

# A MILLIONAIRES INCOME SECRET IS IN YOUR HANDS RIGHT NOW!!

Dear Friend,

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

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

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

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

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

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

S O U N D F A M I L I A R ? ?

I am now going to let you in on three secrets: FIRST - When you put your name in the #1 spot and send out, do you know what you are doing? You are "Perpetuating The Species". In other words, you are placing your name on lists that come across key people. These key people are called spotters and they are on most every list. Do you know what they do, They spot (write down) your name and send it on to a mailing list company. Then do you know what happens? The mailing list company sells your name to new opportunity seekers (just like you were when you first responded to an ad!). Guess who is making the money in this? As long as you go in this circle, you will make only a little money, and the mailing list company will make a lot of money. I am sure that this is not what you are looking for to happen. SECOND - This circle is less than one tenth of one percent of your total market. In other words, it takes roughly 1000 letters to get one customer. This figure is based on averages only, because you may be lucky and get several new opportunity seekers on one list. Don't forget though, that you will be mailing to the same people that quite a few others will be mailing to, also. These people will then get many offers in the mail and come up with the brilliant idea of sending to all the names on all the lists and then guess what? They are now "Perpetuating The Species!" THIRD - And this is the one that really burned me up - is the spotters take the letter you sent them and guess what they do? They simply remove your name from whatever position it is in, and place their name in it's place! They then send out to the hot, new prospects before you can, and even have the nerve to use the letter you sent them! All they have to do is white out your name and put theirs in place of it. On a 4 page letter they only need to make one copy and use your other three. This saves them a lot of money in copying and costs you a lot of money in lost capital.

By now you should realize that I devoted a lot of time to figuring out the system. When I first entered multi-level mail I thought I would make a killing. I ended up getting a lot more offers than I did selling reports. I became obsessed with finding a way to make money in this business. That is when I came across this two-step mail method. If it weren't for this method, I'd probably still be broke trying to "make it".

I devoted many long months to testing, mailing, and keeping track of every single piece of mail I sent out. Every piece of mail was coded. Once I put everything together and analyzed it, I found out what was going on and what to do!

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

Here are just a few things I learned:

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

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

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

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

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

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

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

John J. Sillen

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

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To receive your report: "HOW TO TRIPLE YOUR RESPONSE AND INCOME FROM YOUR MAIL LIST" send \$10 in cash and a long, self-addressed stamped envelope to the person who's name appears below. In turn, you will receive your report from that person. You will learn the secret of increasing your income using the two-step method. Along with your report you will receive full instructions. By ordering this report, you will have completed step one. Step two is where your big money comes in!

BE SURE YOU KEEP THIS LETTER FOR FUTURE REFERENCE!!!

To order your report, send \$10 in cash with a long, self-addressed stamped envelope and a note requesting the report: "HOW TO TRIPLE YOUR RESPONSE AND INCOME FROM YOUR MAIL LIST" to:

Karen Bergh  
1464 Madera Rd. #374  
Simi Valley, CA 93065

**WARNING!!! THE INFORMATION CONTAINED IN THE ENCLOSED LETTER IS DYNAMITE, IT VERY WELL COULD CHANGE YOUR LIFE AS IT DID MINE! IF YOU WOULD LIKE TO TURN YOUR KITCHEN TABLE INTO A REAL MONEY-MAKING MACHINE, READ ON...**

I received this Two-Step Method from a good friend, who like many others, has proved that it really does Triple the response and income! One Tennessee man mailed out only 350 letters with the Two-Step Letter, and within 2 weeks he received 39 responses! 39 people sent \$10 for the Report. He then mailed out an additional 150 letters and after thirty days he received 29 more responses! That's a total of 68 responses from mailing to a "cold" mailing list. He's still receiving phone calls from more and more people who get excited after reading the MILLIONAIRES SECRET LETTER. The response has been PHENOMENAL!!!

**THE ORIGINATOR OF THIS TWO-STEP METHOD MADE \$19,650 AFTER ONLY 4 MONTHS - AND THEN HE MADE OVER 11 MILLION DOLLARS IN ONE AND ONE HALF YEARS!**

Before I got this letter in the mail, I had never made more than \$350 in one week in my whole life. At first I figured nobody could make this kind of money. It just isn't possible. But after reading this letter, I started thinking - there are over 250 million people in our country. There has to be at least 20 people like me - 20 people who are willing to put a small amount of effort into making bushels of money. 20 people who would like to become rich!

I decided to take a chance - a gamble. And do you know what? I have found out there are a lot more than 20 people who would like to become wealthy! I am finding them everyday! Just by doing what is in this letter. I just have one question for you - Are You One Of The Twenty Who Would Like To Become Wealthy?

**ABSOLUTELY ANYONE CAN CREATE UNLIMITED AMOUNTS OF MONEY WITHOUT EVER LEAVING THE COMFORT OF THEIR OWN HOME!**

If it weren't for following the simple plan enclosed, I would still be working 8 to 5 - struggling to make ends meet and having to juggle my money just to pay bills. You probably know just as well as I do that "That Game Gets Old In A Hurry". If you would like to "Live The Good Life", without debt, or worry, or money problems, read over the enclosed MILLIONAIRES SECRET LETTER. Follow the simple directions. You will prosper!

