must “borrow” a story from his upline mentor and talk about having found that remarkable person.
2. On pages 4 and 5, John invalidates options for getting ahead financially other than the option he advocates. This is a very important step.
3. He addresses “multi-level” head-on and tries to counter peoples' instant negativity about it. (I suggested to John that he needs to be even stronger and more detailed here—and to remind of his own \$100,000.00+ income at this point.)
4. He repeatedly talks about his “Pilot Program For Winners” promising fast results in 30 to 90 days.

You will notice that John has chosen not to discuss his company by name or even to discuss products at all. He has focused 100% on the opportunity itself.

His high response percentage must, in large part, be due to where he is advertising to obtain his leads, so experimentation with ad media is just as important as experimentation with letter content. I do not know what his cost-per-lead is, but I have certainly seen distributors achieving similar success with ads + letters incurring cost per lead of \$10 to \$20. In such a case, if John got 100 leads, 18%/18 would setup appointments at \$20 a lead, that'd be \$2,000.00 in ad cost; \$111.00 cost per appointment. If we assume 1 out of 4 into the business, that'd be a cost per recruit of about \$400.00. If you start at \$10 a lead, you wind up at \$200.00 per recruit

\*Members of my Inner Circle receive my monthly NO BS MARKETING LETTER, participate in periodically offered free consulting call-in days, receive Critique Coupons, and get a collection of special marketing reports when . joining. Annual fee is \$199.00. Call 602/269-3111 Tues/Thurs. 12-4 Az. Time.

\*\*Refer to pages 39-40 and 45-51 in the PROSPECTING SUCKS book re. lead generation advertising.

Next, in Exhibit #2, here's a letter developed by Jonathan Williams that goes much more into detail about how his particular multi-level business works than Exhibit #1. This is an untested letter submitted to me for Critique, and my caution was that the letter's likelihood of success is severely undermined by the lack of a rags-to-riches personal success story, failure to invalidate other options, although his Problem/Solution discussion of objections to MLM vs. benefits of his program is very strong. The "look" of the letter is good; readable, easy to read.

One of the best pieces of advice I can give MLM'ers about preparing recruiting letters is to "model" non-MLM, successful examples from other types of opportunities. Exhibit #3 is an 8-page letter I created for a client of mine of many years, that sells a non-MLM business opportunity. Prior to having this letter, the client was sending leads (only) a full-color catalog, to order different size starter kits from. Keeping that but adding this letter, we doubled response. This letter was then used without alteration for over 5 years.

Note that this letter starts with his own version of a "rags-to-riches" story. Then, a "reader-friendly" question-and-answer format is used. On page 4,

the letter is linked to the color catalog and specific products are discussed. The letter ends with a free gift-with-purchase offer. Pages 6, 7 and 8 deal with questions and objections. There is constant reassurance that this business is very simple and easy. This letter is accompanied by a booklet of testimonials and success stories as proof.

Exhibit #4 is a “lift letter” I wrote, that was added to everything else (including Exhibit #3) and sent out to non-respondents as a second mailing - and this was highly effective.

I urge people to develop multi-step mailing sequences. Once you’ve invested in acquiring a lead, given that it is a viable lead; that person has raised his hand and expressed interest; it only makes sense to invest a small percentage of the total lead acquisition cost in not giving up too quickly or easily.

## A FEW WORDS ABOUT LEAD GENERATION ADVERTISING

Lead Generation Advertising is dealt with in detail in the PROSPECTING SUCKS book, and in a Report included with MAGNETIC MARKETING. However, there are a few additional points I’d like to make here.

To prepare LGA, you should carefully study non-MLM ads used to generate leads for or to sell other types of moneymaking opportunities. Here, Exhibit #5 is an ad I wrote for a client a number of years ago, that has made that client millions of dollars—and is one of the most successful opportunity advertisements I’ve ever written. The pre-headline, the headline and the subheads (alone) deliver a powerful, appealing promise. This ad also heavily emphasizes what this opportunity is NOT, another copywriting formula.

Exhibits #6 and #7 are very old opportunity ads - from the 1960’s and 70’s—that were both very effective and have been much copied and emulated ever since. Exhibit #6 features a dramatic, large income claim and a version of a rags-to-riches story. #7, again a version of a rags-to-riches story. But the most interesting things that these ads share in common is that they are completely “blind”; the nature of the opportunity is kept a

mystery. This is in direct contrast to my Exhibit #5 ad, where the details of the opportunity are disclosed in considerable detail.

Which approach is right, you might ask? Both. Either/There is no single “right” approach. Often, the “secret” approach will bring a greater quantity but arguably a lower quality of leads.

In addition to Lead Generation Ads, you can do Lead Generation Direct-Mail. One often effective method is mailing a full-page ad like these, printed as a “tear sheet”, sometimes with a little Post-It Note on it, with a hand-scribbled message. Another approach is a full-length letter intended only to produce a lead, such as this example: Exhibit #8 (from a non-MLM application).

## PRODUCT LETTERS

Here is a letter directly selling a health/nutrition product (Exhibit #9) as I received it for critique from an Inner Circle Member, John Hallinan. And here (Exhibit #10) is my Critique, as I sent it to John. Of course, you would rarely be directly selling a product but rather asking for a phone call, but otherwise a product-driven letter might look a lot like this.

All told, unfortunately, this (#9) is still a weak sales letter; it is too brief, for one thing. Contrast it to Exhibit #11 from Prevention. This letter sells a book, but it would be a terrific model for a letter selling a miracle product or products.

You should also “model” direct-response ads in your own product category. I’ve obviously used “health” here, but the same strategies apply to any category. Exhibit #12 is an outstanding example of a first-person “story” used to generate leads (not directly make a sale) - and this could easily be turned into a 4-page letter.

Keep in mind that as a distributor in an MLM company, you do NOT have the necessary mark-up to sell your products via mail-order or direct-mail profitably. You can use product-oriented letters to generate leads, to convert to distributors.

## LEAD QUALITY VS. LETTER CONTENT

Sales Letter content is very important, and in this Supplement, I have called your attention to some of the key, nearly indispensable elements that must be incorporated in that content. However, make no mistake that the quality of the leads has as much to do with the outcome as does the letter content. If doing “cold” direct-mail, you need to refer to SRDS, do good research, and find lists made up of people who have demonstrated significant interest in moneymaking opportunities and/or your product category. If advertising, you must not only create a compelling ad, but you must place it in effective media.

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Contact: FAX 602/269-3113

**7 STEPS LETTER**

How to become wealthy...

***SEVEN STEPS TO BE FINANCIALLY FREE.***

Around ten years ago, I had to face the reality of being bankrupt. After so many years of hard work my luck had gone south. It's a moment that I will not like to remember the rest of my life.

I felt I was the only person with that catastrophic feeling. I was wrong. And the best part was that many other people have had a fantastic comeback.

I decided to find out which was the winning track and follow it.

Reading a book from Dan Kennedy, he mentioned something about our reality. If you don't act today, your future will be terrible...

*"Take any hundred person at the start of their career and follow them for forty years until they reach retirement age and here is what you will find, according to the Social Security Administration: Only one will be wealthy.... four will be financially secure...five will continue walking – not because they want to, but because they have to...thirty-six will be dead... and fifty-four will be dead broke – dependent on their meager Social Security checks, relatives, friends, even charities for a minimum standard of living. That is five percent successful, ninety-five percent unsuccessful" .*

After reading this I knew I had to change if I wanted a better future.

I decided to do some research on my own through books and interviewing people who were very successful. After many months of research and tons of notes, I started to look for a common denominator among them... for their most common behavior...most repeated vehicle to obtain their wealth..., as well as their personal input of every aspect of the "economic world"

*One night I felt my head was about to explode...*

*INFORMATION...INFORMATION...INFORMATION...not a clue on how to connect all this super-valuable information given by all these super-successful people...!*

Then all of a sudden, I felt like an electric shock inside my head...!!! (Oh no!! a short circuit caused by over work-I thought!!!)... But to my surprise, I was fine, better than ever before...and with all the information making *sense for the first time* in months!!!

"I got it... I got it !!!" And I started writing for hours & hours without even stopping for a second. I was able that night to arrange my valuable information...!!!

I came up with a "7 Step Plan" to obtain my financial freedom. It became my every day companion, my "insurance" for a better future. I kept it in an easy place to reach, and read it every day...many, many times...

After a few weeks of doing the same thing with consistency, I started noticing a change in me..., and in the people around me (my change made them change toward me!) .

Not too long after that, I found my vehicle to obtain my "Financial Health." In my first year after having started my "7 Steps Plan" I had an income of over \$100,000, and I was' on my way to my first million dollars...!!!

My life has changed like I never thought possible, I have been, able to give my family everything I always wanted...and what's more important... I believe in myself again fi I'm not afraid of the future anymore...!!! Friends who knew me before and witnessed my "economical change", approached me with questions on how I did it. I told them how and shared my "7 Steps Plan". They were able to achieve economic security after a few months.

*I had found a proven system to obtain FINANCIAL WEALTH...!*

...And this same "7 Steps Plan" my new friend, is what I will like to share with you today...

Since early times it has been a human desire to obtain FINANCIAL WEALTH, although not too many people have been able to achieve it,

But before we get into the "7 Steps" let's define what FINANCIAL WEALTH is:

Certain economists say that FINANCIAL WEALTH is to have more money than needed to cover our prime necessities. Enough to plan our financial future with peace of mind.

For some others to feel they have FINANCIAL WEALTH, means to have huge quantities of money. For others it's Just having enough for certain things. Either way, to have money- is the main goal .

THE SEVEN STEPS that I will share with you now, will help you draw a plan to reach that dream objective...and more...! Let's start...

First Step: YOU MUST DEFINE CLEARLY AND PRECISELY WHAT YOU REALLY WANT.

Many people fail in life because they don't really know where they want to go or what they want out of life. You can hear them saying; "I want to make a lot of money I would love to travel the world...I would love to have a beautiful house I want this or that etc, etc, etc." But the truth is that they don't really know what they want...!

So, our first step now will be to take pencil & paper and write what you really desire out of life in a clear and precise way.

I can hear you asking...

*Is that really needed...? Why...? It's very simple ...*

*If you don't know when you are going, how do you know when you have arrived...? How to strive for something if you don't know for what...?*

That's why you'll take a 3x5 card and put it in your pocket or purse or any other place that will be easy to reach. For a whole week, every time you think of something that you would like to have or do, write it down in the card.

Let me give you some ideas of things you might want: a new home...a second home...a new and better car...amount of money you want to earn monthly or yearly...where to go for your dream vacation...how much you want: to save...etc, etc.

Once you do this, you will have taken a big step toward your FINANCIAL WEALTH.

Next you will:

- 1- Write everything in the order you feel is most important for you.
- 2- Write the date when you would like to reach the goal.
- 3- Figure out the amount your goal will cost or the amount you want to earn each month or each year.

Let me give you an example to make it easier: Let's say you have decided to earn \$ 10,000 dollars a month starting six months from now. (This might sound impossible to you, but the amount you can earn could be unlimited, (you can do it...if *only* you can believe it). Write this amount and date clearly... and keep it in a place where you can see it every day as a reminder of your *goal* or goals.

With this you have finished STEP ONE toward your FINANCIAL WEALTH, It wasn't so difficult, was it...?

Second Step: FIND A FINANCIAL VEHICLE (WAY) THAT WILL HELP YOU SECURE YOUR GOAL.

There are proven ways that will help get your FINANCIAL GOAL. The first one everybody thinks of is A JOB: but the word JOB means Just Off Bound...!!!

The reality is that just a handful of individuals may claim that they got their FINANCIAL INDEPENDENCE through a 30b. It really does not make sense to repeat the same mistakes other people have already encountered: FACING RETIREMENT DEPENDING ON THEIR INCOME FROM THE SOCIAL SECURITY SYSTEM ONLY.

Definitely this is not a way that I will suggest you follow.

GETTING A COLLEGE DEGREE for many people is the way to go, although any one can tell you that having a college degree will not give you the financial security you are seeking.

More and more graduates everyday find out that they must really be lucky to get a job where they can apply & get paid for all the knowledge they got in college.

AND MY OPINION IS, that going to college is a necessity, but will not secure your financial future at all. You must find a vehicle that will lead you obtain your financial goals. I *will* mention three "ways or vehicles" that you can look at...and I will point out the one I have chosen.

VEHICLE NUMBER ONE: Start Your Own Business.

Having our own business is one of the dreams many people would like to achieve in life.

Having a business will give you a lot of positive things, like: freedom to act..., being able to apply your creativity..., face daily challenges that will help us become a better person, etc. Also having a business will give us a lot of headaches with things like employees, big investments, inventory...etc.

*Statistics show Unit 93% of all business will fail within the first 3 years.*

To start your own business, you will need experience and knowledge of that you will be doing. If you have the energy and don't mind the challenges this will be a great option....Instead of going for a job where you take most of the blame and maybe a little recognition, you'll be doing it for yourself.

