

## **GROUP M MARKETING, INC.**

9433 Bee Caves Road, Suite 2-110

Austin, TX 78733

Fax: (512) 263-9898

E-mail: [info@groupmm.com](mailto:info@groupmm.com)

[www.groupmm.com](http://www.groupmm.com)

[www.kimble-kennedy.com](http://www.kimble-kennedy.com)

[www.NewMarketingSite.com](http://www.NewMarketingSite.com)

## **"Business Start-Up Guide"**

Dear Friend,

Congratulations, and welcome to your new "Instant Online Business-Building Toolkit." In this program you will not only find the 31 most powerful secrets to making money online, but also 77 powerful offline money-making secrets as well. And, not only can you use these secrets to flood your bank account with cash, you also have the right to re-sell this toolkit at a 60% commission, using the exact same ads and sales letters I myself use to sell this Toolkit. Plus, don't forget, you also get a FREE Website that sells this program for you. You don't even have to create this Website -- it's already done for you. In fact, you've probably already received a few e-mails from me about it, and perhaps you've been to your own Website several times yourself.

Before I get into all the details about how to use this program to make yourself some fast money, I'd just like to say.....

### **Thank You!**

Thanks. I really mean it. Many time when you invest in a "program" or "system," you get worthless junk no one would ever buy, much less use. Not with this. This is different. It's not a program it's a Toolkit -- a Toolkit containing sales letters and e-mails you can put to work for your business immediately. As you read and study it you will discover many secrets that truly CAN put money into your pocket for you.

Now, there are probably a few details you have questions about -- things like how to send your orders to us, how to get a merchant account set up -- that sort of thing. Well, in the next few sections, I'm going to talk about all that and more. I want to be sure nothing gets in the way of your making money FAST via your online business. So, without further ado, let's get into the details.

Before you get started, you need to be sure you are set up to take credit cards. So.....

### **Here's How To Get Set Up With A Credit Card Merchant Account -- Quickly and Easily!**

We've got a special deal for you! For all Group M customers you are pre-approved for a credit card merchant account with the \$195.00 set up fee waived. It's amazingly easy to get set up. Just contact US Merchant Services at the number below, and be sure to mention you are a Group M customer. You can get approval and be set up to accept credit cards FAST -- sometimes within 24 hours. As soon as you are approved, you can start taking orders for your new "Instant Online Business-Building Toolkit" Program. Be sure to I.D. yourself as a Group M customer to get the \$195.00 setup fee waived.

US Merchant Services  
Toll Free Tel: 1-877-832-8459

### **Here's What Your 60% Marketing License Rights Entitles You To:**

**60% Re-Sale Rights:** For every Toolkit you sell, you get to keep 60% of the gross sales. That's \$89.40 for every kit you sell without the Ultimate Beginner's Guide, and \$100.80 for every kit you sell with the Ultimate Beginner's Guide. If we raise the selling price on the program, we'll let you know, and you may sell it for the higher price.

**IMPORTANT NOTE:** If you have upgraded your website to the deluxe, "Triple Sales" website which captures your prospect's email addresses for you, you are entitled to a 70% commission on all your Instant Online Business Building Toolkit Sales. If you have not upgraded, please go to [www.kimble-kennedy.com/triplesales/](http://www.kimble-kennedy.com/triplesales/) and sign up now.

**Reprint Rights to all marketing materials:** As an "Instant Online Business-Building Toolkit" Licensee you get Reprint Rights to the ads, postcards and sales letter attached to this guide. What that means to you is this: you can take these marketing materials "as is" and have them copied or printed by any printer you like. Be sure to go through each ad, letter, or postcard and change all the contact information to yours.

Have a look at the marketing materials attached to this letter. Where it says [www.NewMarketingSite.com/\(your sub-domain name\)](http://www.NewMarketingSite.com/(your sub-domain name)), be sure to put in the address of your new Website (which has been emailed to you).

Where it says [Your Address], [City, State, Zip], change this to the address you want your orders to come to.

To get set up with a 24-hour FREE recorded message service, contact Arch Telecom at 1-800-890-7575. (see page 15 of the 77 Offline Secrets Manual for more information on how and why to use 24 hour free recorded messages). Or you may visit them at [www.archtelecom.com](http://www.archtelecom.com). Be sure to tell them Group M Marketing sent you. Arch is very helpful, and friendly, and they can guide you in getting your 24-hour FREE recorded message set up quickly and easily. After you get your toll free message line # assigned to you, be sure to replace the 1-800-XXX-XXXX on your postcards with your new number.

As you can see, there are two different versions of the postcard -- one that gets people to call for a 24-hour FREE recorded message, and one that drives them to your Website. Which should you use? You should test both! Some people like to buy over the Web, some will only buy through the mail. For the ones that call the 24-hour FREE recorded message asking for their Free Report, simply send them the sales letter we have provided for you. Be sure to insert your fax # on page 4, where it says, "...FAX it to 1-XXX-XXX-XXXX."

All the marketing materials are included on the enclosed diskette in Microsoft Word format so you can quickly and easily go through it and change the contact information to your own.

### **Here's How to Submit Your Orders to Us**

One of the biggest advantages of owning this Marketing License is the fact we will produce and ship all the “Instant Online Business-Building Toolkits” you sell for you. You get to buy them from us at 40% of retail. And you keep 60%!

Here’s how to transmit your customer’s orders to us:

**Online:** Simply go to [www.marketinglicense.com/toolkit/](http://www.marketinglicense.com/toolkit/) Click on the “Basic Reseller” link, or click on the “Deluxe Reseller” link if you have upgraded to the deluxe “Triple Sales” website. The “Deluxe Reseller” link is password protected—if you upgraded your website, the password has been emailed to you.

Here’s how to enter your orders:

1. Add each order you receive individually (one at a time)
2. Enter YOUR billing information and YOUR Credit Card Number (NOT your customer’s!) for your fulfillment costs.
3. Enter your customer’s Name and shipping information as the “Ship-To” address.
4. Complete the order by pushing the “order” button. (be sure to save your order confirmation—it’s a good idea to print it out as well.)
5. Go back to the order page to process another order.

**Via FAX:** simply fill out the FAX form on the next page and FAX it to us at: (512) 263-9898. Be sure to fill out one form for each customer. **NOTE:** Be sure to print **NEATLY** when you fill out your Fulfillment Form. Illegible handwriting causes serious delays, which will make your customers unhappy with you! It is vitally important to print (or better yet, type) clearly.

### **Here’s How To Get Money Rolling In The Door FAST!**

Read through your “Instant Online Business-Building Toolkit” and “77 Offline Techniques” Manuals carefully -- pay close attention to Strategy #1 in the Instant Online Manual.

If you have any further questions, be sure to check out [www.NewMarketingSite.com](http://www.NewMarketingSite.com) and have a look at the Frequently Asked Questions (FAQ) section. Also, carefully study the ads, postcards and sales letters that are attached to this letter. Don’t forget you own the Reprint Rights to these materials -- the secrets contained in both the Manuals will tell you how to use them.

Good luck in your new Online Business!

Sincerely,



Michael Kimble, President  
Group M Marketing, Inc.  
Kimble & Kennedy Publishing  
“Smart Marketing Companies”

**INSTANT ONLINE BUSINESS-BUILDING TOOLKIT  
FULFILLMENT ORDER FORM**

**Date:** \_\_\_\_\_

**To:** Group M Marketing, Inc. FAX #: (512) 263-9898

**From:** \_\_\_\_\_

**Your FAX #:** \_\_\_\_\_

**Your Address:** \_\_\_\_\_  
\_\_\_\_\_

I am a  Basic Reseller  Deluxe Reseller (My deluxe password is \_\_\_\_\_)

Please ship (check one) ...

Instant Online Business-Building Toolkit Without the Ultimate Beginner's Guide-

\$59.60 basic price  \$44.70 deluxe resellers price

Instant Online Business-Building Toolkit With the Ultimate Beginner's Guide-

\$67.20 basic price  \$50.40 deluxe resellers price

Shipping Type (please check one)

Domestic (US and Canada) \$6

International \$12

...to my customer below:

**Customer's Name** \_\_\_\_\_

**Customer's Shipping Address**  
\_\_\_\_\_  
\_\_\_\_\_

**Customer's Fax** \_\_\_\_\_

**Customer's Phone** \_\_\_\_\_

**Customer's E-mail** \_\_\_\_\_

Please charge my credit card the following amount: \$\_\_\_\_\_

Signature: \_\_\_\_\_

My Credit card #: \_\_\_\_\_ Exp. date: \_\_\_\_\_

**FAX this form to: (512) 263-9898. Or mail to: Group M Marketing, Inc.,  
9433 Bee Cave Road, Suite 2-110, Austin, TX 78733**

**Here Are The Ads  
And Sales Letters  
You Own Reprint  
Rights To!**

## **E-mail ad to drive prospects to your Website:**

(Subject: Re: Yours Free: Internet Business & Website)

Introducing:

The "Instant Online Business Building Toolkit" Program  
You Get: A FREE Internet Business & Website

[First name],

You can begin making money on the Internet immediately with this FREE Internet Business, thanks to the all new "Instant Online Business-Building Toolkit" Program.

Here's everything you get with this FREE Instant Internet Business Start-Up Program:

- A free, custom, moneymaking Website "Store".
- Free hosting and maintenance of your new Website.
- A Free Marketing License for the new, "Instant Online Business Building Toolkit" Program.
- Free Reprint Rights to all advertising and sales materials for the Program.

Plus, you get THE 31 best, tested, proven, easiest to use ways to promote your new Website (or any Website) and for making money on the Internet.

To get your FREE Internet Business & Website, visit:  
[www.NewMarketingSite.com/\[Your sub-domain name\]](http://www.NewMarketingSite.com/[Your sub-domain name]).

