

*Finally: Here's a proven sure-fire way to join the ranks of the wealthy
And safely tell your boss to 'take your job and shove it without regrets!'*

How You Can Earn A Solid Six Figure Income *In 12 Months Or Less (and that's if you're lazy)*

This has been called the “Perfect Business”—and for good reason. No employees to deal with . . . No expensive overhead to maintain . . . work from the privacy and comfort of your home . . . unlimited earning potential . . . little competition . . . and ongoing support makes this idea for anyone who wants to become financially free once and for all.

Dear Friend,

I know this sounds like a big pill to swallow but it's true . . . you can have it all . . . anything in the entire world your heart desires including. . . unlimited wealth, a lifestyle of leisure, freedom and luxury.

Stay with me here and I'll prove it and show you how!

Most likely you've never heard of Steven Scott but odds are that you've seen his work.

Now semi retired, Steven was the marketing genius behind super profitable TV infomercials during the 1970s, 80s and 90s. These infomercials featured all sorts of products ranging from hair care products to weight loss and practically everything in between.

Many famous celebrities such as Cher, Kenny Rogers, Richards Simmons, and Jane Fonda appeared as spokespersons in these outrageously successful TV infomercials.

But Steven didn't start out making grand slam infomercials—in fact far from it.

In 1970 Scott graduated from Arizona State University with a degree in marketing. Like many college graduates, Steve was excited about breaking in a new world of career opportunities but would quickly become . . .

A Failure and Corporate Dropout

During the first six years after college, Steve held nine different jobs earning at most \$1500 per month.

Five of these jobs Steve quit, got fired from two, and failed at two.

The longest duration on any one of these nine jobs lasted only 9 months—the average being 4 months.

He was told by corporate bosses that he would never make it in the marketing world.

Despite this unsuccessful track record it seems impossible that Steve could rise to become a multimillionaire and . . .

Earn More Per Year Than 492 Of The CEOs Who Head The Fortune 500 Companies!

But it's possible and Steve is living proof. His obscure little privately owned company along with his six partners became the most productive company in America.

The big question is: What was Steve's secret to his massive business success . . . and . . .

How Can You Use These Secrets To Start And Operate A Business Similar To Steve's And Create A Massive Homeruns For Yourself?

Actually the answer is surprisingly simple.

According to insiders, Scott's phenomenal track record for success was not due to any special advantages or educational talents. While in high school he was a complete 'unknown' to the popular circles. Not much different while in college. In fact he was a "B" student at best.

I'll tell you more about this in a moment.

Before I do you should know that Scott's track record has been duplicated by many others in the same basic field, one in particular by the name of Jeff Paul. Jeff went from bankrupt living in a relative's basement to generating revenues of over 2-million dollars in a short period of time.

The question again is: What secrets did Jeff discover that pushed him from rags to riches in such a short period of time?

Once again, the answer is simple.

He used a proven simple business system that Scott and many others are using to start and boost business like wildfire.

Here's the exciting news. You too can use this little known powerful business system to start the same type of business (or any other if you like) with very little risk or up front investment and grow it like gang busters in a short period of time.

But first you should know something about me. My name is Emette Massey. I'm a small business owner and entrepreneur. For the past 15 years I've started and operated numerous types of business—all reasonably successful.

My current business has brought in enough cash to be able to pay off wife's Mercedes, fuel my retirement account and become practically mortgage free (I still have a few years left but will be in a position to pay it off in full within the next year or two).

In addition, I can easily add multiple income streams by using the exact same profit system that you'll soon have, *any time I want!*

I've been lucky to have well known super successful folks in my field like Jay Abraham, the late Gary Halbert, John Carlton and of course Steve Scott coach me and help me achieve success that I once thought was never possible.

Heck, I've had the good fortune to personally review books, reports and articles written by top pros including Jeffrey Lant, Russ von Hoelscher and the late Lee Howard (all highly respected business gurus).

You see, I too use this *secret business system* to bring in outrageous cash flows. If you learn how to implement it you will always be able to . . .

Crank Out Massive Cash Flow Quick And Easy

Let me tell why this *secret business system* takes the guess work out of running any business. And allows you to produce breakthroughs in record time.

Eliminates Marketing Guesswork

First of all, this business system removes nearly 98.7% of wasted advertising efforts. You will know exactly what works and what doesn't work.

Your advertising efforts will be streamlined to a razor's edge—no more useless meetings with ad agency creative types (who couldn't produce a money making ad if their life depended upon it).

