

\$200.00

Red Tag
Priority

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CRITIQUE CERTIFICATE

*Entitles bearer to submit any single printed piece; brochure; catalog,
direct-mail piece; advertisement or similar promotional
material by mail for critique by Dan S. Kennedy.*

Send Certificate and Materials To:

**Dan S. Kennedy
Kennedy Inner Circle, Inc.
5818 N. 7th St., #103
Phoenix, AZ 85014**

TERMS & CONDITIONS: Certificate expires 12 months from date of purchase. Allow 2 to 4 weeks for Mr. Kennedy's response. Do NOT telephone: consultation given by mail only. Actual finished materials or "rough sketch" and copy for planned material may be submitted. Coupon redeemable only for listed services. Additional consulting may be contracted for, Mr. Kennedy's schedule permitting; fees quoted on request.

Please be advised that any materials submitted for review by Dan Kennedy, including those submitted with critique coupons, may be published in any of Dan Kennedy authored/edited publications, as examples. Also, submitted materials will not be returned. Do not submit materials you are concerned about keeping confidential.

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Code: KIC

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“Clicks On The Dial”

1. “Frankly, I’m puzzled....I haven’t heard from you.”
2. I was skeptical, but....
3. What this is NOT....
4. As you can see, I have attached _____why have I done this?
For several important reasons....(Halbert)
5. No competitor dares to match this guarantee....
6. Double Guarantee. Triple Guarantee.
7. Idea of the “Enemy” and/or “Conspiracy”: secrets have been kept from you.
Others are plotting against you. (Holfer/’true Believer’)
8. Questions/Answers
9. “The Story Of Two Men” (WSJ letter)
10. Recycle “Classic” headlines (formulas) for headlines and subheads
11. Non-Disclosure Agreement
12. Valuable Licensing Agreement
13. Apples-To-Oranges, to build value (to discount from)
14. Basic/Deluxe or variation thereof....choice (beware of confusion)
15. Media quote or excerpt used as if an endorsement or for validation
16. Your decision won’t change my life, I’ll eat steak whether you buy or not –
but it may change yours...(Ziglar)
17. Warning: Consumer Alert. Don’t _____ until....
18. Summary of (complicated) offer
19. This offer is NOT for everyone....

Report #9

Great Headlines Can Make You Rich

Report #9

Great Headlines Can Make You Rich

Since many of my readers are either involved in the mail-order business (or direct response marketing, which encompasses mail order, direct mail, telemarketing, product publicity, etc.), or want to get started in this most lucrative field, this report will be of specific interest.

I'm going to zero in on display ads (also called space advertising) with the key advertising success factor: **Your headline!**

The headline you choose for your ad is of greater importance than all other components of your

ad combined (body copy, guarantees, testimonials, the order coupons, etc.).

Assuming you have a desirable book, product, or service, the headline you use will be the major plus or minus factor.

I'm convinced a good headline is worth at least 60 percent of the value of your ad.

Thus, a wrong or weak headline will almost always doom an ad to failure, regardless of how good the product or service advertised may be.

*Great Headlines
Can Make You Rich*

The Headline Must Appeal To The Reader's Self-Interest

A person's greatest interest is most often self-contained. People want to become winners by gaining numerous benefits while avoiding pain and loss.

Thoughts and feelings influence more decisions on purchasing than pure intellectual considerations. This is why an appeal to a person's emotions and desires almost always outperforms straight factual headlines.

Save your facts for later in the ad. First, grab the reader's attention with a big, emotionally appealing benefit. Powerful ads begin with a sizzling self-interest headline.

Advertising is a battle to briefly capture the attention of your reader's mind and to lead him

or her to the desired action -- placing that order immediately. Do you really think it's anything less than that? Check your premise.

Using a large space, ask for the order ad as an example.

What are we trying to do?

Answer: We are trying to stop a page-flipper dead in his tracks with a bold statement that we hope greatly appeals to his self-interest.

If we succeed, we hope to entice him or her with our subheads and opening paragraph to continue reading.