Sincerely,

[Your name]

P.S. To get the valuable FREE Bonuses included with your FREE Business and Website, you must take action within the next 72 hours. So, click on:  
[www.NewMarketingSite.com/\[Your sub-domain name\]](http://www.NewMarketingSite.com/[Your sub-domain name])  
right now, before it's too late.

## Sample classified ads:

**FREE WEBSITE**, "Instant Online Business Building Toolkit" Program.  
Visit: [www.NewMarketingSite.com/\(Your sub-domain name\)](http://www.NewMarketingSite.com/(Your sub-domain name))

**MAKE MONEY ON THE INTERNET** with a FREE Website and simple step-by-step Program. 24-Hour Rec. Msg. 1-800-XXX-XXXX

**NEW "Instant Online Business Building Toolkit"** Program includes FREE moneymaking Website. Visit: [www.NewMarketingSite.com/\(sub-domain\)](http://www.NewMarketingSite.com/(sub-domain))

## Display ad for magazines, newspapers and newsletters:

### **Yours FREE:** Internet Business & Website With The NEW "Instant Online Business-Building Toolkit" Program

You can begin making money on the Internet immediately with this FREE Internet Business, thanks to the all new "Instant Online Business Building Toolkit" Program.

Here's everything you get with this FREE Instant Internet Business Start-Up Program:

- A FREE, custom, moneymaking Website.
- FREE hosting and maintenance of your new Website.
- FREE Resale Rights to the "Instant Online Business Building Toolkit" Program -- you keep 60% of all sales.
- FREE Reprint Rights to all advertising and sales materials for the Program.

Plus, you get THE 31 best, tested, proven, easiest to use ways to promote your new Website (or any Website) and for making money on the Internet.

New FREE Report reveals how to get your FREE Internet Business & Website. To get this FREE Report, call our 24-Hour FREE Recorded Message at: **1-800-XXX-XXXX**

**P.S.** To get the valuable FREE Bonuses included with your FREE Business and Website, you must take action within the next 72 hours. So call **1-800-XXX-XXXX** right now (or visit: [www.NewMarketingSite.com/\(Your sub-domain name\)](http://www.NewMarketingSite.com/(Your sub-domain name))) before it's too late.

## Sample script for 24-hour recorded message:

Hello and thanks for calling about the all new "Instant Online Business Building Toolkit" Program. With this program, you get a free Internet business, a free Website, and the 27 most powerful ways to promote your new Website. To get your Free Report that explains how to get your free Internet business and Website, leave your name and address after the tone and we'll mail this free Report to you right away. Please speak slowly and spell any uncommon names.

**Postcard to drive customers to your Website:**

## **Yours FREE: Internet Business & Website With The NEW “Instant Online Business Building Toolkit” Program**

You can begin making money on the Internet immediately with this FREE Internet Business, thanks to the all new “Instant Online Business Building Toolkit” Program.

Here’s everything you get with this FREE Instant Internet Business Start-Up Program:

- A FREE, custom, moneymaking Website.
- FREE hosting and maintenance of your new Website.
- FREE Resale Rights to the “Instant Online Business Building Toolkit” Program -- you keep 60% of all sales.
- FREE Reprint Rights to all advertising and sales materials for the Program.

Plus, you get THE 31 best, tested, proven, easiest to use ways to promote your new Website (or any Website) and for making money on the Internet.

To get your FREE Internet Business & Website, go visit our new Website at:  
**[www.NewMarketingSite.com/\(Your sub-domain name\)](http://www.NewMarketingSite.com/(Your sub-domain name))**.

To get the valuable FREE Bonuses included with your FREE Business and Website, you must take action within the next 72 hours. So go to your computer right now and visit:  
**[www.NewMarketingSite.com/\(Your sub-domain name\)](http://www.NewMarketingSite.com/(Your sub-domain name))** before it’s too late.

[Your Address]  
[City, State, Zip]

Postage

**Get A FREE WEBSITE With:**

***“Instant Online Business-Building  
Toolkit” Program***

**Visit: [www.NewMarketingSite.com/\(Your sub-domain name\)](http://www.NewMarketingSite.com/(Your sub-domain name))**

**Postcard to drive prospects to a free recorded message:**

(Mail these prospects the 6-page sales letter that sells the “Instant Online” Program. See the “How To Increase Your Sales & Profits With Multi-Step Marketing” chapter in your “77 ‘Offline’ Techniques” Manual for more info about this strategy.)

**Yours FREE: Internet Business & Website**  
**With The NEW “Instant Online Business Building Toolkit”**  
**Program**

You can begin making money on the Internet immediately with this FREE Internet Business, thanks to the all new “Instant Online Business Building Toolkit” Program.

Here’s everything you get with this FREE Instant Internet Business Start-Up Program:

- A FREE, custom, moneymaking Website.
- FREE hosting and maintenance of your new Website.
- FREE Resale Rights to the “Instant Online Business Building Toolkit” Program -- you keep 60% of all sales.
- FREE Reprint Rights to all advertising and sales materials for the Program.

Plus, you get THE 31 best, tested, proven, easiest to use ways to promote your new Website (or any Website) and for making money on the Internet.

New FREE Report reveals how to get your FREE Internet Business & Website. To get this FREE Report, call our 24-Hour FREE Recorded Message at: **1-800-XXX-XXXX**

**P.S.** To get the valuable FREE Bonuses included with your FREE Business and Website, you must take action within the next 72 hours. So call **1-800-XXX-XXXX** right now (or visit: [\*\*www.NewMarketingSite.com/\(Your sub-domain name\)\*\*](http://www.NewMarketingSite.com/(Your sub-domain name))) before it’s too late.

[Your Address]  
[City, State, Zip]



**Get A FREE WEBSITE With:**

***“The Instant Online Business-Building Toolkit” Program***

**Call: 1-800-XXX-XXXX (24-Hour, FREE Recorded Message)**

**FAX ad:**

**[Your Name]  
[Address]  
[City, State, Zip]**

FAX TRANSMISSION

[date]

To: [first, last name]

From: [your name]

Pages: 1

Re: **The NEW “Instant Online Business-Building Toolkit” Program  
You Get: A FREE Internet Business & Website**

Dear [first name],

You can begin making money on the Internet immediately with this FREE Internet Business, thanks to my all new “**Instant Online Business-Building Toolkit**” Program.

Here’s everything you get with this FREE Instant Internet Business Start-Up Program:

- A FREE, custom, moneymaking Website “Store”.
- FREE hosting and maintenance of your new Website.
- A FREE Marketing License for the new, “Instant Online Business-Building Toolkit” Program.
- FREE Reprint Rights to all advertising and sales materials for the Program (including this FAX ad).

Plus, you get THE 31 best, tested, proven, easiest to use ways to promote your new Website (or any Website) and for making money on the Internet.

To get your FREE Internet Business & Website, go visit our new Website at:  
**[www.NewMarketingSite.com/\[Your sub-domain\]](http://www.NewMarketingSite.com/[Your sub-domain])**.

Sincerely,

[your name]

P.S. To get the valuable FREE Bonuses included with your FREE Business and Website, you must take action within the next 72 hours. So go to your computer right now and visit:  
**[www.NewMarketingSite.com/\[Your sub-domain\]](http://www.NewMarketingSite.com/[Your sub-domain])**, before it’s too late.

# Sales Letter #1

This is the sales letter, order form, and Ultimate Beginner's Guide Insert to send to people who are "opportunity seekers." Opportunity seekers are people who are not yet running a business of their own, but who want to start their own business. Send this letter to people who request the free report mentioned in the postcards and display ads.

# Why should you be left out, sitting on the sidelines watching, while so many others make incredible, huge amounts of money on the Internet?

*-- especially when I'll put you in the business  
and give you a moneymaking Website -- FREE.*

## Introducing: "The Instant Online Business Building Toolkit".....

Dear Friend,

You can't escape the Internet.

People are flocking to it in droves. And fortunes are being made "from scratch" with the speed of rabbits breeding and multiplying.

If you've been aware of all this, but thought you just were not "equipped" to cash in -- then I have some very important news. In fact, carefully reading this letter may hand you the income, wealth, opportunity breakthrough, and windfall you've always dreamed of. You may look back on the day you got this letter as the day you "hit the lottery"!

You've undoubtedly seen news story after news story of "dot.com" millionaires made overnight. Just for example, some people who started their own "e-commerce" Internet Website just 2 years ago, sold it the day I'm writing this, to Barnes & Noble, for 64-Million Dollars. Frankly, I can't promise you anything like that at all. For "ordinary people" like you and me, that may be beyond our reach. But what I can do is let you in on a "quieter moneymaking revolution", where literally thousands of "ordinary people" (me included!) are following simple, proven plans for quickly creating wonderful income streams of \$1,000.00, \$2,000.00, \$5,000.00 and more EVERY WEEK with the Internet -- and now you can join in the FUN and CASH even if:

1. **Even if..... You HATE computers**
2. **Even if..... You are totally CONFUSED by the Internet**
3. **Even if..... You have NO TIME to "learn computer stuff"**
4. **Even if..... You're admittedly too LAZY to master a whole new set of computer-related skills**

None of that matters.

In fact, you need NO SPECIAL EDUCATION..... virtually NO MONEY PUT AT RISK..... only your SPARE TIME..... and the willingness to follow very easy to understand instructions.

Listen, I'm a VERY SERIOUS BUSINESSMAN. I've made millions and continually rake in giant profits from "mail-order" and "direct marketing". I've looked at this "Internet thing" cautiously, skeptically, and spent a ton of money on experts to get me to the point of not only using it successfully myself, but being able to teach specific ways to use it for making money that ANYBODY can copy.

When I say the day that you got this letter is like “hitting the lottery”, I’m not being silly or frivolous; I’m SERIOUS. And when I call this “The Lazy Man’s Way...”, I’m not kidding about that either, because.....

What I’ve discovered about making money on the Internet is that it’s.....

