

Stop worrying about being downsized...

**The sooner you start this program,
the sooner you can
START REELING IN HUMONGOUS CHECKS.**

Because –

**The Mail Order Pond is
ABSOLUTELY JUMPING!**

**And we teach you
HOW TO FISH**

Dear Friend,

Imagine this.

There's a pond. Not that many people know about it. But you do.

And one quiet, Saturday morning, you wake up, before the family, before the neighborhood, before the sun, and you drive there.

Peaceful.

Still.

You cast your rod.

And that pond comes to life!

It starts absolutely teeming, jumping, flying with the most amazing, biggest, fattest, fish you've ever seen. After two minutes there's a pull, no a tug-of-war YANK on your rod.

You reel it in...– the biggest, most incredible, flapping, monster fish you've ever caught.

And you cast your rod once more.

AGAIN! It's not just luck. Again and again, all day, until you're bucket is a the most full you've ever, ever seen...

THAT INCREDIBLE POND EXISTS

This is not just a fish tale. And it's not about trout.

But it is about fishing, of another sort.

You know, everyone knows, that old Chinese proverb, right? The one that goes:

***Give a man a fish and you feed him for a day.
Teach a man to fish and you feed him for a lifetime.***

That's what this is about.

Because there's an incredible pond out there, and it is absolutely within your reach. It is a pond of enormous monetary resources, of tons of money, of populations of people eager to spend that money, eager to absolutely fill your mailbox with big, flapping, beautiful checks and money orders, time after time after time.

IT IS THE POND OF MAIL ORDER MARKETING

Consider the incredible dimensions of this pond...

- The Direct Marketing Association (DMA) estimates that each year more than **131 million Americans order a product or service by phone or mail.**
- In 2002, total direct-marketing sales passed the **\$2 trillion** mark
- Year after year Direct Mail keep on growing and growing. Other markets may go down, the economy may fluctuate, but not Mail Order. It just keeps on flourishing...

And take a look at just SOME of the fish...

- There are over 100 Million avid Christian readers throughout the US. A 1998 study by the "Christianity Today" found that over 75% of Christian publication readers purchased a product or service through mail order. **75% of 100 Million readers!**
- The Pet Industry in the US is a 34 Billion dollar industry and growing. Over 62% of Americans own a household pet, and they **love shopping for them through mail order, magazine ads, and the Internet.** There are over 400 Pet advertising sources, with tons of data cards for mailing lists of mail order buyers.

- The Hispanic market is the most rapidly expanding market in the US. There are over 34.5 million Hispanics in the US. They have an estimated purchasing power of over 500 billion dollars, much of which is poured into direct mail and mail order.
- There are over 36 million people over 65 years old in the United States. That's 12 percent of the current population, and that number is growing. They have their own issues, tastes, trends and tendencies. And purchasing power! For example, in 2004, the Lenox Collections Seniors department (figurines, ornaments and animal sculptures) noted almost 900,000 total mail order buyers, each at an average of \$55.
- The bridal market is a 60 billion dollar a year, recession – proof sector. They are a very motivated group of consumers, especially since brides are getting married later these days, and make their own purchasing decisions. And it ain't just dresses, tableware and linen – it's home products, consumer electronics, major appliances, financial services, a whole wide range of items and opportunities for mail order marketing...
- There are millions of home gardeners in the US. Each household spends an average of almost \$500 a year in gardening products. There is a flood of regional and national gardening publications, with tons of mail order opportunities.
- The parenting market is HUGE. There are over 300 regional and national parenting magazines. 74% of readers ALWAYS use the ads in these magazines to make their shopping decisions. And what a tremendous amount of products are sold...

Incredible, huge, markets. The pond is absolutely teeming...

ARE YOU READY TO GO FISHING?

Imagine tapping just a small piece of those markets.

You cast your line. You reel them in...you change your life.

You control the pace of your life. You work when you are ready to work, at the hours that make sense for you.

No more 9 hour days in a gray cubicle, trying so hard to get noticed, to meet others' expectations...day after day, year after year...the sun rises while you are at the office, the sun sets while you finish that report, you drag yourself home, maybe in time to tuck the kids into bed...dreading the office news, the latest corporate takeover, the latest "I'm sorry but we're gonna have to let you go..."