VEHICLE NUMBER TWO: Franchises.

This can give you all the advantages of your own business and will also eliminate the risks that a traditional business offers.

Out there you can find a lot of successful franchises, but they all require a HUGE amount of money to start up. If you don't have that kind of money to start, chances are you will not be able to take that path.

On the other hand, if you have the money this could be a fantastic vehicle to achieve your financial freedom.

VEHICLE NUMBER THREE: Network Marketing.

Dr. Charles King from the University of Illinois in Chicago called network marketing "*the last bastion of our capitalist world to achieve financial independence with little investment...*" Network marketing is also known as "multilevel".

You can find a great number of companies developing network marketing; and, in a constant way, they have helped a lot of people to be financially free.

These companies will supply all their members the necessary information and guidance to help them achieve their success.

They give all this help and much more merely because the only way for these companies to be successful is by helping their members to become successful first...

*Which is a very interesting point. . . Because it's not always that we find when starting a new business experienced people willing to share their knowledge and experience with us so we can obtain success....!!!*

*Some writers call network marketing: "The people's franchise".*

This is the vehicle I chose, and these are the four main reasons for my decision:

- 1- Little start up money.
- 2- Tremendous opportunity to have passive income.
- 3- An incredible chance to expand internationally.
- 4- To maximize my self-development in quantum leaps. It gave me the opportunity to help myself by helping others obtain what they want in life, as mentioned by Zig Ziglar in one of his books as the formula to be successful.

*That's why I'm always looking for a few special individuals that will like to duplicate what I have done...*

*If you are the type of individual with the right desire.. who is willing to learn...has a dream to fulfill., and... would like to team up with a winner, someone that really knows what he's doing, please. call me at 1-800- (24 hours/7 days), leave your name & number and ask for "MY SPECIAL OFFER AND PILOT PROGRAM FOR WINNERS ". I had to pay the price to learn with a lot*

*of hard work and trial and errors.... you don't have to go through the same thing...! Team up with me and I will share with you all my experience and hard obtained knowledge of all these years, so you can obtain faster results.*

*Don't wait, call now!!!!*

Third Step: STAY AWAY FROM NEGATIVE PEOPLE. Take this suggestion very seriously.

PLEASE..., PLEASE... stay away from those people who only talk, think or act in negative way... Negative people will take you down with them... Don't let anyone steel your dream...!!!

Find new friends if you must... Life is too short to let it be jeopardized by negatives influences.

Fourth Step: DON'T BE A HUMAN LOBSTER.

I will include a poem by Dr. Orrison Swett Marden that explains very clearly what I mean by being a lobster:

THE HUMAN LOBSTER

A lobster,  
when left high and dry among the rocks  
has no instinct and energy enough  
to work his way back to the sea,  
but waits for the sea  
to come to him.  
If it does not come,  
he remains where he is and dies....  
ALTHOUGH the slightest effort  
would enable him to reach the waves,  
which are perhaps within a yard of him.

THE WORLD IS FULL OF HUMAN LOBSTERS:  
PEOPLE STRANDED ON THE ROCKS  
OF INDECISION AND PROCRASTINATION, WHO.  
INSTEAD OF PUTTING FORTH THEIR OWN ENERGIES,  
ARE WAITING FOR SOME GRAND BILLOW OF GOOD FORTUNE  
TO SET THEM AFLOAT...

(This step does not need further explanation) JUST... DON'T BE A HUMAN LOBSTER!!!!!!!!!!!!

Fourth Step: TAKE ACTION!!!

If you decide to do something... you know you want it with all your heart..., but don't take action, nothing will happen...!!! You MUST research, you MUST think, but by all means you MUST take action..!!!

Not making a decision is a decision itself . You have to ask yourself... how can you get where you want to be if you don't start any movement...? If you don't take the first step...?

*Act today. DO NOT leave for tomorrow what you can do today !!!!!*

Sixth Stage: ALL EXCUSES ARE EQUAL.

No matter which excuse you can give..., or which excuse you choose to give...there IS NOT a good reason to be a failure ...!!!

Look back five years, can you see yourself at that time...? What happen during those five years...? Did you get what you wanted...? If not..., WHAT IS YOUR EXCUSE...?

It's hard to face reality... It can HURT to face reality... I can understand that ... I've been there many times... But I can also tell you..."Don't look back to recriminate yourself... Now is the time to move forward..., now is the time to make the decision...Now is the time to make the necessary changes to have a fantastic future!!!

Seventh Step: START SAVING...!!! SAVE...SAVE...AS MUCH AS YOU CAN...!!!

You can make all the money you want, but if you don't have a plan to save it , you will never get to your golden mountain!!!

Start with a little...Then Increase that amount step by step...You MUST save..., save..., save,...and remember...all excuses are equal)!!! These are the seven steps I promised you , but I must add two more that I learned after I finished with my original plan:

Number Eight: SURROUND YOURSELF WITH PEOPLE THAT KNOW WHAT THEY'RE DOING LEARN FROM THE, APPLY WHAT THEY HAVE DONE TO GET TO WHERE THEY ARE NOW.

Number Nine: (This is the most amazing stop of all, that's why I saved it for last):

**HAVE TOTAL FAITH IN GOD...!!! THANK GOD FOR EVERYTHING YOU HAVE!!! NO MATTER WHAT!!! AND DON'T FORGET TO THANK HIM FOR THE WEALTH AND ABUNDANCE THAT IS COMING YOUR WAY!!!**

Following these seven steps... plus two. you may achieve what you really want out of life... I can't promise for sure you will be successful, but... These STEPS worked for me... they worked for others who, like me, were willing to pay the price...why not for you...?

Remember, I am always looking for a few individuals to expand my business. Sharing with them success formulas and secrets to achieve financial independence. Walter Del Rio, Osiris Rivera, Rich Aoyama and many others are good examples of people who, at one time, were totally

bankrupt emotionally & financially. Today they are making their dreams come true by achieving their FINANCIAL WEALTH...!

But if you are full of excuses and think the world is guilty for your terrible life, please..., DON'T CALL ME...!!!

*BUT... ON THE OTHER HAND ...if you are a person wilting to learn how to become financially independent...how to turn disappointment into success...how to be the best you can be...PLEASE act now...!!! If you are one of them, please don't hesitate to call me.*

No more excuses, do it now...!!! MY "SPECIAL OFFER AND PILOT PROGRAM" has been tailored to see fantastic results in 30 to 90 days.

DON'T LET THIS OPPORTUNITY PASS BY WITHOUT FINDING OUT BY YOURSELF...

CALL ME NOW...!!! 1-800-XXX-XXXX

Don't ever forget that:

ONLY THOSE WHO RISK, DESERVE TO WIN!!!  
and...

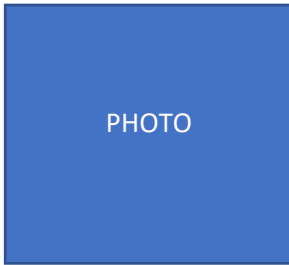
ALWAYS. . . .ALWAYS ....  
STRIVE FOR THE BEST!!!

I wish you all the luck in the world!

JOHN SUAREZ

P.S: How you deal with failure determines Whether or not. you will be successful in life.

Apply these principles with passion, and you will see changes in your life you never thought possible... Best of luck!!!



Are you

**DISAPPOINTED WITH WHAT  
YOU ARE GETTING OUT OF  
LIFE?**

Dear «FirstName» «LastName»

Well, if you are anything like I was, just a few months ago,

**You feel that you are not getting paid what you are  
really worth,**

and you see lots of seemingly fairly “ordinary” people around you with more money, and more energy, having lots of fun, lots of free time, and generally having the personal confidence to walk into their boss’s office and say,

George, it’s been good working here, I guess, but I have to tell you that, as of right now, I’ll be leaving. If anything comes up, you can contact me at my condo in Florida, where I’ll be for the next few months while I decide what fun thing I’m going to do for the rest of my life. Cheers.”

So, thinking about this, you went out and looked for something to help you get closer to this idea, and looked, and looked, and perhaps you even got “involved” in a thing or two, and perhaps even “invested” a chunk or two of your hard earned cash, which now sits in boxes in your basement. And you figured that nothing worked, and you were back to George for another decade or so. Well,

**If you are a person who thinks that they have seen  
everything, then this is DEFINITELY for you.**

Now I have found a great company, with a unique way of earning truly residual income, which can be understood and used by anyone. You are probably thinking that , “Oh, yeah, it’s one of those, and I’m not getting into selling”, but STOP RIGHT THERE. This really deserves just a few minutes of-your time: the fact that you have got this far indicates that you have a *keen interest* and a desire to do *something*. You know that if you carry on doing what you are doing, you will carry on getting what you are getting, so you must do something new. Read that again.

Come on, admit it: TIME IS RUNNING OUT, the clock is ticking, and, if you do a quick, rather shocking calculation, you will find that you have

precious few working hours left to achieve your life goals, (even if you are 20!) . (if you don't have any dreams and life goals, please pass this letter along to someone who does) If you want more out of life, what are you doing to achieve this? If you are asking, "Well, what can I do?" I have a few answers.

### **THE FIRST ANSWER**

The first thing you need to do is read through the following reasons why I think that most people would start their own business, try and get ahead, but don't (or fail in the attempt), and what this company has done about solving these difficulties. I must tell you that I am SERIOUSLY glad I had a good look at this - I had nearly resigned myself to the daily grind of a monthly salary for the rest of my life. No more.

#### **Seven Reasons Why People Say That The Direct Sales Business Doesn't Work, And What We Have Done To Overcome Them**

Problem: "I really do not want to risk my very hard earned cash, or (to be brutally honest), I don't have a large chunk of cash to invest, and that makes it impossible to start my own business.

#### **Solution: NO INVESTMENT REQUIRED = NO FINANCIAL RISK**

We do not ask for any investment money, just a small., (less than \$50) , one time enrollment fee, which is 100% guaranteed and fully refundable.

Problem: "I don't want to sell anything. I especially don't want to sell products to my friends and family, and I really don't want a basement full of products I don't really need!"

#### **Solution: NO DISTRIBUTORS = NO PRODUCT TO HANDLE. EVER**

I do not sell products,- the company does that. I simply get paid for doing something I have done all of my life, which is recommending good products to people I know, and telling them where they can get it. Everyone really can do that.

Problem: "I don't want to deliver small quantities of product all over town and collect cheques, which sometimes 'bounce'.

#### **Solution: 1-800 NUMBER ORDER AND DELIVERY DIRECT TO THE DOOR**

The company takes the order over the phone on a free 1-800 number, and delivers the product directly to the door of every single customer. I do not handle product at all.

Problem: "I can't sell anything. I've tried, but these marketing things are just not for me"

**Solution: YOU DO NOT SELL PRODUCT**

You simply use them, get to understand their amazing qualities, and recommend them to friends and family. Imagine that you referred a friend to a store like Costco. and every time that person bought anything at that store, for the rest of their lives, the company-sent you a generous referral fee. That's it, really. The outstanding quality of the products manufactured by this company actually encourages you to recommend them.

Problem "OK, perhaps I could do that, but I need some help, some training, and some support"

**Solution: COMPANY TRAINING AND SUPPORT**

The company is dedicated to\_ providing excellent training, assistance and business support. The company genuinely provides you everything you need to succeed.

Problem: "OK, OK, this sounds great. But I still don't want to have to approach my friends with a widget or gadget they don't really need, even if it is a good gadget."

**Solution: YOU RECOMMEND PRODUCTS PEOPLE ACTUALLY NEED**

These are products you, your family and friends are buying right now. The difference is simply that they are better, often cheaper, unique, exclusive, 100% guaranteed, and they really do work.

Problem: "OK, OK...so if all this is true, and you will help me to learn how to achieve a great residual income, how can I be REALLY sure that it will work, and that I can truly start to imagine my beach cottage right now?!!!"

**Solution: TWO EXCELLENT AND UNIQUE THINGS.**

This extraordinary, award winning, debt free company has been around for more than a decade, and consistently does two excellent and unique things (amongst many others) which almost guarantees your success (we say almost, because you have to do a little work here, you know). The company,

1. maintains over 90% of its customers since it began operations over a decade ago, who order product each month so that you are guaranteed of residual income.  
and,
2. actually publishes income statistics of customers, so you can see what you are going to earn. It's like starting your own business and getting a salary.