## “Mail-Order” Without The “Mail”

In fact, the Internet is a direct marketing, moneymaking miracle because:

1. There are no costly ads to run in magazines or newspapers
2. There are no costly brochures or catalogs to get printed
3. There are no sales letters to mail
4. There’s no postage to buy
5. You can even collect all your money hands-free, deposited directly into your bank account, electronically -- no need to drive to the bank to make your deposits
6. You can even deliver what you sell right back through the Internet -- or via drop-ship sources -- or both, so there’s no inventory to tie up money in, no boxes to pack, nothing to ship

And you can have your own Internet MoneyMaker working for you 24 hours a day, 7 days a week, bringing in money from all over the world, while you are plunked on the couch watching TV, on vacation, or at your kids’ Little League game.

Most importantly, with my “INSTANT ONLINE BUSINESS-BUILDING TOOLKIT”, you can have all this happen for you even if, right now, you can’t tell the difference between a computer and a toaster.

## Here’s Everything You Get In My New “INSTANT ONLINE BUSINESS-BUILDING TOOLKIT”

1. **Your very own moneymaking WEBSITE.** Yes, I hand you a personalized, up-and-running Website. It’s yours. It’s done. It’s operable. More about this in a few minutes.
2. **The “INSTANT ONLINE BUSINESS-BUILDING TOOLKIT” Manual.** This very easy to read and understand how-to Manual walks you through 31 simple, proven, practical ways to promote any Website (including the one I give you) -- mostly at little or no cost. (Some of the fantastic strategies revealed in this Manual are listed at the end of this letter.) This Manual is easy to use -- each of the 31 moneymaking “how-to’s” is presented in its own brief chapter, with EVERYTHING you need to use it. If you can read and follow very simple, very easy to understand directions, you can make money on the Internet with this Manual.
3. **Your own “MARKETING LICENSE” to sell the “Instant Online” Toolkit and you keep 60% of all the sales!** With this Marketing License, you can sell the Toolkit and make BIG money! You have no product to create, publish, stock or ship; all that’s done for you. You get the Rights to reprint and use my tested and successful ads, sales letters, flyers, postcards, etc. that sell this Toolkit for you.
4. **A Pre-Approved CREDIT CARD MERCHANT ACCOUNT so you can accept credit cards.** Because you are a Licensee for this product, I have been able to negotiate a NO-DECLINE, GUARANTEED APPROVAL credit card merchant account for you (from one of the nation’s largest issuers of merchant accounts). And, I’ve gotten the one-time set-up of fee

of \$195.00 waived for you. Your new credit card merchant account will be set-up and fully operational FAST- many times within 24-hours after you request it -- guaranteed!

⇒ ⇒ ⇒ ⇒ ⇒ Also, as I said a minute ago, you get YOUR OWN WEBSITE that sells the “Instant Online Business Building Toolkit” for you! You get your own Website that sells the Toolkit “turned on” for you -- and up and running for SIX FULL MONTHS without even a penny of service charges or costs..... this is like having your own “store” built for you, stocked for you, staffed for you -- *FREE!!!!*

## **You’re Probably Worrying: Getting In On This Must Cost A Small Fortune.....**

Well, get this -- **I’ll put you in the business of selling this complete “hot” Internet Business Building Toolkit FREE. I will INSTANTLY set you up in the easiest, most automatic, “lazy way” to make money from the Internet you’ll ever find -- FREE!**

Yes, I’m going to set you up in this incredible mail-order AND E-COMMERCE/INTERNET business at NO COST.

Not a penny.

Look, the “Instant Online Business Building Toolkit” sells for \$149.00 (plus \$6 shipping and handling). It’s packed with **the 31** best, tested, proven, easiest to use ways to promote any Website and make money on the Internet -- so that’s just about \$4.80 per strategy!!! That’s Big Mac ‘n fries money. ANYBODY WITH ANY INTEREST AT ALL IN GETTING IN ON THE INTERNET MONEYMAKING BOOM WOULD FRANKLY BE A DARNED FOOL NOT TO PART WITH \$4.80 PER STRATEGY TO GET THEIR HANDS ON THIS TOOLKIT. It’s a no-brainer.

That’s why I’m now getting a flood of orders for it every day over my Website. (And why you will too.)

### **Incredibly, here’s what I’m going to do for you:**

Just buy the Toolkit for yourself, for the regular price of just \$149.00. Then I will “throw in” the Marketing License, where you earn a 60% profit on all your sales, Reprint Rights to all the printed sales literature (to use for regular mail-order) AND your own Website that sells the Toolkit AND six full months’ free operation of the Site, the entire business, everything, for not one penny more. Buy the Toolkit, get the business free. You get a complete Internet business that’s ready to go!

Now think about how easy a decision this is:

At your 60% PROFIT on every Toolkit sold through your Website or by any other means you may use, **it only takes TWO measly sales** to recoup your \$149.00. Heck, you’ve got to know two people on a first name basis who’ll be eager to get this Toolkit -- you can send them the sales letter or just call ‘em up and tell ‘em to go to your Website (or e-mail them your Website address) and you’ll have your \$149.00 right back in your pocket.

This decision is a “non-decision”.

Quickly, here are the “mechanical details” -- when I get your order for the Toolkit, and you indicate you want the “FREE BUSINESS”, my staff will immediately send you the Toolkit, all the advertising materials, instructions, the works..... and then we’ll set up and activate your Website. We host and maintain your Website for four months, free. ALL THE ORDERS YOU GET FROM YOUR WEBSITE ARE SENT TO YOU INSTANTLY. And regardless of whether you sell the Toolkit through the Website or by other means, you keep 60%\*, and you handle nothing -- we’ll fulfill your orders

and ship the Toolkits right to your customers for you!\* **And yes, we'll give YOUR customers a FREE Website for four months too, making this an extremely easy package to sell!**

\*You pay just \$59.60 plus \$6.00 shipping/handling for each Toolkit you have us ship to your customers. You keep the rest – \$89.40!

And you do NOT need to be “computer smart”. Remember, the Toolkit gives you 31 ways to promote this (or any other) Website and make money on the Internet. Oh, and if you are really “all thumbs” when it comes to computers and the Internet, and need “First Grader” help -- like how to turn the darned thing on, how to access the Internet, how to use e-mail, what search engines are and how to use them, that sort of thing, then for just \$19 more, you can order our new “Ultimate Beginner’s Guide To The Internet” and your every question will be answered (see the back of the enclosed Acceptance Form).

Anyway, think about everything you’re getting FREE, when you invest in THE INSTANT ONLINE BUSINESS-BUILDING TOOLKIT for just \$149:

- **FREE: YOUR OWN WEBSITE “STORE”** selling the Toolkit for you AUTOMATICALLY. If you paid a Web Page Designer to start from scratch and develop a Web-Store like this for a product of your own, you would easily shell out \$500.00 to \$1,000.00, even more.
- **FREE: HOSTING OF YOUR WEBSITE FOR 4 MONTHS**. If you went “outside” to get a Web hosting service to put up and maintain your Site, you might spend \$20.00 to \$50.00 a month or more -- for 6 months, that’s a total of \$120.00 to \$300.00.
- **FREE: MARKETING LICENSE:** Re-Sale Rights to the ‘hot’ “INSTANT ONLINE BUSINESS BUILDING TOOLKIT” and complete fulfillment service. And keep in mind, when your customers order the Toolkit from you, we’ll set them up with a FREE Website for six months, too! This is such an easy Program to sell -- you’ll be amazed at how many orders you get! (And keep in mind, your first two orders pay you back for this Program -- making it free!) Under ordinary circumstances, you might pay \$500.00 or more for such a Marketing License. **And don’t forget, because you are a Licensee for this product, you get a pre-approved Credit Card Merchant Account so you can accept credit cards online and offline.**
- **FREE: REPRINT RIGHTS** to all advertising and sales materials for the Program. Go out and hire a good direct-response copywriter to put together these materials -- and you’ll spend thousands! In fact, top copywriters command from \$8,000.00 to as much as \$25,000.00 to write just ONE sales letter! With this Program, you do not have to “create” a thing. You get these powerful selling tools to use any way you see fit!

Any way you do the math, this is a ready-to-go business that should require thousands of dollars to get -- given to you, FREE.

Of course, there is a “catch”. Two, in fact. First, I have to make it absolutely clear that this incredible offer will NOT last for very long. I fully expect this entire package to carry a price tag of \$300.00 to \$500.00 very soon. So to get the business free, with your Instant Online Toolkit for just \$149.00, you do need to act IMMEDIATELY. (If your order is received too late, after I’ve stopped this offer, your credit card will NOT be charged or your check will be returned uncashed.) Second, I’d like to raise some funds for a “pet project” of mine, the “Lance Armstrong Foundation” which helps people manage and survive cancer and provides funding for cancer research. So here’s what I ask of you: as soon as you’ve made at least \$5,000.00 in profits from your sales of the Toolkit (sales that happen automatically!!!) through your Website or by other means, you’ll send a donation for at least \$149.00 to the “Lance Armstrong Foundation”.

Those are the ONLY “strings attached”.

**Even Though I’m Giving You This Entire Business FREE,  
And The Moneymaking Toolkit Is Only \$149,  
I’ll Still Back Everything Up With A Double Iron-Clad Guarantee:**

**Two guarantees, not one.** First, get your Toolkit and your free Business Start-Up Package, review the entire Program for up to 90 days..... if you find that I’ve disappointed you in any way or

failed to deliver on every promise made in this letter, you can return everything, have us unplug your Website, revoke your marketing license and we'll refund every penny of your \$149.00. You get a 90-DAY FREE PEEK.

Second, I'll even guarantee you're going to make ONE HUNDRED TIMES YOUR COST IN THE FIRST 12 MONTHS ALONE! (That's \$14,900.00!!!) If, at the end of 12 months, you show us that you used at least 4 of the 31 Website promotion strategies in the Toolkit to promote your Website selling this Toolkit, and you did not have at least 200 of these Toolkits sold, if you like, you can return everything, we'll then unplug your Site, revoke your Marketing License, and you'll still get your \$149.00 back after a FULL ONE-YEAR TRIAL!!!