Once the entire ad is read, we hope we have pushed enough of his or her basic want and need buttons (success, greed, love, pleasure, survival, etc.) that he will get up off his duff and start hunting for his stamps, envelopes, and checkbook.

It takes powerful, compelling

copy to achieve that response.

Our battle for the respondent's mind should not be interpreted in a negative light. We're not playing for the same stakes as some religious cults, the CIA, or KGB.

We just want his mail order. To get it, however, we use an arsenal of direct response weaponry.

The Positive Approach Works Best

Appeals to the person's self-interest almost always work best in headlines. Make your headline shout to your readers, "Here are some big benefits for you!"

If you have real news to tell, get the news in the headline, along with the benefit. Also, keep your headline positive.

With only a few exceptions, positive headlines work best. Telling them how they will prosper works better than telling them how to prevent losses.

Any negative appeal concerning possible loss by not responding to your offer can be mentioned somewhere in the body copy of your ad. Make the headline positive for maximum results.

Many years ago I tested several "negative headlines." Results most often were not sensational. Instead, my smashing successes have come from positive, benefit-rich headlines.

Some Of My Successful Headlines

Wealth, Health, Love, And Happiness — Now You Can Have It All!

For my book *How To*

***Great Headlines
Can Make You Rich***

*Achieve Total Success, 120,000
copies in print worldwide.*

Stay Home And Make Money

For my book with the same title, 47,000 copies sold and counting. Sometimes the title of a book or the name of a product also makes for a super headline.

***If You Love To Catch
Fish, Get Your "Bass-
Buster" While We Can Still
Legally Sell Them!***

My headline and ad for a unique fishing lure resulted in sales of over 200,000 units for my client. The ad was run in newspapers, mostly in the Midwest.

***The Amazing Secrets Of A
Sweepstakes Millionaire***

This responsive headline was for Bruce Robbins' report that tells how to win sweepstakes and contests. It is a tremendously successful headline.

***The Best New Book On Making
Money By Mail Is Yours Free!***

This incredibly successful ad appears in all the leading business and opportunity magazines. It introduces the Profit Ideas books and tapes to buyers and to those who wish to go into business selling them.

I could go on and on, but I think you're getting the idea. Capture attention with a daring, beneficial headline.

Do this, and you'll get the response and profits you seek. Don't try to be clever, cute, or funny.

Simply give your readers good news in the form of a big benefit. That's how to make your display ads sizzle and sell!

Bonus Report

How to Get 10,000,000 Postcards Mailed Out For You – *Absolutely FREE!*

One of the hottest new advertising methods currently in use is card decks. These card decks feature similar products and services all advertised on small post cards. The publisher of the card decks sells ad space to national and international businesses - groups a pack of 25 to 50 cards together - and sends them to people interested in the offers.

If you've ever purchased a home business opportunity, it's likely that you've received a card deck or two full of home-business opportunities. There are card decks for doctors, veterinarians, sales people, food producers, farmers and hundreds of other groups. By being grouped with many other companies, a business is able to get their message out to many interested people for less than the price they'd be able to do it themselves. Since everyone is paying a piece of the printing and mailing of the deck, the overall advertising cost is lower.

Some very large card decks may contain up to 200 post cards – each with an advertising message on both sides of every card. The post cards are packaged in plastic and sent to the people most likely to be interested in the offers sent. In my case, I receive a post card deck - filled with money-making opportunities - about once or twice a month. During the big mailing months, I may get a couple a week!

A card in a card deck can generate a multitude of sales and inquiries for your offers, but there is one major drawback. Even though it's not as expensive as doing all of the printing and mailing yourself... it's still very expensive. For one two-color card to be sent to 100,000 people, it costs \$1,299 or MORE! If you just want your post card to go out to 50,000, it's still \$700! And, most people wouldn't call this low-cost advertising.