## THE SECOND ANSWER

The second thing you need to do is clearly understand how this amazingly successful company manages to retain over 90% of its customers for over 12 years. It is the PRODUCTS. I was a little worried when I received my first delivery of products: if they were truly not better value than I was buying in the store down the street, I knew that I could not undertake this business. I needn't have worried. The products are truly exceptional, safe, environmentally friendly and completely 100% guaranteed. Included in our range of products are some which deserve a special note. I have listed a few of them with the primary benefit most customers associate with that particular product:

### REDUCTION IN ALLERGIES AND ASTHMA

The cleaning products are environmentally friendly, safe, and contain no dangerous or damaging chemicals. The Laundry Detergent is a clear lamid, which contains no fillers, alkalines or phosphates, and is cheaper per use than the grocery store brand. Another thing: IT REALLY WORKS!!! Many families have found that, due to the purity of the product, there are no residues in sheets and clothes, and the severity of chronic respiratory problems has been significantly reduced, (see also the Vitality and Energy benefit below)

### PREVENTION OF HEART DISEASE

The company has recently launched a new product which will have a significant positive impact on the fight against heart disease. Heart disease is an astronomical problem: if you think you are immune, you must get informed: in North America, cardio-vascular disease kills more people than everything else put together, (including all accidents, other diseases, cancers, drugs, etc...)!! Our product has been developed to be significantly more effective than the current routine, which is a combination of aspirin (antiplatelet) and vitamin E (anti-oxidant) . This is a new, extremely exciting product, and we await the medical profession's review.

### DEFENSE AGAINST DEGENERATIVE DISEASES. INCLUDING CANCER

We do not make any unsupported claims: we simply supply the very best and most potent anti-oxidant protection, combined with powerful natural herbs, to aid your immune system in your own defense against illness. We let the research speak for itself. In addition to this, and as was recently highlighted at the International Convention on Breast Cancer held in Ontario, the use of natural cleaning and polishing products in you home will improve the interior air quality, (which is generally MUCH worse than it is outside) , which will aid in the fight against cancer. All of our products are safe, and environmentally sensitive.

**INCREASED VITALITY AND ENERGY**

We offer an amazing challenge: we have a patented molecular delivery system for our "vitamin and mineral pack. Take these vitamins for 90 days, and if you don't simply FEEL better and have more VITALITY, you will get all your money back, no questions asked. Try to find a guarantee like that in your local health food store!!! Many doctors are customers and use all the products for their healthful properties. Some doctors have gone on to build, significant businesses with life-long residual income.

**REDUCTION IN GUM DISEASE AND CONSEQUENT TOOTH DECAY**

Our tooth paste, mouthwash and dental tape are unique in their ability to fight gum disease. The company is proud of the number of eminent and successful dentists who are permanent customers, many of whom recommend the dental products to their patients.

**WEIGHT LOSS AND IMPROVED AEROBIC PERFORMANCE**

We have a "sport performance bar" like no other. It is a patented formula of natural ingredients which actually allows you to access you own body fat reserves as you move or exercise. At last we have a REAL guarantee that our aerobics class is having some effect!!! You really deserve to have a good look at this product; it is amazing.

**IMPROVED HYGIENE. DECREASED BACTERIA AND INCREASED SAFETY.**

The cleaning products are all phenomenally effective, and the anti-bacterial hand soap is the most effective on the market. City Poison control centers report a huge number of accidental home poisonings every year, mostly involving children and detergents below the sink (often in the grandparents home, where children have grown up and safeguards forgotten). I like the feeling that the products I have in my home are safe, and good for the environment.

**Who am I and why am I doing this?**

I am an architect by profession, and I have been in private practice for over 20 years, earning reasonable, but very linear' income. (Linear income is income you need to go to work for, hour by hour, month by month or deal by deal, project by project) I have no 'sales' training. I am involved in this business because it allows me to maintain my personal and professional values, honesty and integrity, and which also allows me to pursue my dreams with a company which mirrors these values. I have studied the market, responded to the 'ads.', looked at the income plans, and everything else I could find, and I can honestly say, (saving you hundreds of hours of research work)...

**THIS IS IT!**

You really deserve to have a look at this, to see if everything I have said is true. As I build this exciting new endeavor, I am offering, for a' limited time, and to a very limited number of people, my unqualified personal support. Believe me, as a successful entrepreneur in the company, this is what will guarantee your success.

### Act Now

Respond now, within 15 days from the date of mailing, and I will contact you to discuss the potential, and the products, and to ask you if you wish to achieve the following benefits:

- A truly residual income stream for the rest of your life
- Better quality products, replacing' the ones you are using now.
- Enhanced wellness, through the use of safer, better quality products.
- Free guaranteed savings on telephone long distance
- Free membership in a terrific travel club, and much, much more.

(The reason for the time limit is entirely genuine: this is a 'one-off introductory package specifically designed to find a few, good, intelligent, and energetic people, of any age, who really want better health and financial freedom.)

### What you should do right now

Don't let this one slide away, like you may have done with other things in your life. It really is worth at least having a good look at. I am sure that you will find it interesting, and it will not be a waste of you time.

My challenge to you:

I like people who are somewhat skeptical, but open to new ideas: if this is you, come and have a look at this company, the products, and the compensation plan, and then use your own experience and your own intelligence to judge for yourself.

I don't have the sales experience, or the desire, to convince anyone, of anything they don't want to do themselves. I want you to make the decision for yourself. But before you say no. remember that you honestly do not know what you are saving "no" to. This is absolutely not like anything you have ever seen. Contact me to find out what it really is. I have attached a 'Fax-Back' form for you to respond, or just call me, or my wife, Kate Williams (we are working together from home, where we spend

a lot of time with our two children) on the numbers below, and leave your name and number where we can contact you.

Thank you for your interest. I look forward to hearing from you. Go on, take a TINY risk: call or fax NOW.

Yours Sincerely,



---

Jonathan Williams

Calgary, Alberta

**TEL: (403) FAX/TEL: (403)**

Note

(A note here about our company name: firstly, IT DOES NOT START WITH "A" The reason that I can't use the company name here, is that the long term vision of the company, and our business ethics and standards, do not allow me, or anyone else, to produce independent advertising or promotional literature. I think it is a great idea. Everything we say here is true. but I don't want some other, less ethical person, damaging our business. Contact us on the numbers above, and we will provide you with the company literature. Read on to find out why you should do this.)

ps. If you respond within 15 days from the date we mailed this letter, you will receive a FREE SAMPLE of just one of a range of wonderful products so that you can get an understanding of why this unique concept is so successful.

pps No sales representative will call: the company does not have or need any sales reps. The amount of interest you get from us is entirely up to you.

ppps I am very excited about my future, and I am moving forwards very quickly. I will not be repeating this search again in your area: please call now for a very professional, no pressure, no obligation presentation of our business plan.

## EXHIBIT #3

U.S. GOLD CHAIN MFG. CO.  
11460 N. Cave Creek Road  
Phoenix, AZ 85020  
(602) [REDACTED]

Bulk Rate  
U.S. POSTAGE  
PAID  
Permit #829  
Phoenix, AZ



Dear Fellow Entrepreneur:

Many thanks for your inquiry we received today. And, congratulations on your ambition and initiative. Owning a business is a dream held by many, although for most it remains just a dream. By sending for our information you have taken a giant step toward making that dream a reality, and in this somewhat lengthy letter, I'm going to "walk you through" exactly how to do it.

My name is Len, and the lovely lady shown in the picture next to me is my wife of 32 years, Sandy. She has been right there with me, through a number of "entrepreneurial ventures", some more successful than others, one or two not very successful at all. When I first created the GOLD BY THE INCH business, she went with me on my first selling day, at a swap meet.

She and our kids helped me with our GOLD BY THE INCH set-up in front of a gift store in Fiesta Mali, right here in Phoenix. Together, we proved that this “thing” was a winner!

From that very first day, at the swap meet in July...and in hist six months, working the GOLD BY THE INCH business mostly on weekends, exactly as I'm going to teach you to do it, we sold over \$40.000!!! You can.do even better with what we know today.

It's now 10 years later. U. S. GOLD has started over 5,000 GOLD BY THE INCH Distributors throughout the U.S. and Canada, even in Australia, New Zealand, England, Japan, Africa, Arabia, and other foreign lands. Some are full time in our business. Some part-time. Some work mostly at swap meets, many with stores in shopping centers and malls, a few “party plan”. Together, our U.S. GOLD family sold over \$20 million worth of GOLD BY THE INCH last year alone! This is a big business. And a proven business.

If you'll look at the colorful photograph on the front page of the enclosed wholesale catalog you'll see a fully-stocked GOLD BY THE INCH portable mini-jewelry store. Keep that picture in front of you, and I'll point out to you the “hidden marketing secrets” there that work together to make this such a successful business.

## **HIDDEN MARKETING SECRETS**

1. The large 3 foot by 27” GOLD BY THE INCH SIGN is even more striking than this picture can show. It is made of glossy black leather-look Naugahyde with metallic gold lettering. This draws crowds!
2. 24 different chain styles — each roll you see in the picture has a different “style” of chain on it. For a close-up look at these different styles, turn to pages 2, 3 and 4 of the catalog. What does this variety do? It gets your customers involved in picking out their favorites...deciding which style or styles to buy, not whether or not to buy! This is sometimes called “choice selling,” “option selling”, or “alternative choice merchandising,” and it really works!
3. The GOL'P BY THE INCH CONCEPT itself is super-powerful. If you go to a department store or jewelry store or just about anywhere else as a customer, you can't get chain “made to order” — you have to settle for standard sizes. However, most women aren't perfectly matched with these standard sizes! I can't tell you how many times I've had a customer tell me: *77vs is the first time in my life I've gotten a bracelet that really fits right!* People get really excited about getting neck chains just the right length for their height or to wear with a particular outfit....about getting bracelet and anklets that fit just right! This is our, your “unique factor.”
4. Our LIFETIME GUARANTEE. You'll see it on the sign at the left side of the display, on the front of the catalog This Guarantee is from us, U.S. Gold, to your customer. You give a written guarantee with each chain. It costs you nothing! But it gives your customer complete confidence and peace of mind. The finish does not “rub off.” The wearer's skin doesn't “turn green.” It's better than a lot of chain selling in department and jewelry stores for competitive or even higher prices. That's why we have no problem guaranteeing it. That LIFETIME GUARANTEE \$IGN will sell a to of jewelry for you. too!
5. THE BEAUTIFUL BLACK VELVET, REVOLVING GOLD CHARM DISPLAY. See it on top of the spools of gold chain? For a closer look, turn to page 6 of the catalog. This revolving unit displays 200 charms! For you it's a fantastic money-maker. Our Distributors find that there's a charm sold with every third or fourth chain! These charms cost you only \$1.75 each—yet you sell them for up to \$10! Incredible? Yes, but true!
6. When you also add the FILIGREE GOLD RING DISPLAY, the FASHION RING DISPLAY, and the SPECIAL GOLD BRACELET DISPLAY, just as the front page photograph shows, you've set yourself up with a complete jewelry store — in just a few feet of space!!! And, our Distributors find that they sell one of these “extras” to about 30% of their customers.

*These “marketing secrets” have made GOLD BY THE INCH one of the hottest small businesses c the '90's.*

Okay, now I've revealed “what makes this tick.” There's even more - in our video training tape that you'll receive as a FREE GIFT. More about that later.

## **“IT SOUNDS GREAT. HOW DOES IT WORK FOR REAL PEOPLE JUST LIKE ME?”**

First, before we go any further, I'd like you to "meet" some of our successful GOLD BY THE INCH family members. Their stories are told, in their own words, in articles in national magazines like *Money Making Opportunities*, *Spare Time*, *Income Opportunities*, *Entrepreneur*, *Small Business Opportunities*, and *Making Profits*. I've enclosed a little booklet made up of reprints of some of these articles, so you can read these stories of successful entrepreneurs from all over the country • just like you'll be!

## **GET STARTED BY MAKING \$3,000 ON A \$599 INVESTMENT**

As you undoubtedly know, most businesses are risky and expensive to start. With GOLD BY THE INCH, this isn't true! Instead, you can get everything you need to get going for as little as \$699 - and you can turn that into a whopping \$3,000! Where else can you invest so little to make so much? Most people get their investment back AND make a profit their very first weekend! Take a look at page 2, the inside front cover of the wholesale catalog -this is the basic STARTER KIT.

In this kit you receive 8-feet of each of the 12 most popular chain styles and the matching clasp sets you need for making necklaces and bracelets, with the spool-style GOLD BY THE INCH display case. This start-up inventory of GOLD BY THE INCH CHAIN will generate more than \$3,000 in profits, when you sell it at our suggested retail prices of 10 times cost!

But that's not all! You also receive the jeweler-craftsman's tools and accessories you need...the crowd-putting 3 foot by 27 inch GOLD BY THE INCH sign...the tabletop black and gold easel sign explaining GOLD BY THE INCH and the LIFETIME GUARANTEE...and complete, easy to follow instructions for making the jewelry instantly, on the spot (no experience needed - even a "klutz" can do it!). All of this is included, to get you started right!

How quickly can you recover this investment? Well, just 15 -20 typical necklace and bracelet sales will bring in more than \$500,001 You could probably do that almost instantly, just by setting your display up on the kitchen table and letting your friends, relatives, and neighbors see the unique business you've gotten involved in.