You won't be worried about this -- once you have cash profits rolling in easily with this Program, somebody'd have to wrestle you to the ground to take this away from you. But rest assured, the guarantee's real. I'm not going anywhere. I've been in the publishing business, helping entrepreneurs succeed, since 1986. My offices are in beautiful Austin, Texas, the capitol of Texas. (I'm not a "P.O. Box guy".) You CANNOT LOSE A DIME ON THIS -- unless you stay on the sidelines, watching others make big money with the Internet. The only way to "lose" is to sit it out.

### **What To Do Immediately, While This Incredible FREE, INSTANT INTERNET BUSINESS START-UP PROGRAM Is Available.....**

It's simple. Fill out the enclosed Acceptance Form and for fastest delivery, just pop it in your FAX machine and FAX it to: 1-XXX-XXX-XXXX.

We'll immediately rush you your own copy of THE INSTANT ONLINE BUSINESS BUILDING TOOLKIT, all the ads and sales literature on paper and on a computer diskette, your Marketing License documents, instructions for getting set-up with your Merchant Account, and we'll instantly activate your Website\*. You'll be in this moneymaking Internet business with your very own Website in just days!!!

\* Once we receive your order, we'll immediately create your Website and send you a notification of what your personal Website address is, so you can immediately begin making money with it using the strategies in the Toolkit..

Think about this: **There are only 4 keys to making money on the Internet:**

- #1. You've got to have a product to sell.
- #2. You've got to have a Website that sells your product.
- #3. You've got to know how to promote your Website and get people to find you.
- #4. You've got to accept credit card orders.

The "Instant Online Business-Building Toolkit" gives you all that and a lot more!

There's just no reason NOT to get in on the Internet "gold rush" with this Program. The Toolkit's a terrific bargain at just \$149.00. The entire "Instant Online Business-Building Toolkit License" is FREE. Everything's double-guaranteed. If you can manage to think of any good reason to pass up this opportunity, I'd like to know about it -- so much so, if you'll drop me a note explaining why you say "no" to this, I'll send you a nice "surprise" Free Gift for your trouble.

You know, most people are just too darned busy earning a living or running their present business to figure out how to make money with the Internet. These "too busy" people will watch the greatest moneymaking revolution in U.S. history pass them by. You do not have to be left out. I've made it simple, easy, quick, and virtually effortless for you to join me in receiving money everyday through the Internet.

It doesn't matter whether you run your own business now or work as somebody else's employee..... whether you're already doing quite well financially or barely eking out a living..... whether you have an M.B.A. or barely escaped high school..... whether you're an executive, entrepreneur, salesman, doctor, lawyer, accountant, truck driver, farmer, or homemaker. The only thing that matters here and now is your personal interest in joining me in enjoying the incredible rewards, excitement, and profits available from an Internet and Website business that really works.

**Act on this now**, and you can be on the way to having everything in the world you want -- true financial independence and freedom. Use all this extra cash to wipe out all your debts, buy a new car, home, or whatever. Or "stepladder" this into even more exciting entrepreneurial activities -- after all, you'll get 31 ways to make money with ANY Website in the Toolkit, as well as a moneymaking Website to start with. Bask in the respect and admiration (and dare I say envy) of family and friends as they see you making big money "while you sleep" as an Internet entrepreneur! (And wait 'til they see your new, professionally designed Website!!!) Order now, and the entire world of opportunity swings its doors wide open for you.

I JUST CANNOT IMAGINE WHY YOU WOULD REACT ANY WAY OTHER THAN HURRIEDLY FILLING OUT YOUR ACCEPTANCE FORM AND FAXING IT IN THIS MINUTE!

Sincerely,

<<Your Name>>, President

<<Your Company Name>>

P.S. It's perfectly okay to make big money "the lazy way". You're probably accustomed to working hard to make your living. I was raised with a strong "work ethic" and you probably were too. But listen, "e-commerce"..... the Internet..... is changing everything. There's just never been anything else like it. And guess what I've discovered? When I make my bank deposits of money made this "lazy way", there's no penalty for NOT having made the money working hard, long hours!

P.P.S. May I offer you one extra "nudge" to take action this instant, while this is fresh in your mind, before you're distracted by "being too busy"? If I receive your Acceptance Form within 7 days, I'll send you a second, extra how-to Manual FREE -- this HUGE manual is titled, **"77 Little-Known 'Offline' Marketing Techniques & Secrets For Successfully Promoting ANY Product, Service, Business, Or Website"**. (You can use the 'offline' techniques in this Manual to sell the "Internet Riches" Manual, too!) On top of that, I'll even send you a FREE AUDIO CASSETTE TAPE titled, **"Two Of The World's Leading Internet Marketing Gurus Reveal Amazing Online Moneymaking Secrets"**. On this special tape, you'll hear a discussion between two of the smartest people I know in the entire Internet world..... two people who really know how to make HUGE SUMS OF MONEY on the Internet -- and they'll tell you how to do it on this tape! Get both the extra Manual and the Audio Tape FREE, by responding now.

P.P.P.S. Here's a brief, partial sample of some of the important and profitable information included in THE INSTANT ONLINE BUSINESS BUILDING TOOLKIT:

1. **"How To Flood Your New Online Business With Cash FAST... With A Simple Click Of A Button"**
2. **"How To Skyrocket Your Website Straight To The Top Of The Big Search Engines"**
3. **"How To Use Affiliate Programs To Make Money Fast... Even If You Started In Business Yesterday"**

4. “How To Guarantee YOUR Website Stays In The ‘Top 10’ Of Search Engine Results”
5. “The Unusual Moneymaking Secret Hidden In Online Libraries... And How To Put It To Work For You”
6. “How To Legally ‘Steal’ Traffic From Other, Highly Successful Websites”
7. “How To Drive Hordes Of Visitors To Your Website... With No Work Whatsoever”
8. “How To Use Auto-Responders To Make Money Even While You Sleep”
9. “How To Use Bulk E-Mail The RIGHT Way”
10. “Why You Must Monitor Your Website Statistics... And How To Do So Quickly And Easily”
11. “Making Easy Money With Newsgroups”
12. “Secrets Of Joint Venture Marketing: The Fastest, Easiest Way To Write Yourself Big, Fat Checks... Even If You Are Dead Broke”
13. “What You Must Know About Online Classified Ads And Mailing Lists”
14. “How To Get Others To Sell Your Products For You, While You Sit Back And Rake In The Dough”
15. “How To Get FREE Advertising For Your Online Business That’s (At Least) 5 Times Better Than Paid Advertising”
16. “How To Use ‘Viral Marketing’ To Make Serious Money On The Internet”
17. “Boost Your Profits Immediately With The Strange Secret of ‘Handwritten E-Mail’”
18. “Banner Advertising: What’s Working Now”
19. “The Lazy Internet Marketer’s Top Secret Resource Directory”

**Confused by the Internet? Turbo-charge your  
“Instant Online Business Building Toolkit”  
with our NEW.....**

# **“Ultimate Beginner’s Guide To The Internet”**

**(Your fun, fast, and easy Guide to E-mail,  
Internet access, the Web, and more!)**

If you’d like to use the Internet just like a pro, then I’ve got some great news for you! With the friendly advice and simple explanations in the “Ultimate Beginner’s Guide To The Internet”, you’ll soon be sending e-mail to friends and relatives, surfing the Net, downloading FREE software, playing games, shopping..... maybe even creating your own personal Website!

If you’re new to the Net, this Guide will save you countless hours of confusion and frustration. In it, you’ll discover:

1. What the Internet Really Is... And Why It’s So “Brain Dead” Simple to Use
  2. **How to Get Online As Easily As Flipping On Your TV**
  3. The Truth About Internet Safety and Security -- Why Being Online is Safer Than Standing in the Center of a Downtown Police Station
  4. **How to Make the Internet Do What YOU Want It to Do... Quickly and Easily**
  5. The “In’s and Out’s” of E-Mail and “Instant Messaging”... How to “Talk” to Other Internet Users By Typing a Few Simple Words
  6. **Be Smarter Than Your Friends Instantly -- How to Use “Search Engines” to Discover Any Information on Any Topic**
  7. FREE Computer Programs -- Where to Find Them and How To Get Them To Put Themselves on YOUR Computer
  8. **Games, Shopping, and Music -- How To Use the Internet To Turn Your Computer Into A “Full-Blown” Entertainment Center (You May Never Want To Leave Your House Again!)**
  9. How to Fill Your “E-Mail” Box With Useful Tips, Tricks, and Secrets on ANY Subject You’re Interested In
  10. **Facts You Should Know About “Web Pages”**
  11. The “Plain English, No-Confusion Resource Guide” to Making Your Life Incredibly Simple on the Internet
- Get the “Ultimate Beginner’s Guide To The Internet” with your “Instant Online” Program for only an additional \$19! **(Check box on other side of this form.)**

# “Instant Online Business-Building Toolkit” ACCEPTANCE FORM

\_\_\_\_\_ **Yes, I definitely want to join you in the “moneymaking adventure” of the Internet.** Rush me my personal copy of the INSTANT ONLINE BUSINESS-BUILDING TOOLKIT featuring 31 ways to make money with the Internet for just \$149.00 (plus \$6 shipping & handling). ALSO RUSH ME MY “INSTANT ONLINE” INTERNET BUSINESS START-UP PACKAGE, FREE -- including the Marketing License for the Toolkit, Reprint Rights to the sales literature, all the sales materials on paper and on diskette, instructions, and set up my own Website Store that sells the Toolkit for me. I understand this includes four months of FREE hosting service for my Website; beginning in the fifth month, I understand my credit card will be charged just \$14.75 for continued hosting and maintenance of my Website, I can cancel at anytime with 30 days notice, and at that time you will unplug my Website and revoke my license. I also understand my complete satisfaction is guaranteed by full refund on return of everything, anytime within 90 days.