That's the rub! Card decks can be very, very effective – bringing in hundreds of new inquiries a day - or even thousands of dollars worth of orders. Unfortunately, you've got to dish out the big bucks BEFORE you see any of these profits. That means that card deck advertising is close to impossible for the small business person who doesn't have a few thousand dollars to spend on advertising.

Of course, there is a very effective alternative.

I have developed a way to get unlimited free card deck advertising forever! I put the number '10,000,000' at the top of this report, because I needed a concrete number that people could understand. Unlimited isn't very descriptive. 10,000,000 is!

Actually, you can get 100,000,000 card deck ads mailed all free of charge! There is truly no limit to this concept. You're only limited by how far you want to take this idea. You don't have to worry if you're young or old, rich or poor, sweet or sour - you simply have to take action - and you can get hundreds of thousands of dollars worth of free advertising using this method!

Please keep reading and you'll understand how YOU can get such a valuable service -- hundreds of thousands of dollars worth of free advertising -- without spending one red cent of your own money!

Free Card Deck Advertising System

A post card in a card deck is about 5 1/2" long by 3 1/2" tall. Each card's available advertising space, therefore, is about 5" x 3" on each side. When you pay for the card, you get both sides. So, at \$1,299, that's \$649.50 per side.

Now, here's how you can get valuable FREE ADVERTISING in a 100,000 circulation card deck.

First of all, it's possible to break up the 5" x 3" advertising space into 18 different ad spaces. Each space would be about 1.65" long by 1/2" tall. Each space can be divided into boxes - so that a different ad can be printed in each box without making the card look too chaotic.

Many small business people in mail order want to get into a card deck, but the prices are just too high. Now, you can show them how to get their ad out to 100,000 people for the low, low cost of just \$80. That means that they can reach each person for only 0.0008¢ each! That's amazingly LOW! Most small business people who have always wanted into a card deck will eat this up - and want in immediately! That's great... because the more people you have interested in this advertising idea, the more FREE ADVERTISING you can get every month!

At 18 spaces times \$80 per space - that means that - for your one double-sided card deck ad, you've received \$1,440! Out of that, you've got to pay the card deck advertiser his \$1,299 - and you've got \$141 that you can use to get these 18 ads professionally typeset! Or, if you can typeset the ads yourself, you can pocket this extra money as profit! That means that you'll actually be getting a ton of free advertising - AND making a profit!

Remember, these 18 spaces are only on ONE SIDE of the card! You basically purchased one full card of advertising - by selling space on only one side of the card. The second side is yours FREE to do with as you want! That's right! Use your free side of the card to advertise your product or service, generate sales or inquiries, or do whatever you want with it. It's yours - FREE!

If you decide to do this, you can get a ton of free advertising and make thousands of dollars in sales. Best of all, even if your card deck ad bombs... YOU LOSE NOTHING! You paid nothing for the ad - so if you don't get one single order, you're out zip - nada - nothing!

The title of this report is 10,000,000 Post Cards Mailed For You - FREE... so you're probably wondering how the other 900,000 post cards get mailed. Well, let me tell you!

Card decks are so powerful and so popular, that there are many, many card decks out there - produced by many, many different companies! With so many card decks produced each year, it's amazingly easy to get 1,000,000 to 10 million cards out to opportunity seekers!

If you want to get your card deck ad out to 1,000,000 people, what do you have to do? Basically, you have to get your card deck ad into 10 different card decks - or into the same card deck - every month - for 10 months! To do this, you only have to sell spaces on 10 cards - get 180 people signed up at \$80 each - to pay for them all - and you'll have thousands of dollars worth of free advertising going out to 1,000,000 people!

This is such a powerful, yet simple concept! If you want your card deck ad to go out to 1,000,000 people a year, you only have to sell 180 of these \$80 spaces to the hundreds of thousands of small home businesses in the United States. 180 spaces should be very simple to sell throughout the course of a year - especially during the 'hot' times when everyone is looking for new ways to advertise!