Or, just like many of our Distributors, you'll recover your investment plus a profit your very first weekend at a swap meet or retail store location! (Is there another good, proven business where you can recover your entire investment in the first week? I don't think so!)

And, remember, the \$699 STARTER KIT will in, total, produce more than \$3,000.00 in profits!

## **HOW CAN THERE IN THIS BE SO MUCH PROFIT BUSINESS?**

*IS \$3,000 FROM \$699 A LITTLE HARD TO CONCEIVE? WELL LET ME TELL YOU THE INSIDE STORY ABOUT THAT.*

The jewelry business is one of the highest "mark-up" (profit) businesses in America. It has to be when you consider the huge, huge overhead expense of the typical jewelry store or department store's jewelry section — high rent to the ) mall or shopping center; expensive display cases; Inventory, inventory, and more inventory; and radio, TV and j newspaper advertising! Also, most of these stores do not buy "factory direct" — there are "middlemen" who must be paid.

We've changed all that around, to your advantage. First, as you already know, we invented the mobile, portable, mini-jewelry store, so you aren't saddled with a big store rent to worry about on the first of every

month. Second, carefully consider the gold chain business. The typical store has to keep in stock a large supply of every length of chain for

bracelets and necklaces... In different styles. The store has to stock 7", 8", 16", 18", 20", 24" etc., etc., and that takes a lot of money and a lot of space.

Instead, with GOLD BY THE INCH, each spool offers an endless, limitless variety of lengths! You make it to the length you want! And, best of all, you buy "factory direct." We are the manufacturer; you are our direct Distributor. There are no middlemen. And we do a huge volume; we make and distribute enough chain each year to circle the planet many times! That volume helps us keep the costs very low, and we pass that savings right on to you!

*For all these reasons, your GOLD BY THE INCH business is super-profitable!*

## **THE \$699 STARTER KIT FROM WHICH YOU'LL MAKE \$3000 IS JUST THE BEGINNING. . .**

About half of all GOLD BY THE INCH Distributors start with just the \$699.00 STARTER KIT, then add to their business later as they make big profits and get more and more excited. And that's fine. If that's the way you want to get going terrific! But it is just the beginning

Turn to page 3 of the catalog and you'll see the "extension" of the chain styles....a second display of 12 more, different styles. Your cost: Just \$599.00, your profit: over \$3,000.00! Then, on page 6: our fantastic charm business. About one out of every three or four customers will buy a charm with their bracelet or necklace. While you quickly make their chain, they "browse" through this charm display and pick out their favorite.

As you'll see on pages 7,8 and 9, there are very popular gold nugget, religious, zodiac, initial and numerous other charms! With your starter order of the 200 different charms for just \$350.00, you get the velvet revolving display free! This display sells for \$100 and is custom made to show off your charms for you to make the most possible sales.

Page 10 shows the GOLD BRACELETS DISPLAY. (It's "pilfer proof", by the way.) These bracelets are extremely popular, and represent a tremendous additional source of profits. The \$252.00 STARTER KIT turns into over \$1,200.00 in extra profits!

On page 11 - the FILIGREE GOLD RINGS DISPLAY and FILIGREE SILVER RINGS DISPLAY. Take a look at the delicate, intricate craftsmanship in these rings they're shown here actual size. Ladies of all ages love these special rings! The 14Kt Gold Layered Filigree Ring Kit cost only \$180.00, and the Solid Sterling Silver Filigree Ring Kit is only \$216.00. Both STARTER KITS comes with a free counter ring display, and each produce over \$500.00 in profits!

On pages 12 and 13 - our FASHION RINGS DISPLAY. All of the stones are either real semi-precious stones or Austrian lead crystals or the look-alike diamond substitutes: the "cubic zirconiums" you've heard so much about. These rings are also made right here in the USA, and are covered by our LIFETIME GUARANTEE. And - these FASHION RINGS are big, big, big money-makers. The rings sell for \$39.95 to \$99.95 each depending on the style and stone yet they cost you only \$7.00 each. The STARTER KIT you see on page 12, with the free display costs you only \$504.00 but produces over \$4,000.00 in profits!

Page 14 introduces our earring business. It's easy to make FASHION EARRINGS. Your customers love getting earrings to match their new bracelets and necklaces. And, in many cases, you get to "re-cycle" your "scrap" chain into these earrings! The whole STARTER KIT is only \$100, and it'll provide you with over \$500 in profits.

Page 15 - 72 DIAMOND RINGS. Each ring contains a 1/2 point genuine diamond set in a exquisite illusion plate. Men and women of all ages love diamonds. You also receive the free velvet display to show off your 72 rings. Just \$576, your profit: over \$3,800. You can start out with just the \$699 GOLD BY THE INCH STARTER KIT and add these other kits as time goes on, expanding your business "bit by bit."

Or, if you want to "go big," take a look at the back page of the catalog. When you buy any three kits, we'll give you the EARRING STARTER KIT - FREE? (That's like putting \$100 cash or \$600. counting the profits,

in your pocket.) Or buy the six kits and we'll give you the GOLD FILIGREE RING KIT — free!. (That's like putting \$180.00 cash or \$562.00 counting the profits, in your pocket.) Or order the seven kits listed and we will give you BOTH the EARRING STARTER KIT and THE GOLD FILAGREE RING KIT-FREE! (That's \$280.00 cash, or \$1,262.00 counting the profits, from us to you.) With all nine kits, you're prepared to produce over \$13,000 in profits.)

Some of our most successful Distributors started with the \$699 STARTER KIT, by the way - - like Dan Israel, featured in the article reprinted from *MONEY MAKING OPPORTUNITIES MAGAZINE* in the booklet enclosed with this letter.

## HELPING YOU. GET STARTED

Look at all the ways we help you get off to a fast start, the right start in this business. First, with the \$699.00 GOLD BY THE INCH STARTER KIT, we include all the craftsman's tools, accessories, instructions, the display case, even the signs you need - - there's nothing else to buy! Second, every other kit -bracelets, rings, charms - has all the "extras" you need, including the display.

We keep a huge inventory in stock, so your order is shipped the very same day we receive it - no waiting, no delays! You can be in business, making profits the same week you make your decision to go for it! We ship COD, and even accept VISA or MasterCard. I really don't believe there's any other business as easy and inexpensive to start or as immediately profitable as GOLD BY THE INCH.

## QUESTIONS AND ANSWERS

As you can imagine, after helping more than 5,000 people get going with GOLD BY THE INCH businesses, we've heard a lot of questions. At the end of this letter, I've answered the questions we hear most often. Maybe you have one of these questions in mind, too. Of course, our friendly people will be glad to answer any other questions you have when you call.

## YOUR *FREE* TRAINING VIDEO IS WAITING

I like to encourage people not to procrastinate. Somebody once said, "Procrastination is the language of the poor." As I you can tell by now, I'm very excited about this business and cant wait to hear your success story. That\*s why I invested ; quite a bit of time and money in preparing a VIDEO TRAINING TAPE for new people.

It shows you exactly how to make your jewelry... how to set up and stock your "mini-store"...even how to sell the ! jewelry; you see a customer making purchases at a GOLD BY THE INCH location.

When you place your order within 15 days, this VIDEO is yours free, as a gift from Sandy and I. If s like having us come into your living room and tell you how to get started. And it actually shows you what you need to do. With this VIDEO, you just can't miss! The VIDEO is yours free, regardless of the size of your first order. I don't care whether you start small, with the \$699 STARTER KIT, or start big ft doesn't matter to me. Just call right away and the VIDEO is yours.

Thanks again. And congratulations again. You're about to discover "the perfect business." Good selling to you and *go for the gold*.

Sincerely,



Len Shykind  
President  
U.S. GOLD CHAIN MANUFACTURING CO.

# QUESTIONS & ANSWERS

*Q: I see that one of the ways to operate my GOLD BY THE INCH business is to secure a location in a mall or shopping center, in front of a store. How do I do this?*

A: Many GOLD BY THE INCH Distributors use "store locations." Generally, the Distributor finds a store he would like to locate in or in front of, then meets personally with the store owner to propose the arrangement. Because it takes only a few feet of space to set up the entire GOLD BY THE INCH business, most stores can make room for you.

In many malls, the GOLD BY THE INCH area is set up right at the front of the store, sort of sticking out into the mall. Having GOLD BY THE INCH there draws shoppers over to the store and helps create traffic for the store — so that's one reason why the store owner agrees to the GOLD BY THE INCH operation.

Also, most Distributors pay the store owner a "commission" on the sales made there. That commission ranges from 20% to 30%, and it's up to you to decide on that and negotiate that with the store owner.

I've also known of arrangements where the GOLD BY THE INCH Distributor just rents space from the store owner for a flat fee. GOLD BY THE INCH businesses seem to do best if located in gift, card, drug, clothing, novelty, or any store that has a high volume of traffic. Obviously, the busier the shopping center, the better.

Some of our Distributors have located their GOLD BY THE INCH businesses in the same stores for certain weekends or seasons year after year after year.

They tell me they do quite a bit of "repeat business" with customers *who* become accustomed to finding them there. They come back to buy more GOLD BY THE INCH for themselves and as gifts, and also bring their friends.

*Q: Is a store location better than a swap meet location?*

A: Not necessarily. Many, many GOLD BY THE INCH Distributors prefer to work swap meets. For one thing, it's easier -there's no store owner to negotiate with or split profits with. Today, many swap meets are big, organized operations and being there is almost like having a store in a shopping center, except that you can work only on weekends and pay only a few dollars for rent.

Many of our Distributors like to travel with their GOLD BY THE INCH businesses, too. I know Distributors who go South in the winter and North in the summer, who visit their kids or grandkids in different cities or who travel on vacation, but everywhere they go, they seek out a swap meet, set their GOLD BY THE INCH business up on the weekend, and keep earning an excellent income.

*Q: Are there other ways to market GOLD BY THE INCH?*

A: Absolutely, although I do want to point out that most of the business is done through the two ways we just talked about: store and swap meet locations.

I also know of Distributors who work county fairs, state fairs, horse shows, dog shows, church flea markets, and after special events where lots of people gather. Some people have GOLD BY THE INCH home parties, sort of like Tupperware parties. Of course, just about everybody makes sales to their friends, relatives and neighbors.

I know of some Distributors who take the home party idea to the office or workplace, and during the lunch hour, break time or after work, have a GOLD BY THE INCH "party" for co-workers. And I hear about new ways and places to sell GOLD BY THE INCH all the time.

*Q: Can I have more than one location?*

*Q: Can I have other people work for me?*

A: Yes and yes! Many GOLD BY THE INCH Distributors operate two, even three locations at the same time, particularly during the holiday gift season (Christmas) or immediately before Valentine's Day, Mother's and Father's Day and graduation. Most do it by staffing with family members - the husband works one location, the wife another, maybe the kids still another.

Some Distributors do hire others to man locations for them, too. I know of Distributors paying their help an hourly wage or commission (from 5% on up) or a combination of wage and commissions depending on the sales. An additional GOLD BY THE INCH location is a great way to give your kids an opportunity to earn money for college or for spending.

My son Murray, who is attending the University of Michigan, has his own GOLD BY THE INCH business. He works swap meets weekends and earns money for his college costs and upkeep of his Jeep. He also makes spending money doing it, and has fun to boot.

*Q: I've never done anything like this before and I'm a little worried. Comment?*

A: I know it's hard for some people to believe, but this is a very simple business. First of all, actually making the jewelry on the spot is very easy. In just a few minutes, after you watch the video, you can crack open your STARTER KIT and make jewelry; perfectly, quickly, easily. Second, selling GOLD BY THE INCH is fun and easy, even if you've never sold anything before in your life.

And, on the video, we show you exactly how to sell, what to say, what customers ask and how to answer them. But this is such a hot concept, GOLD BY THE INCH often sells itself. Of course, if you happen to have selling experience, you'll take to this like a duck to water. But anybody can quickly learn and do well in this business.

*Q: Should I be concerned about how many other GOLD 3Y THE INCH Distributors there might be in my area?*

A: Not really. Right here in Phoenix, our home town, there are dozens of Distributors, but there are literally hundreds of good locations going untouched. Some Distributors come here to vacation and visit from other parts of the country and they never have any trouble immediately getting good locations to do the GOLD BY THE INCH business.

All across America, we have only about 5,000 Distributors, and many of those aren't even "part-time" but, by their choice, just "spare time." We could use 50,000 more, and still nobody would be bumping into each other.

*Q: In the catalog, I came across some "technical terms" that I'm not sure I understand, like: gold-layered, jump rings and quality tags. Can you quickly tell me what these terms mean?*

A: Gold-layered: A semi-precious jewelers metal is layered with nickel for hardness and to make it shine. It is pre-layered with 14KT gold to lock out all impurities. Another layer of 15-18KT gold is adhered for consistent color on all chains. Finally the complete chain is organically coated for durability. In other words, this complicated process is what we call gold-layered.