\_\_\_\_\_ I HAVE RESPONDED WITHIN 7 DAYS, so also send as FREE GIFTS, the “77 ‘OFFLINE’ SECRETS MANUAL” and the special INTERNET AUDIO CASSETTE TAPE. (See P.P.S. in letter.)

\_\_\_\_\_ I'D ALSO LIKE A COPY OF “THE ULTIMATE BEGINNER’S GUIDE TO THE INTERNET” for just \$19.00.

**Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City, State, Zip:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**FAX:** \_\_\_\_\_

**E-Mail:** \_\_\_\_\_

VISA     MasterCard     American Express     Discover

**Card Number:** \_\_\_\_\_

**Exp. Date:** \_\_\_\_\_

**Signature:** \_\_\_\_\_

### 3 Easy Ways To Order:

**CALL: 1-XXX-XXX-XXXX**

**FAX this Form to: 1-XXX-XXX-XXXX**

**MAIL to: (Your name)  
(Street address)  
(City, State, Zip)**

# Sales Letter #2

This is the sales letter, order form, and insert to send to people who already own their own business. Most business owners need help in their marketing, so they are great prospects for the Instant Online Business Building Toolkit. Send the postcard to business owners first, then send this letter to business owners who request the free report.

*Here is the Report and information  
you requested.....*

**WARNING:**  
**“Internet idiocy” could rob you  
of the greatest opportunity for  
increasing your business’ income ever.....**

**It Is Possible To**  
**Get More Customers In A Month  
Than You Get All Year -- With Less Effort And Expense  
Than You’ve Ever Believed Possible  
Thanks To, Of All Things, THE INTERNET.....**

**.....but it’s more likely you’ll waste all kinds of money**  
**and time, get ripped off by computer geeks  
who know nothing about marketing OR business,  
and wind up with little more than a brochure up on the Web,  
that looks good but doesn’t produce business.**

**.....the whole thing obviously has promise  
but is way too confusing.....**

Dear Friend,

If you’re like me, you want to do everything you can to increase the income you get from your business. You worry about getting left behind when new technology comes along. So you’ve paid attention to the Internet. Maybe even spent money already with disappointing results. It has NOT been the “business miracle” for you it was “hyped” to be.

I’m a businessman just like you.

And two years ago, I got serious about the Internet, and ferreted out real experts who were making money in real businesses using the Internet, and now I’m betting my expensive discoveries will be important to you, too.

I urge you to read this letter carefully to find out.

It may SAVE YOU MONEY, a whole lot of money, that will otherwise be washed down the “you-have-to-be-on-the-Internet, let-me-build-you-a-Website, build-it-and-they-will-come” sewer.

It may MAKE YOU MONEY, a lot of money – because there ARE legitimate, surprisingly simple, understandable and practical ways to use the Internet as a powerful (and nearly FREE!) marketing tool for just about ANY business.

It will help you decipher Internet techno-babble and gobbledygook, so you can find real opportunity.

It may even open the door for you to have a second, extra income away from your present business..... What I call a “money hobby.” I’m almost embarrassed to tell you that what began as MY unusual hobby now brings in over \$65,000.00 a month with almost obscene ease. Embarrassed because I know that’s too big a number to be believed, yet it happens like clockwork. I’m not saying you’ll do that. But if an extra \$3,000.00 to \$10,000.00 a month of personal, spendable money flowing in from as little as 5 to 15 hours a week doing things so fun and interesting you may call it a “hobby” too, would be of interest, that’s just one more reason to read my letter thoroughly.

### **Where Is Your Business Now? – Where Will It Be In 12 Months, 2 Years? – Where Do You Want To Be?**

Your business may be thriving, *or* competition may be beating you up like a punch-drunk old boxer. Maybe the economy’ll rebound *or* maybe we’re headed into a recession. Regardless, what’s true is you need a means of attracting a steady stream of good new customers that doesn’t cost an arm and a leg, works predictably not erratically, and doesn’t require you to be an advertising, marketing and sales genius. A lot of “old reliables” like Yellow Pages aren’t producing as well as they used to. Fortunately, there are new answers and solutions to be found --- with the Internet.

And wait, if you have an instant negative reaction --- *won’t work in my business; I don’t like computers; I can’t stand that computer gobbledygook; I’ve got a Website and it’s not doing anything* -- just keep an open mind for just a few minutes, because I’ve got BREAKTHROUGH NEWS for you.

What every Business Owner needs to know about “E-Commerce,” but doesn’t know who to ask.....

### **Why should you be left out, sitting on the sidelines watching, while so many others make incredible, huge amounts of money on the Internet?**

You can’t escape the Internet. People are flocking to it in droves. And fortunes *are* being made “from scratch” with the speed of rabbits breeding and multiplying. If you’ve been aware of all this, but thought that you just were not “equipped” to cash in – then I have some very important news.

You’ve undoubtedly watched the “dot.com boom” and the “dot.com crash.” You’ve undoubtedly seen news story after news story of “dot.com” millionaires made overnight. Just for example, some people who started their own “e-commerce” Internet Website just 2 years ago, sold it the day I’m writing this, to Barnes & Noble, for 64-Million Dollars. Frankly, I can’t promise you anything like that at all. For “ordinary people” like you and me, that may be beyond our reach.

You've also seen "dot.com millionaires" go broke overnight, and what the "cleansing" of all this has done to the stock market.

Some idiots actually named their newborn son "William.com" last year! And if you're like me, you're sick of even hearing "dot.com."

BUT NONE OF THAT MATTERS TO YOU OR ME, because this letter is not about some "dot.com fantasy."

I cannot make you a dot.com-millionaire overnight and transport you from your business to limousines, yachts and shopping on Rodeo Drive in Beverly Hills without a care in the world.

But what I can do is show you VERY PRACTICAL WAYS to double your present business income by adding sane, sensible Online Marketing.

You can CUT ADVERTISING COSTS.....REACH NEW CUSTOMERS ALMOST FREE OF COST..... gain competitive edge, better serve customers, seem a bigger business than you are..... even "automate" a lot of your new customer attraction and acquisition with the correct uses of the Internet.

And, what I can also do is let you in on a "quieter moneymaking revolution," where literally thousands of "ordinary people" (me included!) are following simple, proven plans for quickly creating wonderful income streams of \$1,000.00, \$2,000.00, \$5,000.00 and more EVERY WEEK with the Internet – and now you can join in the fun and cash even if:

1. Even if.....You HATE computers
2. Even if.....You are totally CONFUSED by the Internet
3. Even if.....You have NO TIME to "learn computer stuff"
4. Even if.....You're admittedly too LAZY to master a whole new set of computer-related skills
5. And regardless of the kind of business you're now in --- retail, wholesale, service, manufacturing, even a professional practice....big city, small town....thriving or struggling....

None of that matters. In fact, ANY business -- including YOURS -- can boost its sales and profits with the right "Internet moneymakers" added to it. And, no, it does NOT require spending money paying "nerd" web designers and computer programmers..... does NOT require taking gobs of time away from your other responsibilities. **Truth is, you NEED to do this to prevent more sophisticated competitors from poaching your present customers or snatching all the new ones.** But even if it weren't urgently necessary, this is a terrific means of increasing your income WITHOUT spending more money on advertising, without necessarily working more. It cannot be ignored.

In addition to the gains you can quickly create in your present business, there's also "golden opportunity" to use my proven "model," to launch a second, more profitable "money hobby" entirely conducted over the Internet, with no store, office, or overhead, no employees, no inventory, no hassle. You need NO SPECIAL EDUCATION..... virtually NO MONEY PUT AT RISK..... only a little SPARE TIME..... and the willingness to follow very easy to understand instructions.

**And Finally There Is Truthful Information Available  
That Strips Away The "Mystery" And Confusion  
Surrounding Internet Marketing  
And Makes Dirt-Cheap, High Payoff, Exciting**

## New Advertising And Marketing Opportunities And Methods “Doable” By “The Average Joe”

I have read over 100 books about “Internet marketing” I bought in bookstores, and they are all NONSENSE. I’ve gone off to seminars and been lost in the techno-speak in the first 10 minutes. I have been very, very frustrated early on..... almost to the point of deciding to “sit this one out.”

I’m very glad I persisted.

And now my “pain” can be YOUR “gain.”

You see, I’ve actually “cracked the code.”

I can show ANY business owner – including you – in your field or just about any other – how to use the Internet as a practical business-building tool..... and I can prevent you from wasting money on fancy graphics-loaded, brochure-type Websites that do nothing but sit there and look pretty.

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Let me give you some information.

The things to focus on are:

1. “Direct-Response” Websites
2. Automated Prospect Follow-Up
3. E-Mail Marketing
4. Bringing Customers Back

Quickly, a few points about each one.....

**#1 – DIRECT-RESPONSE WEBSITES.** Most Website designers -- whether it’s a college kid making money on the side, your brother-in-law “who knows a lot about computers,” or some expensive consultant who whacks you \$3,000.00 to \$5,000.00 to do it -- most of them don’t know diddly about business, advertising, marketing, or selling. All their Websites will do is lay there and eat money. The trick is to work backwards; to figure out the productive purposes a site might do, then build the site to do those things. You wind up with simple Websites that produce. And you don’t need an M.I.T. grad to put these together either. The watchwords are “simple” and “productive.”

My contention is: you don’t need another brochure. You need more good customers.

Here are a couple “quickies” about how you can use these kind of Websites for your business profitably:

You might run smaller, cheaper ads that drive prospects to a Website – where they read your longer ad or sales letter. You might target known computer/Internet users who would be good customers with cheap media, like postcards or FAXes, and encourage them to go to such a Website to read your ad or sales letter. If you sell a technical product, you might put all the technical information into a Website for prospects who’ve otherwise indicated interest to visit.