And, to get 10,000,000 cards into these card decks - you just multiply your efforts by ten. Of course, you're not limited by the amount of free advertising you can get in these card decks. You can use

this system to get free advertising for years and years – and get millions upon millions of free cards mailed out for you.

Card Deck Companies

Trump Card Marketing
222 Cedar Lane
Teaneck, NJ 07666

Jeffrey Lant's SuccessDek
P.O. Box 28-2767
Cambridge, MA 02238
Fax-On-Demand: 403-459-2829 Doc. 3

Impact Publishing
1728 Sands Place
Marietta, GA 30067
(770) 952-6688

Venture Communications
60 Madison Ave.
New York, NY 10010
(212) 684-4800

CONFIDENTIAL REPORT

For Mark Nolan's
Inner Circle Members

Wealth-Building With Package Inserts and Statement Stuffers

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Special Situation Report

for Mark Nolan's Inner Circle
7405 Greenback Lane, Suite 330
Citrus Heights, CA 95610-5603
Phone (916)-965-7848 FAX (916)-965-7849

Millions of Customers with Money to Spend . . .

It sounds almost too good to be true, doesn't it?

Not hundreds or thousands but *millions* of people.

Not any ordinary people or prospects but paying *customers*.

Not folks who are struggling from paycheck to paycheck, but high income consumers who have plenty of *extra money* and are happy and eager to *spend* it.

Now we are talking!

Where do we find such people?

How do we communicate our "wonderfulness" to them?

What can we do to get them to buy *our* products and become *our* good customers?

The answers will surprise you when you learn the secrets of:

How to Make Money with "Package Inserts" and "Statement Stuffers"

These little "toss-in" brochures sell everything from collector plates to reproduction antique radios and steak knives, special car waxes, vacuum cleaners, books for kids — you name it.

Disney uses them. The book clubs and music clubs use them. Just about every product you see advertised on television also ends up on one of these insert ads. Boardroom Reports uses them to offer a free sample issue of their newsletter *Bottom Line Personal*.

Why are package inserts and statement stuffers so popular? Two reasons.

Number one, with package inserts you go directly to real, live, paying customers. Instead of mailing to some mystery list, hoping it really consists of recent buyers — your advertising is

riding along in the package with the recent purchase itself, directly to the buyer!

Or, with a statement stuffer, your advertising rides along with the bill for a recent purchase.

Package inserts going to recent buyers usually get a better *response* than statement stuffers.

Think about it. What is more fun to open, a package containing some wonderful new goodie you bought for yourself — or bills? No contest.

So why ride along in statements at all? The “universe” of available placements is larger with statements than packages. Over 144 million Americans have a VISA card alone. Add all the people with MasterCard and those getting statements from banks, oil companies, retail stores, cable tv companies, airlines, magazines, etc. and the volume is amazing. Plus, bills *do* get *opened*.

There are also “co-op” ride along programs. Think of these like a carpool. Several people all want to go to the same place and if they ride together they all save money.

However, let’s learn first things first and stick with the best of the lot, the package insert.

How to save a king’s ransom

In comparison to direct mail, the fee to participate in a package insert program is usually the same price as the fee for renting a mailing list. You generally pay \$80 per thousand to have your brochures ride along in packages. The minimum order on an insert program is usually 10,000 pieces. So you pay \$800 to have 10,000 of your brochures stuffed into 10,000 packages.

If the insert fee costs the same as a list rental fee, where are the money savings?

Inserts save you a fortune on the rest of the various components involved in a direct mail vs inserts comparison. These programs typically cost less than 10% of what a solo mailing costs!

The biggest savings is on postage.

When your “direct mail” is mailed out in a package of products instead of in an envelope, guess what — no postage!

A super successful direct mail campaign will send out millions of letters. In fact, many mailers send out one million letters a month.

Just think about that for a minute. Mailing one million pieces of mail costs a *fortune* in postage. Even at only 14 cents per letter, bulk rate still adds up to \$140 per thousand, so a million pieces costs \$140,000 to mail. If you mail a million a month your yearly postage is \$1,680,000.