Jump rings: a small oval ring that connects the chain to the clasp. Item #2002, #2004 and #2006 on page 4 of the catalog.

Quality tags: a small tag that fits on the end of the chain that is associated with fine jewelry.

*Q: Once I make my Initial purchase, say the \$699.00 STARTER KIT, do I have to meet any quotas or purchase a certain amount each month or year in order to stay a Distributor?*

A: No. We welcome everybody - people who do a lot of business, who work it full-time, who have multiple locations. Part-time people, who use GOLD BY THE INCH to earn extra income. Even spare-time people, who work GOLD BY THE INCH only a few weekends a year, maybe to get some spending money for the holidays or for the annual family vacation.

*Q: I'm frankly not In very good financial shape right now. How can I get the money to get started?*

A: First, don't be embarrassed. Many of our most successful Distributors started with us when they were in the same position.

If you have the money to get started in your savings account, if you have the cash value of an insurance policy you can borrow against, or if the money is otherwise available, you just go for it - get the \$699.00 STARTER KIT.

Spend an hour or so watching the video and making sure you can make the jewelry, then get out to a location. A swap meet is a good place to start. In one weekend, you can recover most all your investment! Sure, every Distributor gets different results, and some people learn faster than others.

But in one or two weekends, you should recover your cost and be making profits!

We accept VISA and MasterCard, too, so you can buy your STARTER KIT and recover the cost even before your credit card bill arrives. If you prefer to pay it off over time, a \$699 purchase on your VISA or MasterCard will only add a few dollars to your monthly payment. Some Distributors have gotten started by borrowing the money from family members or friends.

I know one Distributor who borrowed just \$100.00 each from five different friends and relatives and used \$200.00 of his own money, got the STARTER KIT, and brought in enough money his first two weekends to pay everybody back with profits leftover. Another young man I know got a friend to put up the money to get started for half the profits. That "lender put up \$700.00 and got back \$1500.00, and yes, that sure is a lot of "interest" - but the young man has continued on in GOLD BY THE INCH, earning thousands and thousands of dollars. I guess what I'm saying to you is that you can and will find a way to get started if you have a sincere desire to do it. And I'm very pleased that we're able to start people out in this business for just \$699.00.

*G: What if I still have a question or two?*

A: The only "dumb question" is the one that goes unasked! Don't let an unanswered question stand in your way. Pick up your phone and call us. We'll be glad to help you in any way that we can. And I'm looking forward to getting a letter from you very soon, telling me your success story!

By the way, we have a lot of experienced swap meet merchandisers and direct salespeople who get involved with GOLD BY THE INCH. They understand everything in the catalog and in our information instantly, and,..of course, they do super well right out of the gate.

However, we also have a lot of people start with us who have never been in business for themselves. If you fit that description, again, please don't hesitate to call with your questions.

U.S. GOLD CHAIN MFG. CO.  
11460 N. CAVE CREEK ROAD  
PHOENIX, AZ 85020  
(602) XXX-XXXX

### **\*\*HERE'S HOW I MADE AN EXTRA \$40,000 IN SIX MONTHS IN MY SPARE TIME SELLING "GOLD BY THE INCH"... AND HOW YOU CAN, TOO!**

Dear Soon-To-be-Entrepreneur:

The entrepreneur's life is a great life. I love running my own show, being my own boss, setting my own hours, and pocketing THOUSANDS OF DOLLARS in extra income each week.

Now, I want to show you how YOU can make big profits in a spare-time or full-time business of your own while earning \$400... \$1,000... even \$3,000 a week or more – even if you only work evenings or weekends. Even if you only work part of the year.

What's the secret? As you already saw on our TV program, it's...

#### **... "GOLD BY THE INCH."**

Thanks for responding to our TV show. The catalog and other free materials you asked me to send you are enclosed.

Now, maybe you've sent for information on how to make money in your spare time in the past but were disappointed to receive only some book or audio, tape album containing an unworkable plan which you never got into. Lord knows, that's happened to all of us plenty of times.

So, when I created GOLD BY THE INCH, I wanted it to be different. Workable. Practical. A way to make a substantial second income, right from day one.

And, as the enclosed testimonials and literature demonstrate, that's EXACTLY what it is.

#### **WHAT'S SO DIFFERENT ABOUT 'GOLD BY THE INCH'?**

At U.S. Gold, we don't merely give you advice on how to run a successful spare-time business... We actually PUT YOU INTO THE BUSINESS ITSELF...a distributorship for our GOLD BY THE INCH gold chain and jewelry business.

As the enclosed catalog and 8-page newsletter explain in detail, you get everything you need to INSTANTLY begin making money selling beautiful gold chain and jewelry at swap meets... flea markets... shopping malls...retail outlets...party plans...anywhere people gather. This isn't "pie-in-the-sky." It's real. And so are the profits, which come pouring in from the very first day.

#### **"HOW MUCH MONEY CAN I MAKE SELLING GOLD BY THE INCH'?"**

The profits are so huge that, to the person who has never owned their own business before, they may seem astounding. For example, when my wife Sandy and I first started selling our GOLD BY THE INCH in front of a gift store in Fiesta Mall in Phoenix, we made over \$40,000 in 6 months... working mostly on weekends. And many of our GOLD BY THE INCH distributors are making even more:

*(over, please...)*

- \*\* Ed and Helena Thompson from Davenport, Iowa have earned profits exceeding \$3,000 per week. "Nothing either of us could do would pay nearly as well," they tell us proudly.
- \*\* William Burnett, a disabled Vietnam Vet from Los Angeles, California now has income of as much as \$1,000 per week or more as a GOLD BY THE INCH entrepreneur.
- \*\* Dan Israel, of Waukesha, Wisconsin reports earning of as much as \$3,200 per week.

Picture yourself with an extra \$1,000... \$2,000... even \$3,000 a week or more in income. And think about what it would mean to YOU: More security... stocks, bonds, investments, money in the bank... a new car, college tuition for the kids, a European vacation... freedom from money worries... the home of your dreams. The possibilities are endless,

Sound good? Then...

### **ACT NOW AND SAVE \$ 100.**

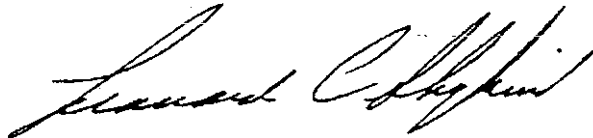
In my 30 years as an entrepreneur involved in many different business ventures, I've discovered the secret that separates the successful entrepreneur from the stuck-in-a-rut wage earner, the "doers" from the "dreamers."

It's this: ACTION. Those who become successful entrepreneurs do so largely because they can make decisions and take action toward achieving their goals. On the other hand, those who never "make it" are not less intelligent or talented; they simply never "get around" to doing anything to help themselves make their dreams come true.

So, please let me help YOU become a doer instead of a dreamer – with this special incentive offer: Order our Kit #1 from the enclosed GOLD BY THE INCH color catalog within 10 days and it's yours for only \$499 – a savings of \$100 off the regular price of \$599. This kit contains everything you need to get started and quickly earn a \$3,000 profit on your initial investment... the equivalent of tripling your money not once but twice!

Now it's up to you. To order your GOLD BY THE INCH #1 Kit and receive your \$100 discount, call 602-971-1243 today.

Yours for success,



Leonard G. Shy kind, President  
U.S. Gold Chain Mfg. Co.

P.S. Remember: Call 602-XXX-XXXX and order your Kit #1 within 10 days and you will save an immediate \$100. Once this special discount offer expires, it may never be repeated again.

**NEW: By reading this article you will learn how an exclusive opportunity to offer business-owners and homeowners guaranteed savings on services they are already buying can finally give you the income you've dreamed of. And you have over fourteen different wholesale services to choose from.**

**HOW A \$29.95 "INVESTMENT" CAN PUT YOU INTO THE MOST EXCITING, EASIEST BUSINESS EVER INVENTED - EARN THOUSANDS TO TENS-OF-THOUSANDS OF DOLLARS A MONTH**

Every once in a while, a really 'big' opportunity comes along. This is such an opportunity. Simply, we are ready to take you by the hand and put you into a ridiculously easy business, on a fully satisfaction guaranteed basis, that can realistically, ethically provide you with an income of \$1,000, \$3,000 or more part-time, two to three times that much full-time, all from the comfort and convenience of your own home.

This is NOT 'multi-level'. Although you will have the potential of having hundreds or even thousands of like-minded entrepreneurs working for you through our exclusive S.I.R. (Supervising Independent Representative) Program. And we even recruit and assign them to work for you. This is all detailed for you in our comprehensive training program.

**OUR AMAZING MONEYMAKING SYSTEM LETS YOU GET RICH BY SAVING PEOPLE MONEY ON A SERVICE THEY ALREADY BUY, EVEN BY GIVING AWAY FREE SERVICES!**

This is NOT 'selling' like you've ever known it to be. Can you succeed at giving away 50-dollar bills? This is almost that easy. Simply put, you show business owners or homeowners how to save big money on their phone bills.

With our System, you offer people guaranteed savings, on a no risk trial basis. Your customers do not have to give you a dime to try this service. You even give them 4 FREE HOURS OF LONG DISTANCE PHONE CALLS as a 'bonus'. There's no 'hard sell'. In fact, this is the easiest 'sell' ever created. (We're the only company in America that actually pays our customers to try us out!)

**YOU'LL BE PROUD TO BE IN THIS LEGITIMATE, RESPECTED BUSINESS.**

If you've 'chased rainbows', been 'scammed' by get rich quick schemes, hate trying to sell something people do not need or want...well, here, finally, is something really different AND real. People will THANK YOU for telling them about this service. You see, big companies like IBM and General Motors have been saving big money for years through this exact same method. Now we're making those very same savings available to small business owners, even 'ordinary folks'. People will be impressed with everything you offer them, all on no fee, no up-front cost, no risk basis. And you'll be impressed by your earnings.

**HERE'S THE TRUE SECRET TO FINANCIAL FREEDOM:**

You get a commission, a percentage of all the long-distance phone calls made by every customer you sign up for this service. But that's only the beginning, because you get 'passive, residual income' too. (You know, Jack Nicholson played 'The Joker' in the Batman movie once...he worked one time, making the movie...but he gets paid every time it's shown, every time a video of it is sold, even every time a related merchandise item, a toy, a T-shirt, is sold) - that's 'residual income'...that's THE SECRET TO FINANCIAL FREEDOM AND SECURITY.

In our business, you keep getting commissions month after month after month, FOR LIFE, on every customer you matched up with our service. Do that 'ork' once, get paid forever! This lets you 'stack

up" income, so that, after a year or a few years, you have big money coming in every month even if you do no work. (Travel. Play golf. Invest in real estate. Lay in a hammock. Whatever. And STILL GET PAID.)

However, while you are active in this business, you can also get a FREE CAR - we'll furnish you with a 100% paid-for 'company car' when you reach certain goals.

**THERE'S EVEN MORE. THE BUSINESS GETS EASIER THE LONGER YOU'RE IN IT, BECAUSE YOUR CUSTOMERS BECOME 'SALESMEN' FOR YOU!**

Once your customers see their savings, they tell everybody they know about you! We even teach you a unique 'referral management system' that motivates your customers to refer others to you, so, quickly, you'll find your customers doing most of your selling for you!

**WE GUARANTEE YOU'LL FALL IN LOVE WITH THIS BUSINESS**

We've put EVERYTHING you need to know about this business in an incredibly exciting, step-by-step Manual. Read, we think appropriately, "UNLEASH THE ENTREPRENEUR WITHIN" - because it WILL unleash the successful entrepreneur in you! Mary Anderson, the Executive Director of the Direct-Mail-Order Association said, "I'm constantly bombarded with new programs and, after reviewing 'Unleash The Entrepreneur Within,' I personally rate it one of the best, if not the very best opportunity around today." Robin Seymour, host of The Opportunity Show, seen on TV, calls this "one of the finest opportunities I've seen in 25 years."

You see, we believe you are simply going to fall in love with this opportunity - so we're glad to completely guarantee your satisfaction with everything we've put together for you. If, after studying the "Unleash The Entrepreneur Within" Business Manual, you feel that this opportunity is not for you, for any reason, you can return the Manual within thirty days and we'll refund your money. Every penny, immediately. No quibbling. No hard feelings.

By the way, you'll learn a lot more from this Manual than just this particular business. For example, you'll learn about Residual Income, Multiplex Income, Referral-Type Marketing, and the real secrets behind most self-made, wealthy peoples' success. You'll also get over FIFTEEN DIFFERENT WAYS to promote more than 14 various services...including payphones, phone bill audits, and a simple, dirt-cheap postcard you can send out so people call you, eager for what you offer...a way to help church, civic or school groups do the fundraising with you...and much more. If you are already in sales, you can, of course, sell this 'old-fashioned way' too: face-to-face. The 'Free 4 Hours of Service' can also be used as a premium. Jim Straw says: "As the publisher of some of America's leading business opportunity publications over the last 20 years, I have seen almost every business opportunity. I must say that 'Unleash The Entrepreneur Within' is the cream of the crop, the best of the best."