Just for example, there’s a guy who owns a couple mattress and bedroom furniture stores. His competitors are major chains who run much bigger ads in the newspaper than he does. But he has a small, cheap ad about “secrets to a better night’s sleep” that advertises a Website..... at the site, people read a letter about getting a good night’s sleep and are introduced to the best kinds of mattresses..... then shown a huge “ad” for his stores..... even “download” coupons.

Guess what? This strategy is bringing him in over \$15,000.00 a month in extra business – from less than \$800.00 in advertising!

**#2: AUTOMATED PROSPECTIVE CUSTOMER FOLLOW-UP.** Here's an example of how this can work..... you sort of “pre-load” or “pre-program” your Website to send out some follow-up messages to everybody who “visits” the site.

Compare it to running a retail store. You tell your store's manager: “When anybody new comes in here, try and get their name and address. The next day, send them this big postcard that thanks them for coming in and tells them about our new watchamacallits. Put them on the mailing list for our monthly flyer. And if they haven't been back in 20 days, send them these coupons. If they don't come in 10 days after that, call them.”

Good luck. That'll NEVER get done. Nothing even close.

But you can “replicate” that with automated, automatic e-mail follow-up to everybody who “visits” the Website. And it DOES get done. Automatically. Requiring none of your time or anybody else's time.

**#3: E-MAIL MARKETING.** Get this: NO postage to buy. NO printing to buy. NOTHING to fold, stuff and mail. At virtually ZERO COST, you can send just about any kind of marketing communication by e-mail to groups of prospects or your customers at the push of a button. Restaurants e-mail the week's specials on Monday. Bars, the weekend game schedule on Friday. Car dealers, service reminders. On and on. But there ARE real ways to go far beyond this and use e-mail to reach totally NEW prospective customers.

**#4: BRINGING CUSTOMERS BACK.** Automated birthday greetings. Newsletters. By e-mail at no cost. Beyond that, I can show you a simple “trick” with e-mail and a Website that can create a “stampede” of past and present customers coming back to your business – if you need or want it, a sudden cash flow surge with nearly zero cost. Even if you still HATE the whole idea of the Internet, this one thing is so good, you MUST know how to do it.

This is just the tip of the iceberg. A small sampling.

Here's what I would say to you, in summary:

1. Like it or not, the Internet is here to stay. The movement of people -- YOUR customers and prospective customers to the Internet is real. They go there looking for information. If you're not there, some competitor will be.
2. The Internet is the most important communication invention since the Gutenberg press, paper 'n ink. Refusing to use it is like insisting the earth is flat.
3. If you blindly delegate this to “web designers” or “people who know about computers,” you will get killed. You'll waste a suitcase full of money. Because the results you want are not coming from fancy Websites with lots of bells, whistles and graphics.
4. This is not nearly as complicated or confusing as computer-geeks'd like you to believe.
5. There's a lot YOU can do and will WANT to do with the Internet IF YOU UNDERSTAND IT.

\*\*\*\*\*

That's why I put together a "power team" of people who've made real money in real businesses with the Internet to help me get my own businesses "cooking" with the Internet – and wound up going from frustrated skeptic to enthusiastic, raving fan.

And that's why I put everything I've discovered, everything I do, everything these other business owners do into a "cookbook" ANYBODY can follow to make this thing really work for them. I call it:

## **"The Instant Online Business-Building Tool Kit"**

It contains **31 specific strategies** for using the Internet as a practical marketing tool for any business. No, you probably won't use all 31. But out of those 31, I guarantee you will pick a few, maybe a handful, maybe a dozen that you will use. And many of them offer nearly instant results.

At best, my Tool Kit can transform your business into the high-income, liberating, exciting business you'd always hoped it would be. My Tool Kit could help you bring in a lot more money with no more advertising costs..... take home more money without working longer or harder..... compete with "bigger dogs" more effectively..... impress, satisfy and keep your current customers..... ultimately double, triple or even quadruple the value of your business.

At best, you may become passionately interested in all this and do a lot with it.

At worst, my Tool Kit will stop you from wasting money or being ripped off, from doing "Internet things" that cost money, look pretty but don't work at all. At worst, my Tool Kit will insure that you don't pour hard-earned dollars down a rat hole.

At worst, you may wind up still hating the whole Internet thing, but using it to make more money anyway! (I have a good friend who HATES computers, HATES the Internet, refuses to use e-mail personally, and would punch Bill Gates in the nose if he had the chance. Still, he brought an extra \$5,400.00 into his business last month thanks to only three of the Strategies in my Tool Kit. \$5,400.00 he absolutely knows he'd never have seen otherwise.)

That ought to get your attention!

You'll find a sample-list of specific pieces of information, strategies and tools included in my Tool Kit listed on the enclosed green sheet. Skim it. You may find things that sound like a foreign language to you – maybe not. If you do, don't worry about that right now. I promise, it will all become clear to you. I TAKE THE MYSTERY OUT OF USING THE INTERNET TO MAKE MONEY FOR REAL BUSINESSES.

And get this important point: this is NOT a "book" to "read." Not at all. This really is more of a "toolbox" filled with things to do, practical steps, actual examples. You will pull out a "tool" and put it to work FOR YOU, making money.

## **Beware Of These Enemies To Your Own Success:**

PROCRASTINATION. The temptation is to say "maybe, but I'll get around to this later." Later may be too late. The Internet revolution is real. You can LOSE good customers to competitors who are using the Internet. You can get so far behind you can't catch up.

SELF-DOUBT. It's understandable to feel that others may be able to do this, but for some reason you cannot. I was once completely intimidated by the Internet. But I promise, ANYBODY can understand and use what's in my Tool Kit.

BEING TECHNOLOGY RESISTANT. Maybe you just don't like computers. Maybe you have no personal interest in ever "surfing the net" or using the Internet. But don't make the mistake of letting your personal likes and dislikes cloud your business thinking. Don't make the mistake of projecting your behavior to your customers. Everybody who has ever stubbornly resisted new technology has gone broke.

BEING "TOO BUSY." Most business owners ARE too busy making a living to make real money. That's a sad fact. I call this being trapped working *in* your business instead of working *on* your business. From experience I tell you, the Internet used right, my Tool Kit can be the most liberating thing you've ever gotten your hands on! You will be able to do more marketing at less cost, more customer service with less work. You may even get more time to spend with your family! You just canNOT afford to be "too busy" to pay attention to this.

### **Take Comfort In My Written Double Guarantee:**

If you're STILL doubtful that this is right for you, STILL skeptical that it can be a huge profit breakthrough for YOU, well, I don't blame you. That's why I'm going to take away all the risk or uncertainty.

Look, I am a businessman. I sent you this letter. Obviously, I want some of your money.

But I do NOT want money for nothing. I do NOT want your money if you get no value. I have no interest in that. I sleep peacefully at night and intend to continue doing so. So, I will absolutely guarantee that you get real value here – or you pay nothing.

**First, you get a 45-DAY FREE PEEK.** You can get my entire INSTANT ONLINE BUSINESS-BUILDING TOOL KIT, go through it, pick out a few things to do and try, and prove to yourself that my Tool Kit will make money for you, in your business. Or prove me wrong. You have 45 days to take your own "test drive," to whatever extent you like.

Anytime within those 45 days, if, for ANY reason you decide that my Tool Kit is NOT of great value to you, you can return it and immediately get a full, 100% refund. No questions. No hassle. You are the judge. You decide. If you vote "no," it will have cost you zero to look.

By the way, the Tool Kit includes many FAST RESULTS STRATEGIES. After spending just one evening with this Tool Kit, you WILL find things YOU will want to do and can do VERY QUICKLY, that will have OBVIOUS VALUE and will INCREASE your business' income. After just one evening!

But if you disagree, there's no argument. Say the word and your full refund – every penny – is in your hands.

And I will even "go the extra mile" with you. **A second guarantee.** Now this one does have a "condition." If you keep the Tool Kit after the 45 days, you have another 165 days (5-1/2 months!!!) to use it – and STILL get a FULL REFUND after the entire 6 months. All you need to do is send me a brief note, some kind, ANY kind of evidence you actually put at least two of the strategies, action steps, recommendations or tools in this Tool Kit to work for you in your business and failed to get good results, and I will still instantly give you back every cent of your money. I will even give you an

extra ten bucks out of my pocket, just for your time in writing me the letter. That's right, **a 110% refund.**

Oh, and I'm not "invisible," by the way. I've been in the publishing, training and business-building business for 14 years. My offices are in Austin, Texas, the capital of Texas (Dubya's home town), at 9433 Bee Cave Road, Building 2, Suite 110. No "P.O. Box."

So, you do NOT risk wasting even one dollar.

When you get the Tool Kit, here's what CAN happen –

- YOU CAN discover practical ways to get MORE CUSTOMERS.
- YOU CAN discover ways to do more advertising but spend less.
- YOU CAN discover new marketing opportunities.
- YOU CAN create a fast cash flow surge now or anytime you need it.
- YOU CAN create real competitive advantage.
- YOU CAN amaze your employees or family with your savvy Internet marketing for your business.
- YOU CAN save a ton of time with automated, automatic marketing.
- YOU CAN even be "re-energized" and have renewed enthusiasm for your business.
- YOU CAN very, very substantially improve your income.

If you do not get the Tool Kit, there's only one thing that can possibly happen:

Nothing.

Sure, "the Internet world" is a confusing circus. It's very tempting to ignore it. But you really can't afford to do so. Every major retailer from Wal-Mart to Nieman Marcus..... hospitals like Mayo Clinic..... service businesses..... you name it, whoever competes for YOUR customers' attention, dollars and loyalty is making giant strides in Internet marketing. In every type of business, SOMEBODY is "knocking 'em dead" with Internet marketing. You NEED to know what they know, what we know, what's in THE INSTANT ONLINE BUSINESS-BUILDING TOOL KIT.

You need to know so you don't get left behind, so you don't feel "dumb" and "out of it," so you don't get ripped off, so you don't waste time or money, so you don't miss opportunity.