If you send out a million package inserts a month your postage expense is . . . zero. The money saved on postage alone is absolutely staggering.

That's why *Consumer Reports* magazine recently turned their proven direct mail letter into a package insert. They now insert millions and millions of a nearly identical sales pitch yet they pay absolutely no postage.

Next you save on printing envelopes.

The brochures do have to be printed, but they are not mailed out to a mailing list, so there is no need for a carrier envelope for them to ride in. Also, the reply envelope is eliminated.

The cost to print millions and millions of envelopes is tremendous. With a package insert brochure you save all of that envelope printing cost. Hey, the envelope printing savings alone can pay for your dream vacation home up at the lake or put a few kids through the best colleges.

Lastly, you save money on inserting and processing costs.

In direct mail, all the pieces of the mailing have to be machine inserted into the mailing envelope, sealed, addressed, affixed with postage, and delivered to the Post Office.

The inserting and sealing costs are just a few pennies, but again, these add up to a fortune on millions of mail pieces. With package inserts there is no need to spend all that money on machine inserting at the mail service.

What are some of the various kinds of insert programs available?

The treasure hunt begins

You know me — I think “theory” is boring and of limited use. Give me real life, true examples any day.

In the pages ahead, I'll give you details on all kinds of real life insert programs that are available to you at this very moment.

There are many, many different kinds of mail order companies out there, selling every kind of merchandise you can imagine.

All you do is try to think of which category would best suit your offer and see if there are companies within that market that have package insert programs available. It is similar to choosing a mailing list. Who are their customers? What did these people buy and would they

be interested in your product(s) too?

If you don't currently have a product you are selling, all the better. Huh? Yes, really.

Now you stand at a crossroads and you have the exciting opportunity to change course, to reinvent your business, ...*to seek out new worlds and boldly go where...* oops, sorry, wrong story.

When you see the millions of buyers of various products in interesting markets you may say to yourself "Why don't I sell a golf product to these golf customers since I love golf anyway?"

Now you are on the right track. Find a market you *enjoy* that also has millions of buyers.

I knew a mechanic who told me about this lady who kept bringing in her car for repairs. He would fix the car and every time he'd tell her to sell it and get a different car. She kept on hoping it would finally work the way it was supposed to, but it never did. She needed to abandon the thing and move on to a different vehicle.

Does your business ever make you feel like you are living in the fast lane in a slow car? You keep trying to make it run better but it never does? Maybe you need a new vehicle too. Your current vehicle might be one you chose at random. It doesn't mean you are stuck with it forever.

Instead of starting with a product and then trying to find a market that will buy it, why not *start with a market* of free spending customers and then find another product they *want* to buy?

Here's how to do it

One of my clients wanted to sell something for women, so I faxed details to her about several package insert programs that were for women's products. She liked several of them.

We decided to find a cosmetic product to sell through these many insert programs. It took time and effort but we found a great product that would sell to this market that she liked so much. Then we tested various insert brochures and insert programs until we had a winning combination.

Some of the insert programs that worked for her cosmetics brochure included those that rode along in packages lingerie, packages of dress shoes, packages of clothing, packages of jewelry, packages of wigs, packages of perfume and — get this — packages of office supplies and printed stationary!

Now *why* would office supply and printing buyers also want to buy makeup? There are a lot of secretaries in offices and some of them opened these packages of pens and pencils and envelopes and business cards, etc. Women who work in offices usually wear nice clothing and often wear cosmetics. Would you have thought of that? You have to put on your thinking cap and go on a *treasure hunt* to find these.

Or, what the heck, you can simply mail your brochure to a few package insert program managers and they will give you what are called “reccos” in the trade — which are simply recommendations and suggestions, like one did for me with the office supplies idea.

My client thought I was a genius and the insert program manager was happy to help me get the order because they make money from the inserts too. Everyone made money, a win-win-win.