**THE ONLY OPPORTUNITY WHERE MONEY IS NOT A PROBLEM.**

You do NOT need to ask customers to give you money. There's NO startup fee, NO monthly fees. You even GIVE AWAY four hours of service. FREE. The customer will never notice anything different in his

phone service - the only difference will be his savings! (That he'll notice!)

And, YOU do NOT need to risk or invest your hard-earned money to get going in this business. You work from home. There's no inventory to buy, no costly seminars or boot camps to come to, no franchise fees. We start you in this business for just \$29.95, and that's even guaranteed!

**HOW BIG IS THIS OPPORTUNITY?**

There are at least 20-Million potential customers for our service, who WILL save money with us. And we are on a mission to reach them all, to give each and every one of them 4 HOURS OF FREE LONG-DISTANCE SERVICE! We need you, right now, to get our message out. That's why we're willing to set you up in a business equal in income potential to distributorships and franchises requiring thousands of dollars, for just \$29.95. And to give you a money back guarantee.

**WHY SHOULD YOU TRUST THIS OPPORTUNITY?**

Our company, Business Network Communications, is located in a 4,000-square-foot office complex in Cherry Hill, New Jersey. Our Marketing Offices occupy 6,000-square-feet at 2770 Ridgway Court in Walled Lake, Michigan. (We do not 'hide' behind a P.O. Box, like some advertisers of get-rich information.) We are registered with Dun & Bradstreet. And, all of our commercial customers get genuine AT&T long-distance services. WE have created the finest wholesale, 'group' long distance service in America. We are now building the finest national network of Associates, to represent our services in their communities. We are interested in YOU, not your money - that's why we're putting you in business for just \$29.95. And, we guarantee your satisfaction or your money back.

**LET'S SUMMARIZE:**

You can use any of our 15 different promotional methods to find business owners or homeowners interested in saving money on long-distance calls...let them try our services without paying a cent...even give them 4 hours' service...FREE...and you'll receive a commission on every customer's activity not just the next month, but EVERY month, for life! EVERYTHING you need to start in this business is provided in our 'Unleash The Entrepreneur Within' Business Manual, for just \$29.95.

**THIS IS, HOWEVER, A LIMITED TIME OFFER.**

Soon, we may change the way that people can get started. It will probably require considerably more than thirty dollars. In some areas, we may stop accepting new people altogether. This \$29.95 offer is a limited time situation, so act now.

**HERE'S HOW TO GET STARTED:**

Order now and receive a FREE money making video valued at \$20. For VISA or Master Card orders, call Toll-Free, 1-800-523-8691 Operator 290. Or, mail your check or money-order for \$29.95 plus \$4.50 shipping/handling to: BUSINESS NETWORK COMMUNICATIONS, 2770 Ridgway Court #290, Walled Lake, Michigan 48390. Or, first, for even more information, call our Free Recorded Message at 313-458-1764. Do it now!

THE EASIEST MONEY YOU'LL EVER MAKE...BELIEVE IT OR NOT! IT'S TRUE

**"I MADE \$35,000 IN JUST 1 DAY AT HOME IN BED WITH THE FLU"**  
 By simply putting my successful money method in action I'm making thousands of dollars every week whether I work or not...



© 1973 Unique Ideas, Inc.

My briefcase crammed with thousands of dollars to be deposited in my bank.

I WILL QUICKLY TEACH ANY MAN OR WOMAN MY PROVEN "EASY MONEY SECRET" OF STARTING FROM SCRATCH AND MAKING A FORTUNE PRACTICALLY OVERNIGHT!

**OFFICIAL PROOF OF RESULTS**  
 CERTIFIED NOTORIZED AND DOCUMENTED  
**LEGAL SWORN AFFIDAVIT:**  
 TO WHOM IT MAY CONCERN:

As the Accountant for Unique Ideas, Inc., Mr. Ernie Tucker, Pres., I attest to the fact that he earned Thirty Five Thousand Dollars in a single day and presently averages in the thousands every week.

Personally I've always found him to be both a Successful and Honest Man. I Certify that all of these statements are true.

Certified Public Accountant's Name Available upon Request.  
 Bank Reference: Chelsea National Bank, 825 Seventh Ave., New York, N.Y. 10019  
 Notary Public: Harry Shalita, Dec. 3, 1973

**AN HONEST NO NONSENSE WAY TO RICHES IT ACTUALLY WORKS FOR YOU**  
 No equipment to buy or lease, no hustling your friends to buy junk merchandise and no books or correspondence course required.  
**DEFINITELY NOT A CON GAME, FRANCHISE, INVESTMENT SCHEME OR GIMMICK**

**YOU DON'T NEED MONEY TO MAKE MONEY**

Obviously you were not born rich so what? 85% of the men and women who are rich today started with very little money and had only average education, so why not be honest with yourself and stop using lame excuses, stand up and face the fact that the only real difference between you and thousands of rich Americans is that they discovered the right moves to make and you did not!

**YOU GET RICH MAKING "THE RIGHT MOVES"**

I've proven this to be true despite the fact that I was born poor and barely squeaked through high school. I still made a fortune in just a short period by making the right moves and I'll show you exactly how I did it.

But why am I so anxious to reveal to you my secret money making method? Surely there's more to it than because I enjoy helping others share in the rich good life as I have but frankly I expect to profit at least two hundred thousand dollars, maybe more, from the publishing of these ads in nationally famous magazines and newspapers.

**STOP WASTING PRECIOUS YEARS**

I should know. I wasted more good years than I care to remember, before I finally discovered the secret of making money. I slayed up to my neck in debt, bounced around from one eight hour dead end job to another. Just working, waiting and wishing for a great fortune to fall in my lap. I got married, became a proud father at a young age, I worked in a toy factory for a short time and peddled cosmetics from door to door, but everything I tried my hands at failed because I didn't know the right moves to make. This only happened to me twelve years ago. No doubt there are millions who are suffering this agonizing torment now.

**REVEALING: THE RICH MAN'S SECRET MONEY MAKING METHOD**  
 It's true that most rich persons keep

their money making secrets to themselves, seldom sharing it with others, but fortunately I met several unusually fair minded rich men who were so impressed with my ambition to get rich that they agreed to teach me the secret money making techniques that their many years of making millions had taught them, providing I would virtually work for them at least one year. I eagerly jumped at the opportunity to gain this valuable knowledge and said yes to their generous proposition. So for one year I listened and watched very closely, until I learned from A to Z how these financial wizards made thousands of dollars every single day. I'll always be most grateful to these men for teaching me their fast and easy money making secrets. It didn't even matter that I was practically penniless when I first put these methods into action.

**SUDDENLY IT STARTED MAKING MONEY FOR ME**

At first it was unbelievable... I paid off all my bills and my wealth continued to multiply. Huge sums of cash poured in so fast that I was forced to employ a full time bookkeeper and retain a corporation attorney, accountant and tax expert to help manage my prosperous financial affairs.

We had investments, property, stocks, money in the bank and can afford most anything we want. My family and I enjoyed our wealth and success. We were very proud of our accomplishments and it was our secret of making the right easy moves that made it all happen.

**THIS IS YOUR CHANCE DON'T BLOW IT**

It's a better chance than I had. If you're really serious I'm willing to share my secret. Surely I can afford to give it to you free of charge, but I won't, why should I give you something for nothing? Instead I'm going to ask you to send me ten dollars for sharing my secret. What's more, I want you to know that I intend to make a fair profit

from the information I mail you, why not? If I can show you how to make more money than you ever made in your life why should you care if I make a profit? Remember what I'm giving you for only ten dollars cost me 12 years to master. Even more important you get certified and documented proof beyond the slightest doubt that my method can make a fortune, this is why I can offer you the strongest legally binding guarantee possible!! A guarantee so incredible that you'll probably think it sounds too good to be true.

**UNUSUAL \$1000. GUARANTEE**

This is a legal and binding guarantee from me to you. The information I'll send you can actually put thousands of dollars in your pocket. But this is my pledge to you, after just 10 days if you don't agree my secret method is worth at least \$1000.00 in cash to you (one hundred times the ten dollars you pay) send it back and I'll rush a full refund, including your 10c postage. You take absolutely no-risk—not even the price of a stamp.

**GET READY TO GET RICH**

Every single day my method can bring you more cash. You'll never again need to borrow, budget or ask anyone for credit. You'll be proudly independent. You can enjoy those luxuries you've always dreamed about, but never could afford. Sound impossible? But it's not, you only need a serious belief in my proven method, very small capital and enough ambition to give it a try. Remember "nothing ventured nothing gained" and there's absolutely no way you can lose.

**JOIN THOUSANDS WHO ENJOY THE RICH GOOD LIFE:**

Ed K. says: "I never earned over one hundred dollars a week in my life until I

made 2 thousand dollars the first month using your money making method. I'm glad I took a chance." Sincerely, Ed K., N.Y. You can easily learn what I taught him and now his money worries are over, so why not take advantage of this rewarding opportunity. Any news of good fortune travels fast, already thousands of just average men and women have benefited from my concept, you will too. But I will not promise you'll make as much money as fast as I have, yet, it's possible you'll make a lot more even faster.

**YOU CAN LIVE HIGH ON THE HOG AND DO LESS WORK...**

I'll show you how to stop breaking your back to make ends meet and start using your head to get easy riches. If you're seriously fed up with being treated like a hard working stiff while others enjoy the rich good life, then don't pass up this opportunity—you risk absolutely nothing—not even the price of a stamp.

**MAKE THE RIGHT MOVE NOW**

**RUSH ORDER COUPON**

Ernie Tucker, Pres.,  
 Unique Ideas, Inc. Dept. HM-D4  
 1674 Broadway  
 New York, N.Y. 10019

Yes count me in on your \$1000 guarantee offer. I enclose \$10. Rush your proven easy money method. I understand that it has been officially certified, notorized and documented. If I don't agree it can actually put \$1000 or more in my pocket within 10 days I can return it for a full refund, including my 10c postage. There is no risk on my part.

Name.....  
 Address.....  
 City.....  
 State..... Zip.....



I am printing my message in a magazine. It may come to the attention of thousands of eyes. But of all those thousands, only a few will have the vision to understand. Many may read; but of a thousand only you may have the intuition, the sensitivity, to understand that what I am writing may be intended for you—may be the tide that shapes your destiny, which, taken at the crest, carries you to levels of independence beyond the dreams of avarice.

Don't misunderstand me. There is no mysticism in this. I am not speaking of occult things, of innumerable laws of nature that will sweep you to success without effort on your part. That sort of talk is rubbish! And anyone who tries to tell you that you can think your way to riches without effort is a false friend. I am too much of a realist for that. And I hope you are.

I hope you are the kind of man—if you have read this far—who knows that anything worthwhile has to be earned! I hope you have learned that there is no reward without effort. If you have learned this, then you may be ready to take the next step in the development of your karma—you may be ready to learn and use the secret I have to impart.

#### I Have All The Money I Need

In my own life I have gone beyond the need of money. I have it. I have gone beyond the need of gain. I have two businesses that pay me an income well above any amount I have need for. And, in addition, I have the satisfaction—the deep satisfaction—of knowing that I have put more than three hundred other men in businesses of their own. Since I have no need for money, the greatest satisfaction I get from life is sharing my secret of personal independence with others—seeing them achieve the same heights of happiness that have come into my own life.

Please don't misunderstand this statement. I am not a philanthropist. I believe that charity is something that no proud man will accept. I have never seen a man who was worth his salt who would accept something for nothing. I have never met a highly successful man whom the world respected who did not sacrifice something to

# I'd like to give this to my fellow men... while I am still able to help!

I was young once, as you may be—today I am older. Not too old to enjoy the fruits of my work, but older in the sense of being wiser. And once I was poor, desperately poor. Today almost any man can stretch his income to make ends meet. Today, there are few who hunger for bread and shelter. But in my youth I knew the pinch of poverty; the emptiness of hunger; the cold stare of the creditor who would not take excuses for money. Today, all that is past. And behind my city house, my

summer home, my Cadillacs, my winter-long vacations and my sense of independence—behind all the wealth of cash and deep inner satisfaction that I enjoy—there is one simple secret. It is this secret that I would like to impart to you. If you are satisfied with a humdrum life of service to another master, turn this page now—read no more. If you are interested in a fuller life, free from bosses, free from worries, free from fears, read further. This message may be meant for you.

By Victor B. Mason

gain his position. And, unless you are willing to make at least half the effort, I'm not interested in giving you a "leg up" to the achievement of your goal. Frankly, I'm going to charge you something for the secret I give you. Not a lot—but enough to make me believe that you are a little above the fellows who merely "wish" for success and are not willing to sacrifice something to get it.