Beyond that, the Internet CAN hold THE "keys" to multiplying your profits, even if tough times are ahead. In fact, it can provide just the "edge" you need to prosper and thrive while your peers or competitors are struggling and suffering.

You'll never know – if you don't "get in the game" with an experienced, successful coach who is making real money on the Internet, is helping real people in real businesses do the same, and is willing to guide you through the confusion. That's me. That's my Tool Kit.

**Here's How To Get THE INSTANT ONLINE  
BUSINESS-BUILDING TOOL KIT rushed to you  
for your 45-day free peek, 100% guaranteed.**

By now, you may be worrying that the price tag for this Tool Kit will give you a heart attack.

You can relax.

It's less than a month's car payment. A lot less. Closer to a couple month's cable-TV bills at home. About the equivalent of a fast-food lunch every day for a month.

It's only \$149.00.

For that, you get the 31-Strategy Tool Kit Manual, full of clear, step-by-step instructions, exact strategies, things to do, even ready-to-use "tools." For example, there are 29 yank-out, fill-in-the-blank, ready-to-use sales "documents" you'll use in Websites or in e-mail.

You should be able to go through it all in just one evening. Then you'll keep it handy and use it -- much like a toolbox -- pulling things out one by one and putting them to work for you.

If, however, you decide it's NOT valuable to you, then you'll simply return it and get your \$149 right back, without any hassles.

So, here's what to do next: Pick up the phone and call our 24-Hour Order Line at: <<**your order phone #**>> and place your order. Or fill out the enclosed "Acceptance Form" and FAX it to: <<your fax number>>, or mail it in.

You can use your VISA, MasterCard, American Express, or Discover card. We can even take your personal or company check over the phone or by FAX. Your INSTANT ONLINE BUSINESS-BUILDING TOOL KIT will be shipped to you immediately via UPS.

## **"Bonus"-of-sorts: maybe you'd like an EXTRA, sideline income, too!**

Remember I mentioned my "money hobby," a sideline, spare time way to use the Internet exclusively, to set up a steady second income?

There are hundreds of people doing just that, following my simple instructions. Doctors, lawyers, butchers, bakers, candlestick-makers, corporate executives, salespeople. Doesn't matter. If having a nice second income outside your regular business interests you, the Internet MUST interest you. Why? Because it's the only means of creating AUTOMATED, AUTOMATIC EXTRA INCOME without working tons of hours doing it.

So I've included this in the Tool Kit. You'll see exactly how to market other products, information, a whole variety of things --- and I'm sure something will interest you --- with the Internet, including a special Website for that purpose, and lay out an entire, step-by-step plan for having your own money-generating sideline business entirely operated over the Internet.

And when I say automated, I mean it. The customers "talk to" the Website, get sales literature and answers via automatic e-mail, place orders at the site, money is automatically put into your bank account, information then "downloaded" or products shipped -- and it can ALL be going on while you're at your kids' soccer game or cutting the grass or at the movies. You might think of it as "mail order" without the mail OR the fulfillment.

I'm even going to give you a "Business-At-A-Website" already set up FOR you, FREE. (I put the details in my P.S. at the end of the letter.)

You're probably going to be excited about this. You'll probably want to at least experiment with it, sort of as a "hobby." But you might quickly find "it" can produce more income than your regular business!

Anyway, this is NOT the main reason to get the Tool Kit. It's an "extra." The main reason is to make more money and get more customers for your current business.

## **Two additional Bonuses, if you act quickly:**

I know you are busy and easily distracted. Please don't let this get "buried" in other mail or paperwork or "set aside" to "come back to later." After all, a \$149 decision shouldn't require "sleeping on it." To hopefully encourage you to take just a couple minutes RIGHT NOW, fill out the Form and pop it in your FAX machine, I'll reserve these extra gifts for you:

If I receive your Acceptance Form by the Expiration Date stamped in red, I'll send you a second, extra how-to Manual FREE ---- It's titled: **"77 Little-Known 'Offline' Marketing Techniques And Secrets For Successfully Promoting ANY Product, Service, Business Or Website."**

### **Here's a sample of what's included in this FREE, Bonus 'Offline' Manual:**

- 1. How To Make BIG Money With TINY, CHEAP Classified Ads.** You cannot open a newspaper, magazine, many newsletters, etc. and not find these ads - and if you check back issues, you'll find many have been running continuously month after month for years and years, which proves they pay off. Now you will understand exactly how to use these "dirt cheap ads" to make real money for your business.
- 2. The Little-Known Secret: THE Best Place To Run Tiny Ads, For Big Profits.**
- 3. How To Save Money When Placing Ads.** Don't shoot yourself in the foot by over-paying for advertising.
- 4. How To Make A Fortune Giving Away Free Information.** Nothing is more appealing than "free". Now you'll see the exact, step-by-step strategy..... even a sample ad/case history..... for making large sums of money by advertising free information.
- 5. How To Find And Get Lists Of Proven Mail-Order Buyers Directly Related To The Product Or Service You Offer.** The quiet little secret of direct marketing success is: it's all about the lists!!!! Here, you will go behind-the-scenes and see exactly how marketing pros obtain just the right lists. (No, it's NOT as simple as calling up a list broker - in fact, that's the worst thing you can do first!) If you've ever tried mailing to rented lists and failed, you'll now see why and see how to do it right. If you've ever thought there must be a better way to reach out to ideal prospects rather than doing "mud against the wall" advertising, you're right!
- 6. Eight Quick 'N Dirty Ways To Improve The Pulling Power Of Any Ad, Sales Letter, Flyer, Postcard, Yellow Pages Ad, Or Coupon.** Choose one of these eight, copycat it exactly as shown in this Manual, and instantly strengthen your ads.
- 7. Sixteen-Step Outline For Writing A Successful Sales Letter** - take the mystery out of assembling simple letters that sell like crazy!
- 8. Do YOU Make These Ten Marketing Mistakes?** Exhaustive analysis of thousands of diverse businesses has revealed ten commonly made, costly, harmful marketing mistakes. Armed with this information, you can be your own \$1,000.00-a-day consultant, analyze your own business, and undoubtedly uncover opportunities to improve your take-home profits immediately. WE DARE YOU TO TAKE THIS TEST AND NOT FIND WAYS TO BOOST SALES, PROFITS, CUSTOMER SATISFACTION OR REFERRALS!!!!

9. **THE Lowest Cost, Most Amazing Marketing Tool Devised In The Past 10 Years -- are you using it?** It does not matter what kind of business you're in - a dentist, a restaurant owner, a store, a manufacturer, ANYTHING..... you DO have opportunities to use this super-powerful tool..... to reach prospects instantly for less than 9-cents each..... with NO work on your part. (Yet, fewer than 2% of businesses use it!) If you'd like a huge competitive edge, this is it!
10. **THE "Dead Broke Guy's Marketing Strategy"** -- if you are "cash tight" and feel like you can't afford to advertise and promote your business, this Strategy will give you new marketing power for pennies. You even see an actual sample of this Strategy to copycat.
11. **13 Strategies To Keep Customers Coming Back For More.** There's un-mined gold right there in your present, past and "lost" customers, clients or patients. Here are 13 ways to "plug the hole in the bottom of the bucket" and get more money per customer than ever before!
12. **BONUS IN THIS MANUAL: 63 Killer Marketing Strategies From Dan Kennedy, America's Legendary Direct Marketing Genius.** Over 200,000 people a year have packed auditoriums to hear Dan's marketing ideas..... America's top companies have invested millions of dollars to bring Dan's advice "in-house"..... individuals routinely pay \$2,000.00 to \$3,000.00 each to attend his intensive seminars and pay \$800.00 an hour for private consulting. Why? Because Kennedy's strategies pay off fast, like no others. Here, you get 63 of his best, most concise, clear, useable recommendations, to put money in your pocket.

On top of that, if you order by the Expiration Date stamped in red on the Acceptance Form, I'll also send you a **SECOND FREE BONUS:** A 90-MINUTE AUDIO CASSETTE TAPE with a special discussion between two of the smartest people I know in the entire Internet world..... two people who really know how to make HUGE SUMS OF MONEY online.

Here's some of what you'll discover on the FREE Bonus Tape:

1. **The One Thing Missing From 95% Of All Websites** -- That You MUST Have To Be Successful.
2. How To Understand, Calculate, Track And Measure **"Website VISITOR VALUE"**, so you can determine what you can and should invest in driving traffic to your site(s) -- an economic approach few marketers grasp!
3. How To Test An Internet Marketing Concept For About Fifty Bucks
4. Do NOT "Build It And They Will Come": **why and how to develop a sound business and marketing strategy so that the right prospects visit your Website**
5. How To Use Your Own Built-Up List Of E-Mail Addresses Of Visitors To Your Site EFFECTIVELY -- **how to get 25%, 30%, even 50% response rates from virtually free e-mail marketing "blasts" to your own opt-in lists**
6. **ONLINE JOINT VENTURES:** How To "Piggyback" On Others' Sites, Lists, Customers, Influence, Even Expertise With Zero Out-Of-Pocket Expense!
7. Which "Giant Money-Waster" To Avoid Like The Plague With Online Marketing

**Get both the extra Manual and the Audio Tape FREE, by ordering now.**

It boils down to this: are you really interested in an income breakthrough? In taking your business to a new level? You canNOT get such a big breakthrough just by continuing to do what you're already doing, or even by doing those same things a little bit better.

To get an income breakthrough, you need a breakthrough opportunity.

That's exactly what Online Marketing is. What this Tool Kit delivers into your hands.