You'll learn exactly what is really needed to write powerful, cash flow advertising in half the time. Or if you decide to hire a freelance copywriter what to look for before you plunk down your hard earned dough.

No more dumping piles of money down a deep hole only to find out your ads did not pay after the fact. You will also learn little known low cost places to run your ads for maximum profit. Most of the outlets are overlooked by nearly every business owner (large and small).

Legitimate Shortcut To Business Success

Most of the stuff being offered today is crap. I'm sorry to be so blunt but it's true. I've tried dozens of 'sure-fire' business plans only to find my wallet much lighter than before. Most of self-proclaimed business experts have never actually ran a business in their life. They have never written a single ad or put their money where their mouth is. You'll have a proven blueprint at your fingertips that practically guarantees your success. The beauty is this business system will work in any business.

Model Success

Let me tell you this: You will never operate a successful, highly profitable business living in a vacuum. In other words, being 'creative' will land you in poor house fast.

Instead you should learn what is working now. Then model success. A good friend of mine put it this way: "Would you rather create a brand new franchise . . . or just model the successful franchises – like McDonald's?"

And if operating a successful profitable business is your goal, then modeling successful business is a smart choice.

Simple and Easy To Implement

The greatest thing about this secret is how easy it is to put into play. Just follow the step-by-step system. Everything you need to succeed is there laid out for you. You'll be up and running within hours.

Even if you've never started a business before, you'll off and running like a pro. You do not need any special skills, knowledge or experience to run this business. The only thing that matters is your ability to follow a simple set of instructions.

The bottom line is this profit system is . . .

The Most Effective Shortcut To Automatic Cash Flow

Sadly enough most 'business gurus' don't bother to teach this system.

Most of the courses and programs you see on the market today don't even mention this method of business operation. Actually most of the high-brow businesses frown upon this method and look down to those who are smart enough to use it.

Let's face it: The smart run operations avoid the spot light all together. The really don't want you to know the secrets to their massive successes. It's not that they are trying to hide the truth or anything. But the less you know the better for them.

Could I ask you a question: Would you like me to reveal this business system to you?

Oh, say you would? I thought so!

After all this has been called the ‘Perfect Business’ and for good reason. It’s one of the few businesses the average guy has a true chance for unbelievable success without tons of risk, startup costs or Government red tape.

Alright I won’t keep you on the “hook” any longer. This perfect business is called . . .

“Mail Order”

I challenge you to look for the common success element of the most profitable small businesses run today. What you’ll find is that these super successful companies are marketing driven companies and they use some form of *mail order methods* to bring in the bacon.

And it’s for good reason. Even back at the turn of the century companies like Sears and Roebuck, Montgomery Ward were using direct response tactics to fuel their businesses.

Many of your advertising pioneers back then like Claude Hopkins, Bruce Barton, and Robert Collier tapped the power of ‘mail order’ type advertising to propel their client’s success.

Are you surprised to hear that mail order methods are still being used today by average folks who want to earn above average incomes without all the fan fair? You shouldn’t be. Just about all the top entrepreneur (including most of the super successful Internet entrepreneurs) use direct response as their secret weapon.

The problem for most business owners who want to start a direct response business (or incorporate mail order techniques into their business) is two fold.

First of all, nine out of ten people who start a mail order business go about it completely the wrong way. If you start the way most folks do by picking out a product first you’ll most likely go bankrupt after you place your first ad. Second, if you go about operating your business without a system numerous problems will quickly surface and you’ll either sink or be shut down by the Federal Trade Commission.

And it’s not pretty!

For these reasons, using a proven system is essential to your success. And if you’re serious about operating a profitable direct response business from your home . . . then . . . you’re in luck.

Why?

Because I recently wrote a complete course on how to start and operate a successful mail order business. Anyone who wants to profit from mail order—in the shortest amount of time will benefit by reading it over. The course is easy to understand—free of any technical mumbo-jumbo. And there’s no filler. Actually it’s my blue print anytime I start another mail order project. You can read the course and listen to the audios in one day. Then, the very next day be ready to start your business.

And by the way it's called . . .

Direct Response Dollars

“How Regular People Can Achieve Outrageous Success Running A Home Based Mail Order Business By Using A Pen and Couple Good Ideas”

Here's a very brief overview of what this course includes . . .

The Direct Response Dollars Course E-Book And Audios

The e-book and MP3 audios are the core of the program. I've tightly edited the entire contents into a paint-by-numbers program. Each step in the system is fully explained. You'll get only practical instruction so you can start running your business right away. Check out a few of the secrets you'll discover . . .