#### A Fascinating and Peculiar Business

I have a business that is peculiar—one of my businesses. The unusual thing about it is that it is needed in every little community throughout this country. But it is a business that will never be invaded by the "big fellows." It has to be handled on a local basis. No giant octopus can ever gobble up the whole thing. No big combine is ever going to destroy it. It is essentially a "one man" business that can be operated without outside help. It is a business that is good summer and winter. It is a business that is growing each year. And, it is a business that can be started on an investment so small that it is within the reach of anyone who has a television set. But it has nothing to do with television.

This business has another peculiarity. It can be started at home in spare time. No risk to present job. No risk to present income. And no need to let anyone else know you are "on your own." It can be run as a spare time business for extra money. Or, as it grows to the point where it is paying more than your present salary, it can be expanded into a full time business—overnight. It can give you a sense of personal independence that will free you forever from the fear of lay-off, loss of job, depressions, or economic reverses.

#### Are You Mechanically Inclined?

While the operation of this business is partly automatic, it won't run itself. If you are to use it as a stepping stone to independence, you must be able to work with your hands, use such tools as hammer and screw driver, and enjoy getting into a pair of blue jeans and rolling up your sleeves. But two hours a day of manual work will keep your "factory" running 24 hours turning out a product that has a steady and

ready sale in every community. A half dollar spent for raw materials can bring you six dollars in cash—six times a day.

In this message I'm not going to try to tell you the entire story. There is not enough space on this page. And, I am not going to ask you to spend a penny now to learn the secret. I'll send you all the information, free. If you are interested in becoming independent, in becoming your own boss, in knowing the sweet fruits of success as I know them, send me your name. That's all. Just your name. I won't ask you for a penny. I'll send you all the information about one of the most fascinating businesses you can imagine. With these facts, you will make your own investigation. You will check up on conditions in your neighborhood. You will weigh and analyze the whole proposition. Then, and then only, if you decide to take the next step, I'll allow you to invest \$15.00. And even then, if you decide that your fifteen dollars has been badly invested I'll return it to you. Don't hesitate to send your name. I have no salesmen. I will merely write you a long letter and send you complete facts about the business I have found to be so successful. After that, you make the decisions.

#### Does Happiness Hang on Your Decision?

Don't put this off. It may be a coincidence that you are reading these words right now. Or, it may be a matter that is more deeply connected with your destiny than either of us can say. There is only one thing certain: If you have read this far you are interested in the kind of independence I enjoy. And if that is true, then you must take the next step. No coupon on this advertisement. If you don't think enough of your future happiness and prosperity to write your name on a postcard and mail it to me, forget the whole thing. But if you think there is a destiny that shapes men's lives, send your name now. What I send you may convince you of the truth of this proverb. And what I send you will not cost a penny, now or at any other time.

VICTOR B. MASON  
1512 Jarvis Ave., Suite M-80-EC  
CHICAGO, ILLINOIS 60626

**Send today  
for Two Free Cassettes  
that explain how you can earn  
\$4,000.00 per month  
from your kitchen table  
by performing services for your community  
with a computer**

Dear Friend:

You don't need to own, or know how to run a computer. Our company will provide you with everything you'll need to get started in a profitable, needed business of your own, including the computer, software, literature and training material.

Over the last 10 years, we have developed twenty services that you can provide for your community right from your home.

Hundreds of couples and individuals, just like you, now earn \$4,000.00 to \$10,000.00 per month, and have gained total financial independence.

You can start part time and retain the security of your present employment.

It's very difficult to raise a family on a salary job anymore, and retiring on Social Security and pension plans just don't work anymore. The only way to gain financial security is to go in business for yourself.

**LEGAL TAX DODGE**

Are you aware that the best way to really gain wealth in the United States is to be in business for yourself? If you are in business for yourself, you can:

1. Take up to \$30,000 and put it into your retirement fund each year without paying any taxes on it.
2. Pay your children up to \$2,000.00 per year and they don't have to pay taxes on it.
3. Deduct a percent of your home expenses off your taxes. I mean everything, painting, roof, driveway, etc.
4. When you travel, make it business related and it's tax deductible.

Computer Business Services, Inc.  
CBSI Plaza, Suite 879, Sheridan, Indiana 46069  
phone: 317-758-4415 fax: 317-758-5827

5. You may deduct from this year's income up to \$10,000 that you pay for equipment.

What this all means is that the government will help you start your new business and you can make a lot of money and pay little, or no, taxes on it.

IT'S A FACT

Over 38 million people now work from their homes and some earn 2 to 3 times what they did on their salary jobs.

Our company has 101 people in our home office in Sheridan, Indiana whose only job is to help you start and run your community service business.

FREE

We have recorded 3 hours on two cassette tapes that will explain everything to you. We also have prepared full color literature that explains our company and the services you would perform.

I won't go into detail here, but if you want all the facts on how you can earn \$4,000 to \$10,000 a month from your home performing needed services for your community, send in the enclosed postage paid card today. We will send you the FREE cassettes and literature immediately.

God Bless,



George & Jeanie Douglass  
Co-Chairman

P.S.: Sending the card won't cost you one dime and it could change your life forever - send it today.



(Janet) Hu Xiao Shan,

Chinese Champion Speed Skater reveals secret of Olympic weight control, energy and superior good health by using Chinese herbal beverage.

# 健美益寿

**EXHIBIT #9**

**“Did You Ever See A Fat Chinese Except in the USA”  
and Why Chinese Live Longer on Chang Bia Mountain!  
“How to be Slender, Beautiful & Healthy”**

Dear Friend:

May I tell you about my wonderful Slimming Tea.

You will experience steady weight loss, and noticeably better health and energy as you enjoy this tasteful hot tea.

It is a formulation of all natural herbs designed, researched and tested by Dr. Lin Hui of the Chinese Medicine Fat Reduction Association, who says: "This beverage when taken as instructed will lower blood pressure, blood sugar and blood fat and because of its intestinal tract cleansing it will reduce the possibility of colon cancer.

You can eat what you want, because the properties of this tea will reduce your existing body fat as well as that which you eat daily!

These herbs are very rare and perform miracles, but in a moderately slow, safe and healthy way.

**Here are testimonials from our customers:**

Dave Lackstrom, Canaveral, FL. 207 pounds.

"I Started to take Chinese Herb Slimming Tea on Jan 8, 1995 and I lost 12 pounds within a month. I feel very good."

Phyllis Mullet, Portland OR. 160 pounds.

"I started to take The Slimming Tea on Sept 20, 1994. I lost 15 pounds within one month and a half. I feel more energy and comfortable bowel movement. I also feel my skin looks better and my hair became shining too. Maybe because of the better blood circulation and body function balancing. I just keep taking the tea, like everyday juice, and I can tell the difference, if I do not take it"

Rachel Sermeno, Tacoma WA.

"I Like the Slimming Tea. It tastes very good and makes my body feel good. I lost 8 pounds, I feel more energy and I am not very hungry for food like before."

Please turn to page 2.

**The Little Coral Company**

503-██████████ • 800-██████████ • FAX 503-██████████ • 1117 SW Alder St. #305 ██████████, OR 97205

make your obesity worse. A low calorie diet lowers the rate at which you burn calories setting the stage for the "yo-yo" syndrome hence, when you stop dieting you do not just regain your lost weight, you gain more.

Lose weight by following three simple steps.

The only three healthy solutions to successful weight loss and weight maintenance are:

- 1). To stop storing fat.
- 2). To start burning up the fat deposits that are already there with exercise and
- 3). Use our Chinese Herb Tea as directed.

But remember: It is the fat calories in you diet, dairy fat, animal fat and even excessive amounts of vegetable fat, that are rushed into fat storage. If you substantially reduce your intake of fat calories, you will lose weight, even if you do not reduce overall calorie intake. Do not cut your total calories. You need to keep you metabolic rate humming along

Probably, not until This Chinese Herb Tea has there been a safe and healthy solution for the obese person. So adopt this scientific thoroughly researched and tested passport to good health, peace of mind, and happiness today.

**Ingredients:**

Xiakucao, Juemingz, Cheqian, Juhua, and other natural herbs.

**Directions:**

Treatment is recommended for 30 days, then an interval of 7 days before restarting each 30 day treatment period thereafter. Take this tea twice daily before breakfast and dinner, soak one to two packets in a cup of hot water for 5-10 minutes, boiling water is better, then drink the tea when it's still warm. Tea taken before meals has a better result than after meals.

Time of bowel movement and urination will increase slightly. Bowel movement twice a day and a soft nature is considered proper. Some patients have more that two bowel movements a day when first starting to take this tea. But after 2 or 3 days it will be no problem at all.

You will not feel very hungry after taking this tea for two weeks.

If for any reason you are not pleased with this Chinese Herb Tea you may return the unused portion for full refund.

Please phone 503-223-8485 or 800-318-8485 to order: Slimming Tea. A months supply of 60 bags is \$29.00 + 3.00 postage & handling. Automatic refill program available.

All best wishes,

Janet

*Janet Hu*  
The Little Coral Company

503-██████████ • 800-██████████ • FAX 503-██████████ • 1117 SW Alder St. #305 ██████████ OR 97205



According to a recent Harris Poll which revealed that ten years ago 58% of the population weighed more than their optimum weight, while today 69% are overweight.

Changes in our standard of living, life style, television snack and junk food in the diet, along with a lack of normal exercise are the culprits to overcome. Diet with fat and excessively high protein create excess heat in the body. This leads to high blood pressure, heart disease, and places a heavier burden on you liver, gall bladder, and kidneys.

**China Anhui traditional Chinese Medicine Factory and Dr. Lin Hui have developed perhaps the safest, most successful weight loss herbal tea available today. It is carefully processed under strict cleanliness and purity controls.**

According to the researchers and Dr. Lin Hui, of Traditional Chinese Medicine Fat Reduction Association in Beijing China, This newly made formula is superior for good health, more energy and fat reduction. This beverage is made from all natural plants. It has no synthetic ingredients of any kind and is safe, poison free, non-toxic, and it allows prolonged administration without any harmful effect.

It contains only pure natural herbs, and has been approved by the Beijing General Army Hospital in China for fat reduction and weight loss. It also helps blood circulation and metabolism as it leads to smaller appetite with a progressive loss of weight. It is suitable in particular for those who have taken meat, western food, curry and pastries.

#### **Perfect Body Function Balancing Can Make The Slimming Effect Permanent**

Because most of the overweight people have their body function balancing imbalanced, that's why they feel tired. The Chinese herbs really work on Yen Yang balancing very well. As you have your body function balancing adjusted, the slimming effect should be permanent.

The statistics from the Fat Reduction Clinic of Beijing General Army Hospital and another five clinics in Beijing China have shown that the slimming efficiency is 97%. In a survey of 10,000 people who took this Health Slimming Tea, each person was found to have lost an average of five and half pounds within a month.

It takes only 2-3 months for a moderately overweight person and 3-6 months for a heavily overweight person to return to one's standard weight. The fatter the person is, the greater the slimming rate will be. More weight will be lost right at the place where most fat is localized. After reducing you will not pick up weight again since your internal secretion has been thoroughly adjusted.

#### **Do Not Go On A Diet To Lose Weight**

If you want to lose weight, do not go on a low calorie diet. That will

• Stop hiccups instantly with Dr. DuBois' uncanny cure.  
See PAGE 345.

\* Constipated? Unlike chemical laxatives, this natural laxative (on PAGE 163) is non-habit-forming and generally safe, even when taken over long periods.

\* Menstrual cramps? Stop needless suffering. See how to stop it -- on PAGE 419.

\* Motion sickness? The safest places in the car or on boats -- where you'll suffer the least. PAGE 430.

\* Sprained ankle? How to prevent swelling. (No, the answer isn't ice.) See PAGE 435.

\* Worried about osteoporosis? These exercises (on PAGE 464) can actually increase bone mass. (Calcium supplements will not.)

\* Skin blemishes? Hollywood cosmetologist Maurice Stein tells how to camouflage them completely. Startling! Complete directions -- on PAGE 3.

\* Cut yourself? 10 unusual ways to speed healing and minimize scarring. On PAGE 526.

\* Sinusitis? Blow your nose, one nostril at a time! (Otherwise, you'll reinfect your sinus passages.) More tips, on PAGE 542.

\* Sore throat? Antibiotics won't help. But PAGE 549 will.

\* Toothache? Rub this pressure point with ice (exact location on PAGE 599). Uncanny!

\* Varicose veins? Dr. Clarke recommends these healing yoga exercises. PAGE 618.

THE BEST HOME REMEDIES FROM AMERICA'S  
BEST DOCTORS AND HEART EXPERTS!

Think of the time you'll save. And the money. The suffering and worry, too.