Sincerely,

<<Your Name>>

<<Your Company>>

P.S. Regarding that sideline "moneymaking hobby" – I even give you, free, YOUR OWN WEBSITE that sells this very same INSTANT ONLINE BUSINESS-BUILDING TOOL KIT for you! You get your own Website that sells the Manual "turned on" for you – and up and on for FOUR FULL MONTHS without even a penny of service charges or costs.... this is like having your own "store" built for you, stocked for you, staffed for you – FREE!!!! (Just by telling some businesspeople you know to go there and look, you'll easily cause Tool Kits to be sold and make enough money to make yours free, and then some. All the details of this opportunity are included with your Tool Kit and your own customized Website is turned on for you, free. You can do as little or as much with it as you like. If you want to make it your sideline Internet business and use the 31 strategies to market THIS Website, and make serious money, there's nothing stopping you. You keep \$89.40 (60%!) of every \$149, and handle nothing; we ship for you.....just 100 sales a month makes you \$8,940.00! If you have debt you'd like to wipe out, a college fund to fatten, a new home to buy, this could be it for you. On the other hand, if you pretty much ignore this, maybe tell a few people, and instead focus on using the Tool Kit in your present business, that's fine too – although you will still "accidentally" see some sales occur and make money for you. Anyway, the entire "Business-In-A-Website" is FREE to you with your Tool Kit.

P.P.S. IN ADDITION TO THE MONEY-BACK GUARANTEES YOU'VE ALREADY READ IN THIS LETTER, I'LL GIVE YOU AN EXTRA GUARANTEE, this one tied to the FREE WEBSITE that I'm giving you as a Bonus Gift, so you can make extra money marketing this same "Instant Online Business-Building Tool Kit." Here it is: if you use ANY of the recommended Strategies for promoting this Website, and you do NOT make at least 10-times the cost of this entire program in the first 6 months, you can return everything and get a 100% refund for that reason alone!!!! That's right -- in addition to all the benefits you're sure to gain from applying these Strategies to your present business, I also guarantee the little "sideline" of selling the Tool Kit via the free Website we set up for you will put at least 10-times your entire cost back in your pocket within 6 months. This makes EVERYTHING FREE TO YOU, TEN-TIMES OVER, GUARANTEED. If you would still say "no" to this, I'd be fascinated to hear why!

## Here's Some Of What You Get With Your "Instant Online Business-Building Toolkit"

1. **FAST START CHECKLIST**: One Dozen Things You Can Do Right Now To Promote Your Business Online Successfully --- most at little or no cost!
2. **THE SECRET** To Attracting Prospects Or Customers To Your Website Using The Top Ten Search Engines..... here's what you need to know about "search engines" presented in a simple, straightforward manner.
3. **HOW TO INSURE YOUR WEBSITE WORKS -- 16 things most computer-geek Website developers screw up!!! -- that sabotage a Website's ability to work as a marketing tool.** If you have a site now or have one built for you, you must evaluate it based on these 16 factors. **WARNING**: Do NOT spend any of your hard-earned dollars on websites or Internet marketing without understanding these 16 success factors.
4. **HOW ANY SMALL BUSINESS OR PROFESSIONAL PRACTICE** can utilize Websites and E-Mail Marketing simply, easily and effectively..... with this Manual in your hands, there's no reason to lag behind, to procrastinate, to miss out on all the terrific opportunities to advertise and promote at nearly-zero cost.
5. **OVER 400 FREE ADVERTISING OPPORTUNITIES** on the Internet -- some will certainly be right for your products, services or business. This is like getting FREE MONEY!
6. **63 POWER-WORDS** - use as many as you can in your online (and offline) advertising. Keep this list handy and use it whenever you put words on paper or on your Website. Here are the "secret weapons" of top direct-response copywriters..... they carefully "engineer" these Power-Words into their ads, sales letters, Websites, etc. and you can too.
7. **HOW TO PROMOTE YOUR BUSINESS TO OPT-IN LISTS** - Did you know???..... millions of people have gone to Websites and voluntarily provided their names and e-mail addresses and asked to be sent information about different kinds of products and services and now you can target the people who have expressed interest in what you have to offer. This could be a whole new source of prospects, customers, clients or patients - and you'll be there before your competitors even know they exist!!!
8. **PUSH-BUTTON MARKETING** - this is so good you just have to get in the game! No printing, no folding, no postage stamps, virtually no cost. Communicate with 10, 100, 1,000 or 10,000 customers, clients, patients or prospects with the push of one button. INSTANTLY deliver news of sales or events, new products, special offers.
9. **HOW TO LEGALLY "STEAL" CUSTOMERS FROM OTHERS' HIGHLY SUCCESSFUL WEBSITES.** It's even better than being handed the names and addresses of your competitors' customers on a silver platter, because this is legal and ethical.....if you understand just two words, you can get many Website owners to cheerfully give you the e-mail addresses of their customers or site visitors!
10. **HOW TO SLASH YOUR OFFLINE AD EXPENSES BUT GET MORE BUSINESS THAN EVER!** Would you like to cut your newspaper, magazine, or other advertising expenses yet get even more new business? You can run smaller, less costly ads that direct people to your Website(s), where you deliver the big, full-size ad you didn't want to pay for in the newspaper or magazine. Save thousands of dollars and put them back in your bank account with this Strategy.

*(see other side)*

11. **HOW TO USE “AUTO-RESPONDERS” TO MAKE MONEY WHILE YOU SLEEP.** “Auto-responders” built into your Websites can automatically and instantly respond to your prospects’ inquiries and questions.... automatically send out sales letters, send out order confirmations, etc. This is like having a room full of employees to follow-up on inquiries or orders, but with no payroll, no payroll tax, no sick days!
12. **HOW TO EASILY SET UP AUTO-RESPONDER E-MAIL MARKETING FOR UNDER FIFTY BUCKS.** That’s right, there’s easy-to-use software and services accessible online that’ll do everything for you, and that you do not need to be a techno-wiz to use.
13. **HOW TO STAY OUT OF “SPAM” TROUBLE.** There are “rules of polite behavior” imbedded in the Internet world, that you do not want to violate - especially those about online junk mail, called “spam.”
14. **HOW TO MAKE A FORTUNE WITH AFFILIATE PROGRAMS.** If you have or develop a Website that directly sells products of any kind, you can create your own “affiliate program” and soon have dozens, hundreds or even thousands of other Websites selling for you as “distributors” -- - and best of all, everything occurs automatically: they sign up as affiliates online, they “clone” your site, orders are handled automatically, even their commissions are calculated automatically. If you are looking for a really BIG income breakthrough, a way to turn an “ordinary” small business into a huge, extraordinary income producer, this could be it!
15. **HOW TO GET LOTS OF EXTRA INCOME CHECKS AS AN AFFILIATE.** Just for example, if you have your own Website, you can instantly sign up as an affiliate with Amazon.com..... recommend books on your site related to your product or service.....when people visiting your site “click” over to Amazon to order books, you automatically get paid. There are many such opportunities, so you could get ten, twenty, fifty different commission checks every month! Fill your mailbox with dozens of extra paychecks every month without one hour of extra work.
16. **HOW TO USE “ONLINE” PUBLICITY TO PROMOTE YOUR BUSINESS FOR FREE.** In your Manual: the 7 best Websites to go to, where you can submit news/publicity releases and have them distributed en-masse to both online and regular media.
17. **DISCOVER NEW OPPORTUNITIES.** Yes, you will use this Manual to “explode” the income (and cut costs) in your present business (whatever it is) - but you may also be fascinated by new, different, additional moneymaking opportunities that are Internet-specific and require NO “bricks and mortar”, NO inventory, NO employees.
18. **CAN YOU AFFORD NOT TO KNOW ALL THE WAYS INTERNET MARKETING COULD HELP YOUR BUSINESS????** Lower advertising costs.....attract more or better new customers, clients or patients.....expand your reach geographically.....operate more efficiently.....deliver better customer service with no added costs.....follow-up more quickly on leads or inquiries.....
19. **EXTRA BONUSES IN YOUR MANUAL.....** an in-depth interview with one of the pioneers of Internet marketing, who now travels the world consulting on Internet marketing.....a source you can access for a continuing stream of Internet marketing ideas, FREE! .....PLUS, a convenient Resource Directory with over 100 listings.

# “Instant Online Business-Building Toolkit” ACCEPTANCE FORM

\_\_\_\_ **Yes, I definitely want to join you in the “moneymaking adventure” of the Internet.** Rush me my personal copy of the INSTANT ONLINE BUSINESS-BUILDING TOOLKIT featuring 31 ways to make money with the Internet for just \$149.00 (plus \$6 shipping & handling). **ALSO RUSH ME MY “INSTANT ONLINE” INTERNET BUSINESS START-UP PACKAGE, FREE** -- including the Marketing License for the Toolkit, Reprint Rights to the sales literature, all the sales materials on paper and on diskette, instructions, and set up my own Website Store that sells the Toolkit for me. I understand this includes four months of FREE hosting service for my Website; beginning in the fifth month, I understand my credit card will be charged just \$14.75 for continued hosting and maintenance of my Website, I can cancel at anytime with 30 days notice, and at that time you will unplug my Website and revoke my license. I also understand my complete satisfaction is guaranteed by full refund on return of everything, anytime within 90 days.

\_\_\_\_ I HAVE RESPONDED WITHIN 7 DAYS, so also send as FREE GIFTS, the “77 ‘OFFLINE’ SECRETS MANUAL” and the special INTERNET AUDIO CASSETTE TAPE. (See P.P.S. in letter.)

\_\_\_\_ I’D ALSO LIKE A COPY OF “THE ULTIMATE BEGINNER’S GUIDE TO THE INTERNET” for just \$19.00.

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

FAX: \_\_\_\_\_

E-Mail: \_\_\_\_\_

VISA     MasterCard     American Express     Discover

Card Number: \_\_\_\_\_

Exp. Date: \_\_\_\_\_

Signature: \_\_\_\_\_

### 3 Easy Ways To Order:

**CALL: 1-XXX-XXX-XXXX**

**FAX this Form to: 1-XXX-XXX-XXXX**

**MAIL to: (Your name)**

**(Street address)**

**(City, State, Zip)**