How to you go about creating the insert brochure? Get samples and study them. The next time you receive a mail order purchase or a statement from your credit card or gasoline card or department store card, save the inserts you find in there. Put these brochures in a file so you have a variety of examples to study and get ideas from when you start creating your own insert.

Here are descriptions of some actual insert programs and suggestions about what offers might be good to test in them.

Packages of custom imprinted golf tees. The person getting this package in the mail must be a serious golfer to have his or her name imprinted on dozens of golf tees. Or they may be using them for advertising. Either way, they are a good prospect for brochures offering other golf items like golf balls, clubs, shoes, books, videos, magazines, gifts, etc.

What else do they buy? Many golfers like to smoke a cigar while they are on the course so brochures with any and all kinds of cigar related items would be good offers. Golfers also buy casual clothing, sunglasses, travel items such as luggage, vitamins, muscle pain ointment, books on audio tape, business magazines, collectibles, art and coins, etc.

A way to find out what else golfers are buying is to look in back issues of golf magazines at your library. See what advertisements are running in those special interest magazines and you have a “feel” for the market and what advertising could make a good insert brochure.

Packages from book, record and video clubs. Folks who belong to these clubs buy a lot of products. They receive a lot of packages and they are great customers. Book club members in particular have a wide variety of interests and will buy a wide variety of products.

All kinds of brochures have worked in these packages. Everything from consumer newsletter offers to collector plates featuring Elvis or Star Trek themes.

I’ve seen brochures work here for t-shirts, photo finishing, die-cast metal car models, calendars, checks, home study courses, encyclopedias, address labels, Swiss Army knives, car waxing products, and just about every item you’ve ever seen advertised on late night t.v

Packages from “Brides to be” wedding items. When a woman orders wedding invitations engraved with the date of her upcoming wedding she also gets a catalog offering all kinds of products. The items available include engraved champagne glasses, silver cake knives and china plates, photo albums, Christmas ornaments that say “first year of marriage” and even a blue garter.

In addition to the wedding invitation stationary company's own catalog, the company also has a package insert program and you can place your brochures with them.

What else do brides to be and newlyweds buy?

They buy new checks with their new name or a new joint account printed on them. They buy luggage to take on their honeymoon. They buy home furnishings, bedspreads and sheets, silverware, picture frames, candles, lingerie, cookbooks, gardening items, kitchen utensils, cosmetics, magazines, and lots more.

They just buy and buy and buy. Imagine someone who is madly in love, who now has two incomes instead of one and who has probably just moved into a new place to live. It's shopping time! These folks are good customers for all kinds of offers.

On the next pages are names and data on several more examples of actual insert programs. Keep in mind, there are *hundreds* of mail order companies with every kind of customers you can imagine. No matter what is being purchased by consumers right now, there are packages being shipped to them and your advertising can go along for the ride.

You can have your insert ride along in these packages for \$60 per 1000. If there is a 5,000 or 10,000 minimum then a test at \$60/M is only \$300 or \$600 plus the cost of printing that many insert brochures. It's a bargain.

The number one *package* insert program management firm is named Leon Henry Inc. Their information is available on the Internet at www.leonhenryinc.com or you can call 914-723-3176. The mailing address is: Leon Henry, Inc., 455 Central Avenue, Scarsdale, NY 10583. This is a very valuable contact. They manage more *package* inserts than anyone else.

For *billing* insert programs, a company called Media Syndication places more billing inserts than anyone else in the world. They represent over 200 clients including banks, oil companies, mass merchandisers and retail stores with a total universe of over 160 million potential buyers per month. Their phone number is 212-683-8533.

For *both* package and billing inserts programs, a company named FSDM, Fred Singer Direct Marketing places over 1 billion inserts annually. The number is 914-472-7100.

I gave you these numbers but before you call them here is a tip. These are all very busy people and when you call the very first thing they'll ask you is if you'll please send them a copy of your insert brochure. If you don't have an insert they'll ask why you called them in the first place.

The best idea is to call and ask something like this. "We're interested in your insert programs and are developing our own insert ad right now. Could you please send us some data about the various insert programs that you manage and the counts, rates per thousand? Thanks."