And you can count on these home remedies to work because they've been recommended to us by America's top doctors, plus leading health and beauty care professionals -- medical people who really know.

Here are more of their favorite "secret cures" ...

\* The most astonishing acne medication on the market! Now you can request it by name. See PAGE 2.

**DAN S. KENNEDY**

4-28-95

John Hallinan

John:

Since you're at break even, you're right; odds are, we can make it do better. However, I can't tell you ONE thing to do - instead, I'll have to suggest different things to try. Ideally, you'd test 'em separately. If you WON'T do that, do all that you agree with and see what happens. You can always work backwards then, to test each item and eliminate the costs of those that don't pay their way.

1. Enclose a full-color "photo" (can be printed on slick paper, not an actual snapshot...so you can run twenty on a sheet and cut apart...so cost'll be minimal in quantity.) I'll bet Janet is gorgeous in color, in a bright colored silk outfit...and slim -I hope!...maybe pouring a cup of tea. On the back, simulated women's' handwriting, in blue ink, with a guarantee or a push to read the whole letter.
2. Put the letter on a pastel colored paper. Beige. Peach. Tan. (NOT goldenrod or yellow.) Pastel!
3. Get the company identity OFF the first page. Save it for the last page.
4. Don't stop the letter in the middle. There's a place where Janet ends the letter in the middle of page 2. Why?
5. Try an "Oriental" free gift with purchase. A piece of pearl costume jewelry. Coral jewelry? A free report: Oriental Secrets To Younger Looking Skin. I dunno. Something to nudge the customer over the edge.
6. Change the company name. Either clinical - something like: American-Asian Health Research Institute...or personal -Hu Xia Shan's Health Secrets.

• The secret spot where mouth plaque is worst. Hardly anyone knows to brush there. Don't miss PAGE 585.

\* Stop swimmer's ear before it begins – if you recognize this early symptom. PAGE 576.

\* If you must douche when you have a yeast infection, Dr. Crandall says, try this liquid. See why, on PAGE 641.

I told you THE DOCTORS BOOK OF HOME REMEDIES is astounding! In fact, it's so complete, there's even a section of home remedies for your pets.

**PLUS, THOUSANDS MORE! MAIL THE ENCLOSED CARD TO SAMPLE THEM ALL!**

I could go on and on – because there are just so many reasons why no home should be without this invaluable volume.

That's why I'm inviting you to send for a copy of THE DOCTORS BOOK OF HOME REMEDIES and read it at your leisure yourself – ABSOLUTELY FREE for up to 21 days!

If you agree that this giant volume of medical self-help can save you time', money, worry and suffering – just keep it. (See your order card for details.) If you're NOT completely impressed, send the book back at our expense and owe nothing.

And don't miss the special invitation to examine THE DOCTORS BOOK OF HOME REMEDIES.

There's no risk. No commitment. No purchase-necessary. No strings attached.

The enclosed Return Postage Label guarantees it.

So, mail the enclosed card right away – and get ready to discover the most astounding secret cures, treatments and stunning home remedies you've ever seen!

To your good health,



Mark Bricklin Editor

P.S. FREE BONUS GIFT JUST FOR LOOKING!

To express our thanks for your interest we'll also send you a copy of our fantastic new Meals That Heal Cookbook. It contains 40 pages of recipes and information on "miracles meals" so powerful, they can offset a lifetime of bad habits. Don't miss it.

- This backrub activates your immune system, says Dr. Thrash.  
Directions on PAGE 275.

- \* Why you should NEVER buy colored toilet tissue. PAGE 343.
- \* Antacids that cause diarrhea. The type on PAGE 213 is the only one that won't. PAGE 213
- \* NEVER induce vomiting when you have food poisoning. Read what you SHOULD do, on PAGE 280.
- \* Why you should NEVER lie flat when you have heartburn. PAGE 330.
- \* How to train your whiskers so you WON'T get ingrown hairs. Smart! PAGE 370.
- \* Why women should NEVER shave their legs UP from ankle to knee. See PAGE 371
- \* Why you should ALWAYS wake up at the same time in the morning.  
PAGE 375
- \* NEVER take aspirin if you have laryngitis. It can halt the healing process.  
See PAGE 412.
- \* Skin secrets: There is no connection between having oily skin and eating fried or fatty foods, says Dr. Pearlstein. See what does cause it – oh PAGE 462.
- \* Warning: These factors (on PAGE 464) mean you are at high risk for osteoporosis. Read how to put the odds back in your favor.
- \* Be careful what you use on a poison ivy rash – some things will make it worse. See what's ideal, on PAGE 496.
- \* Stop pain with these mental commands. Dennis Turk, Ph.D., tells how to visualize yourself pain-free. Directions on PAGE 45.
- \* Foods that make PMS worse. PAGE 506.
- \* When nose drops make things worse. PAGE 544.
- \* How your toothbrush can give you a sore throat. Protect yourself! See PAGE 553.
- \* NEVER smash a yellow jacket. Squashing one can lead to a full-scale attack.)  
Read what you SHOULD do. On PAGE 557.
- \* The colors of clothing that attract biting, stinging insects. PLUS: the colors that repel them. All on PAGE 559.

(over, please)

PAID ADVERTISEMENT

# "I Really Expected To Be Dead By Now!"

by Laura Clausing

- Special - By all rights, I should be pushing up daisies.

Two years ago, I had a long, long list of serious ailments. It was so bad, I wrote good-bye letters to my mother and my husband, Dan. I just hoped for a normal life for whatever time I had left.

## We Meet The Genius

Then in October, 1995, Dan and I went to a seminar by David Elliott. David has a Master of Herbiology from Emerson College in Montreal. Since 1975, he's developed 200+ products based on your body's unique electrical characteristics.

He's worked with Roger Dagggett, Canadian Heavyweight lifting champ; the Mount Everest climbing team; dancers; football, hockey players; a Canadian volleyball team; runners, skaters. His work redefines our understanding of detoxification, the immune system, herbs, water & nutrition.

David is our age, 47. Yet if you could see him, you'd probably think he's one of the kids who works for us. His skin is so beautiful. He is truly the best example of his work.

Needless to say, I looked - and felt - a bit older than David when we met.

He does a therapy called SomaScend. He can read your feet, work on them and tell you that you broke a bone at age 6. It's pretty impressive.

So David was teaching 18 of us to work on our own feet. As he went around the room he touched everyone's feet, got to know their physiology.

He gave us a product designed to revive you. It bypasses the digestive system, goes right into the cellular structure. So it hits you immediately.

Everyone 'tise in the room felt wonderful. I got freezing cold. My teeth started to chatter. I thought I was going to pass out. I started to cry.

That was just the beginning.

## Suddenly, I Had A Teenager's Neck!

Three days later, Dan & I were driving home. My neck hurt. I massaged it ... and it felt strange.

So I made Dan pull the car over. He's always working on my neck. I told him, "Feel this neck!" He did: "Good grief! This isn't YOUR neck!"

A vital, healthy neck got plunked on my dying body. Since age 10, I've had chronic neck problems. As a child, I sat against a card table on its side so my neck wouldn't spasm. As long as I can remember, it's felt distended, swollen, feverish. No range of motion. It was terrible.

And suddenly, I had a young person's neck. I could turn my head right and left. In 3 days!

What happened? David says all the toxins held my bones in the wrong place. With his product, my body began cleaning them out. I was floored.

## "Spinal Adjustment In A Bottle!"

And my spine. Years ago, I fell backwards onto a dressing room cabinet's sharp corner. My spine went way off to the right. (I have the X-rays.)

For years, I couldn't lay on my left side without screaming and flipping over on my back.

After 6 weeks of David's products, I felt my spine. It seemed centered. I thought, "That's nuts. How could my spine shift?" I was incredulous.

I called David. He asked, "What holds the skeleton in place?" I said, "Muscles and tissue."

"Exactly," said David. "When you injure yourself, you get a 'toxic dump' at the injury. Muscles & tissues load up with toxins. Clean that out, your bones can go back into place. There's nothing left to hold them out of place."

The effect of David's products is like a spinal adjustment in a bottle - only better. With poisons cleaned out of muscle & tissue, my spine is perfectly centered. I can lay on my left side all night.

No pain. After 15 years, it's just gone!

## "The Curse?" Gone!

Plus, I had fibroid cystic - something-or-other. The mammary glands swell up. I could never wear a bra. It hurt too much. That's fairly common.

Each time a gland got cleaned out, I flinched. Then it was gone. No problem since. So you go from PMS & really aggressive female problems to not even knowing your period's coming. Your breasts don't get sore. No mood swings.

"The Curse" is banished.

## And No More "Bathroom Envy!"

One big problem was my 30 years of colon obstruction. Since age 15, I never eliminated without a laxative. And if your colon's shot, you're dead.

Everyone else pooped like a champ on David's products. Took me 3 months to start eliminating normally. But after 30 years of not eliminating for days at a time, it's a miracle.

## My Toxic Brain

Everyone else got energized with Vivid, one of David's great products. I got tired. Vivid allows the brain to normalize. My brain, loaded with toxins, couldn't respond normally.

Maybe it's the 10 years I sang on cruise ship, breathing circulated air. And I always dyed my hair. Poison on top of poison.

All I know is, as the electrolytes struggled up my curved spinal transportation system to my brain, I felt a twinge as they hit the occipital area.

David said, "Look. If you can't handle it, stop." But I'm pretty bull-headed. (Dan will verify this.) Besides, I'd already overcome so much since we met David, I was fascinated to see what was next.

Finally came the healing. A warmth came over me ... a relaxation I hadn't felt for years.

I believe David's products saved me from a stroke. That's where strokes hit, the occipital area. My father had one at 46. I was overdue.

## It Wasn't Easy

Everyone else's gums stopped bleeding. Mine started. I was worried.

And David said, "You have to understand. The toxins will find any available avenue to get out."

Some people get night sweats. Or nostril discharge. I got canker sores in my mouth.

Then my gums stopped bleeding. And the very next time I took Vivid, I thought, "Wow! Is THAT what everybody is excited about?" I never knew what Vivid did until then. What a treat!

When I think how far I've come in just a few months, it's incredible. New Year's Eve 1995 was the turning point. I was miserable that night.

But soon, I knew I was OK. And the discomfort was a small price to pay for exquisite health.

Plus, I worked out what life is about. Who I am, what I'm really here to do. So now, I'm a different person. I went from totally not caring what happened to me, shut off from the world to ... well ... all that I've ever been has flooded back.

I laugh. I giggle. I'm dynamic. In fact,

## The World Looks Different!!!!

I used to look at people and trees, everything around me, and I couldn't get a sense of substance.

Everything and everyone was cardboard. I heard my voice, but I had no sense of self.

I thought it was spirituality, that I perceived the world as an illusion. And I thought it was cool.

But when I got on David's products, I realized it was a case of extreme neural dysfunction.

David says people have no clue who they really are. They're so toxic-driven. The truth of who you are is locked in DNA. You haven't a clue ... not until those toxins and poisons leave your body.

I've spoken to many people who have used David's products over time. The comment I hear most frequently is, "The world looks different."

## My Case Was Extreme

I must confess, I took a lot more of David's products than instructions indicated. I don't advise you to do that. It was nuts. Yet I chose to do it to get change. Most important, David monitored me.

If you have to go to work and function, you need to take it slowly. You don't need to go through what I did.

In an extreme situation like mine, you should start with 1/4 tsp, or 1/8 tsp, of Cell System 1, because we don't want anybody pushing themselves over the edge.

The products themselves would never harm you. Used properly, they are very forgiving and do a brilliant job. But when toxins leave your body, they can make a big "Yeehaw!" on the way out.

Trust me on that.

## What Made My Body Clean Itself Out?

What makes the products unique?

They match your body electrically. I now think this is the ONLY valid approach to nutrition.

For many years, scientists have searched for the Ultimate Particle. And what have they found?

Molecules, atoms, electrons, protons, neutrons, quarks, mesons ...

But NONE of these players is solid. All are electrical. The atom's pieces aren't pieces.

Earth is 93 million miles from the sun. Make an atom to scale of the solar system, nucleus the same size as the sun ... then the electrons are 47 times farther from the nucleus than Earth is from the sun! Far from the Ultimate Particle, the atom is 99.9% empty space.

So the deeper you go in our miniature universe, the farther you get from the ultimate particle. It's just layer upon layer of electrical construction.

This internal electrical universe opens a new world - including nutrition. If your body is simply electrical components ... and all you eat is made of electrical components ... then don't you think it makes sense that the KEY to nutritional effectiveness is to match your body electrically?

Which is what David does.

I've spoken to vibrantly healthy Canadians who've used the products for 14 years. So Dan & I are making these products available in the U.S.

Get the facts on David's products. You won't find any others like them. Just call 1-800-775-0712, ext. 7882, (or 1-305-460-5815) and we'll send you out complete information.

And thanks for taking the time to read my story.

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