If you are in a multi-level program now, you need this Two-Step Method Right Now! Not Tomorrow, Right Now! Don't even lay this letter down until you put your name and address where mine is, print it and mail it to your Downline! You may want to call your Downline and tell them about the letter that everyone's excited about! Next, you'd better order the Report so you can fill the orders that you'll start getting very soon after mailing out the letter! Believe me, if you want to start making **INCREDIBLE MONEY**, then you'd better ACT NOW!

Myself and others are on our way to making a fortune with the information you have right now! Only you can decide. But decide quickly. Others are making themselves wealthy right now! You can, too! But you must act right now! Today - Not Tomorrow! RIGHT NOW!!!

**NOW.....WOULD YOU LIKE TO BE ONE OF THE TWENTY?**

## **READ WHAT THOSE WHO'VE USED THIS TWO-STEP METHOD HAVE TO SAY!**

For years I'd been trying to find something that would work. At first, I wasn't too excited about this, but my mind kept going back to it. The more I read it, the clearer I heard. A friend told me that he recently mailed 350 Two-Step letters and over 2 weeks, he received 39 responses. My friend said he mailed an additional 150 letters and over the next 30 days, he received 29 more responses. This is unheard of. I then put my name on the letter and started mailing. I just mailed 50 letters to names I already had. Within 2 weeks - 17 people responded and all of them started mailing letters. I then mailed 100 more letters - and within 2 weeks, 28 more people responded. After only one month, I'd had more phone calls and more orders than I'd ever had doing anything else. Over the next 10 months the money poured in! It was continuous. It wouldn't stop. What I had started from mailing only 150 letters was too hard to believe. Yet, it happened just that way. It seems as though everyone is fed up with the way our country is being run -- higher taxes, more inflation, more money for gas and food, exorbitant amounts of money being wasted by our elected officials -- the list goes on. Now is your chance to get ahead of all of this. This is your opportunity to make the income you feel you deserve. But it is only an opportunity if you do it. In spite of the problems our country has, it is blessed with many good things. One of them is the free enterprise system. The only limit you have on earning money is the limit you place on yourself. No one -- AND I MEAN NO ONE -- can tell you how much or how little you can earn. It is totally up to you.

**Jack Binkley, Westmoreland, TN**

This information was uncovered by a friend of mine in Tennessee. While much "how to" information in this business does give you some "ideas" about what you should do to make money by mail, they don't give you the exact step-by-step details like this does. I've been in this business a number of years and thought I knew quite a bit about it...but since I got the two step plan I've got the real nitty-gritty of EXACTLY what to do and how to do it. In just a few short weeks, the response to my mailing has more than TRIPLED and many others are doing better than that. So stop running around in circles and find out, finally, HOW TO REALLY MAKE MONEY IN THIS MAIL BUSINESS!

**Bill Huntsman, Joelton, TN**

I never realized where the "Big Money" is in MLM mail until I tried the two-step method. It hasn't cost me anymore, but has produced over three times what I would have made using the old method. If you

aren't using the two-step method, it is definitely your loss.

**P.K. Edwards, Lindenhurst, NY**

To be honest, pulling a \$10 bill out of my wallet was probably the hardest thing I could do. But let me tell you - it was the best thing I did! I am amazed at the response!

**Steve Irons, Minot, ND**

I never even heard of the two-step method until one day I got a letter telling me about it. I am still in shock over the money I made. It seems everyone is responding to the two-step method.

**Michael Williams, Orlando, FL**

The man who created the two-step method says he is no genius. In my opinion he is a wizard! It really does make sense, and it really makes money! I can guarantee that you will not be disappointed.

**Stanley Clifford, Elmer City, WA**

Since finding out about the two step method, I haven't bought a single mail list. I'm making money hand over fist! The sources of free names are amazing and I am getting an unbelievable 47% response with these names.

**Charlie Youngren, Nashville, TN**

If you are thinking of not using the two-step mail method, please think of one thing - How much will you lose by not doing it? Now, let me tell you from firsthand experience - If I didn't, I would have missed out on tens of thousands of dollars! It makes all other mail methods OBSOLETE in comparison to the money it produces!

**Jim Brewer, Bangor, ME**

I mailed a two-step letter to one of the free names that I got from the bonus report. I didn't know it at the time, but the person I mailed to had 4,000 active people below him. He had never heard of a two-step method, and followed through with it. When the mail finally slowed down, I ended up with over \$187,000 - FROM THIS ONE LETTER! It's no wonder the person who thought of the two-step method retired a millionaire.

**Peter Hebert, Mission Viejo, CA**

THIS 2-STEP METHOD REALLY WORKS! A friend of mine received 58 responses from a 400 mailing and the calls and orders are still coming in! I use this system and mail it out as a tag-a-long with all my programs. It will work with ANY program. It definitely increases your response on your mailings!

**Allan Glen, Harrison, AR**