Figuring out how to tell the spouse during that long ride home...figuring out how the hell to pay those bills, to give the kids the lives they want, to keep that that hope for the future...

No more laying your head on the steering wheel after you pull into the driveway...No more getting kicked off the corporate carousel, through no fault of your own...

No more.

Lift your head up. Get off the darn carousel. You don't need to be on it.

There is an alternative.

You can have a different kind of life. A life where you make very very nice money. A life where you don't depend on the whims of bosses, corporate cultures, office politics, crazy ups and downs... You are your own boss.

You work the hours that make sense to you. You are there for your family...for your kids...at every class play where you roll your eyes and giggle at the acting, and tell your child she's the next Nicole Kidman...At every spelling bee, where you telepathically transmit the proper spelling – c'mon, "i" before "e", c'mon remember...

You can be there for your kids. Not for some boss who doesn't care about you. You can actually raise your kids...

And you are there for your spouse. You can finally come through on all those vacation promises. The second honeymoon. The trip to Rome. Heck, the trip to the supermarket, together, you are there... You can actually spend the time together and remember why you fell in love in the first place.

No more 9 to 5 (c'mon, who are we kidding – 8 to 6:30, at least).

No more dread of the mailman. Because it's not just bills he is bringing.

No, no more fear. Now it's joy. Now it's "kid in the candy store" glee. How many checks did he bring for me today?!

And you open your mailbox. And smile the widest, happiest smile, the "it's really coming true, I can't believe it, but it's real" smile.

Check after check after big, beautiful check. Enough to really feed the hungriest of your hungry dreams.

The Pond is there. Are you ready to start fishing?

WE TEACH YOU HOW TO FISH

Right.

Not everyone with a fishing pole and a can of worms catches 20-pound bass.

There are techniques to fishing. There is equipment. There is know-how, and skill, and expertise.

All this can be learned.

The Direct Marketing Master's Edition program shows you how.

IF YOU WANT AN ACADEMIC TREATISE FROM HARVARD SCHOLARS – SORRY, WE CAN'T HELP YOU.

Right off the bat, there is something you should know about this course.

If you're looking for an academic tome' with 18 pages of bibliographic footnotes, and writers with Ivy League professorial experience, and enough marketing-speak and theory to have you nodding off before page 9 – you're not gonna find it here.

Or if you're looking for a book written by people who have never actually built a direct marketing business, people whose only sales are their own e-books about direct marketing - no, sorry again.

But...

If you're looking for information from real pros in the direct marketing business, people who have made literally billions of dollars in mail order sales, then this is the program for you.

WORLD CLASS “FISHERMEN - TEACHERS” WITH 20 BILLIONS OF DOLLARS OF MAIL ORDER SUCCESS

Think about it. Imagine how many tips and tricks, how much expertise, how much INSIDER INFORMATION you get when you've been in any business for many years. Well the writers of the Direct Marketing Master's Edition have a combined record of HUNDREDS of collective years of experience in mail order and direct marketing.

All ready for you.

In plain, normal, SPOKEN English. Not in techno speak. Not in Ivy League Thesis language. But in normal, genuine, real language that you can read, understand and USE. Right away.

People who absolutely know the business inside out. Master “fishermen”, ready to show you just what rod to buy, just what bait to use, just how to cast, just how to get to that incredible teeming mail order pond.

They'll show you things like:

- What's the Absolute Best, Most Lucrative Market for Your Mail-Order Business
- What's the best product? How do you find products? Should you make your own?
- 50 (yes 50!) fully developed product and sales plans you can jump right into, if you don't want to come up with one yourself

- How much money do you need to get started (Hint – a LOT LESS than you think!)
- How much should you charge?
- How to keep track of all the money that comes rolling in?

And more...that's just scratching the surface of what this remarkable program offers you.

[And more – how this sales letter could continue]

More about the benefits the program could offer to your life

More about teachers

Answering objections

Testimonials

Introducing the premiums

Reiterating benefits

False close

Additional benefits

Call to action

PS