- **This is the most important first step you should do before anything else.**
Leave this step out and you may as well flush your hard earned money down the toilet. Most people make this mistake and wonder why their mail order business isn't profitable.
- **The six master steps to success.** This is the heart of the system. Every highly successful business I'm worked with has used these time tested six steps (either consciously or unconsciously) to become successful. Each step is presented in a logical order and designed to take you next level.
- **Most marketing consultants** will tell you, 'find a need and fill it' is the road to riches. Acting on this advice will bankrupt you in a New York minute! You'll learn the safest and most profitable way to approach your marketplace.
- **What the legendary marketing consultant—Gary Halbert** shared with me that saved my butt. This might the best advice that could save your butt too. Learn and profit from it.
- **Here's the quickest way to put together a powerful money making ad**—when you're tied to the post with the hammer coming down, wolves clawing at the door. Excellent advice for anyone who depends on advertising results to make the coffers swell.
- **How to find a hot bed of prospects** eager to send you cash. You'll be delighted how easy it is to find them—and it won't cost you a dime.
- **How to keep your business out of hot water** with Uncle Sam. Learn the 'golden mail order rule' and how to use it to get more sales!

- **The one thing most businesses do wrong** when creating their ads. Learn to overcome this and be ready to beat nearly all your competitors.
- **And speaking of competition**—here’s a little known secret that will turn them into one of your biggest allies. It’s not as hard as you think once you know this secret.
- **How to set up your business on auto-pilot.** This is where the fun comes in—enjoy all the profits as they roll in while you go surfing, golfing or any other pastime.
- **And much, much more!**

Everything is here you’ll need to start and operate a high profit, low maintenance business right from your home. You can read the e-book in a short time—usually a couple of hours. Listen to the audios to reinforce what you’ve learned.

But wait there’s more . . .

Bonus Ad Report

In this bonus report I’ve hand picked 15 of the greatest sales letters of all time. These letters have sold literally billions of dollars worth products. Study them to gain valuable insights and see first hand what salesmanship in print is all about. Use them to spark copy ideas and see your business blossom.

Consultant’s Hot Line

Besides the course, I am including my personal email hot line. You are encouraged to contact me with questions, problems or comments. I want you to succeed in this exciting business so take advantage of this unique service. Normally I charge a minimum of \$450/hr for my consultation service but as a new member of the ‘family’ it’s yours at no extra charge for the first 6 months.

Hold on . . . there’s even more . . .

Scientific Advertising

This is another bonus e-book that put many top direct marketers and mail order entrepreneur’s business in the toll booth position. Claude Hopkins presents timeless advertising concepts, many which were way ahead of his time. These ideas are just as valid (and profitable) today as they were in the early 1920s when Hopkins wrote it. Now out of print but it can be yours as part of your course.

Here’s Your Ticket To Wealth, Freedom, And Luxury

If you will just apply the principles contained in this package you will be able to literally create the ultimate lifestyle and freedom. I've seen it happen time and time again. If you'll bring the desire and determination to succeed, I'll provide the road map.

I thought long and hard about what to price this course and seriously considered the \$500 to \$1000 range.

That would be a bargain indeed.

But I wanted to make it more affordable. I know first hand what it's like to struggle to make ends meet. I also know how great it is to have abundance flowing into your life everyday . . . so I didn't want price to be an obstacle. In the future I plan on raising the price. But for now, it can be yours for only \$49.

Plus . . . you get a full 6-month money back guarantee!

Before you consider another business opportunity, get this course. You'll be glad you did. Because you have the secrets to operating the 'perfect business' you'll never worry about money again—ever! You'll finally be able to join the ranks of the wealthy . . . your neighbors will begin to wonder what's up when they start seeing all the new 'toys' in the driveway and how you're able to stay home all the time. It's here all laid out for you—if you really want it!

Easy Order Instructions

Click on the link below to place your secure order.

You'll be able to download your package immediately and start building your business right away. Plus you'll also get the entire package presented on 2 CDs well sent by First Class Mail usually within 3-5 working days. Print out the course and bonuses. Listen to the audio in your car or while working around the house. It's all here!

So what are you waiting for . . .

Go ahead and order now while it's on your mind. . .

Warmly,

Emette E. Massey

P.S. Oh, yea there's one more thing. If you order today, I'll let you in on a secret, little known website that only the savviest direct response marketers know about. This secret website is like getting a free membership to direct marketing's secret society of higher response marketing, tips, tricks, and advanced tactics. You can't loose!

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