Swanson Health Products 300,000 annual packages
Inserts ride along in packages of vitamins and food supplements.

Health Watchers Systems 240,000 annual packages
Seniors who buy vitamins, pain relieving lotions and ointments, etc.

Vitality 100,000 annual packages
Sweepstakes generated buyers of vitamins and natural cosmetics.

Puritan's Pride 1,500,000 annual packages
Buyers of diet aids, beauty products, food supplements, etc.

U.S. Health Club 1,200,000 annual packages
Seniors who buy health aids, cosmetics and vitamins.

Powerall Club 1,000,000 annual packages
New start-up members of a monthly shipment vitamin club

Next Step 300,000 annual packages
Buyers of natural health and beauty products

All seven of the above are managed by: Leon Henry, Inc., 914-723-3176, Fax 914-723-0205

Music by Mail 250,000 annual packages
Inserts ride along with tapes and CDs featuring jazz, rock, soul and country music.
Music by Mail, 718-921-2182, Fax 718-921-2380.

Handyman Club of America 995,000 annual packages

National Home Gardening Club 640,000 annual packages

North American Hunting & Fishing Clubs 1,158,000 annual inserts
These three are managed by RMI Direct Marketing, 203-798-0448, Fax 203-778-6130

JC Whitney car, truck and r.v. owners 929,420 annual catalogs and packages
Any vehicles from motorcycles to minivans. *McCarthy Media, 312-431-1080, Fax 312-431-1083.*

Ted Nugent's Spirit of the Wild Catalog 60,000 annual packages
Former rock star sells hunting supplies. *The Other List Co., 732-591-1180, Fax 732-591-8472.*

Rodale Sports PIP (package insert program) Millions of annual packages
This PIP goes to Rodale magazine subscribers including Bicycling, Scuba Diving, Runner's World, Backpacker, Mountain Bike, Fitness Swimmer, etc.

The inserts ride along with a free bonus editorial premium that is sent to all new and renewing subscribers.

Rodale Press, 610-967-8820, Fax 610-967-8963

Safeguard Business Systems

1,300,000 annual packages

Financial business systems, checks, etc. *Walter Karl, Inc., 203-552-6700, Fax 203-552-6799.*

Ziff-Davis Computing Publications Premium PIP Hundreds of thousands of packages

CD-ROM premium gift shipments to new and renewal subscribers to Yahoo! Magazine, PC Computing, Internet Life, Computer Life, Family PC, Windows Sources, PC Magazine, Internet Magazine and ZD Internet Magazine. *List Services Corp., 203-743-2600, Fax 203-778-4299*

The Sharper Image PIP

325,000 annual packages

Upscale yuppie goods, gadgets and expensive executive gifts.

One Hanes Place (hosiery) PIP

2,000,000 annual packages

Millions of women mail order buyers, many working women.

Montgomery Ward Direct PIP

5000,000 annual packages

Ward's sells items via inserts in it's bills, then your insert can ride along in the product packages. *All three of the above managed by JAMI Marketing Services, Inc., 914-620-0700.*

TELEBrands

960,000 annual packages

Television infomercial and space ad customers who have bought the Safetycan can opener, Watersweep, Mt Fuji Pillow, StaticDuster, Keep It Hot Plate, Lionel Train Collectible Watch and other "amazing" products. *List Services Corporation, 203-743-2600, Fax 203-778-4299.*

Whew, that's enough — millions and millions of packages — for us to make a few dollars with.

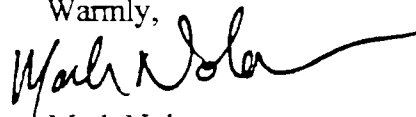
Now we just need three things. We need a product that matches up with the customers of a big insert program.

We need an insert that will convince these folks to buy our product.

And we need to *get started*.

The getting started part is usually what keeps people from the success they deserve.

Why not get started today?

Warmly,

Mark Nolan