



ULTIMATE MARKETING SECRETS



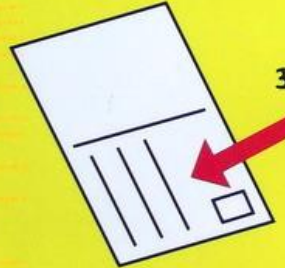
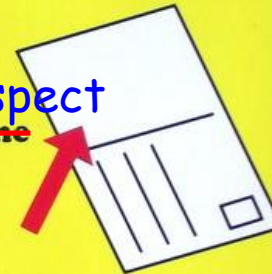
Monica Main

Postcard User Guide



1. Turn postcard over. You're ~~not allowed to~~ ^{should} ~~market~~ on this side. ~~It confuses your postman.~~

2. Write something nice to ~~someone~~ ^{your prospect} on the left hand panel like "Hello Deidre, I like your hat. Have you lost weight?"



3. On the right panel, ~~write down~~ ^{stick a label with} their name and address. If they don't live anywhere, ~~just give it to them when you see them next.~~ ~~It don't matter, it still works.~~ ^{then they're not a good prospect for you!}

4. Pop a stamp on here. ~~Any one will do. As long as it's got the Queen's face on it.~~ ^{or have your permit insignia on it.}



5. Pop it in a postbox. **DONE.** ~~Make sure it is a red one though. Them other ones with holes are bins. If you put it in there then no-one will get it.~~



YES!!!

**It's Really
That Easy!**



Why Postcards?

- **Best Offline-to-Online Marketing Method**
- **Drives Traffic to Website by the DROVES**
- **Can Make You a **BOAT LOAD of Money**, Especially **NOW** When Everyone Else is Still Focusing **EXCLUSIVELY** on Internet (Online) Marketing**
- **If You've Noticed, There Has Been an INCREASE in Mailers from Large Fortune 500 Companies (Including Google...an "Internet" Company AND Amazon.com) in the Past 3 to 5 Years**
 - **These Marketers Wouldn't Venture Into This OFFLINE Marketing Method If It DIDN'T Make Them Money**



PROS

- **Consistently Effective (and I'll Explain How/Why Soon)**
- **As Long As You Follow the "Rules" You Can Make Millions Doing This...Like Clockwork**
- **No Limitations** on How Much You Can Mail or Advertise
- **Few Limitations on What You Can Mail**
- **Hardly Any Competition Since Internet Marketing Took Over**

CONS

- **Postage is Expensive...And Keeps GOING UP!**
- **Printing is Expensive...And Keeps GOING UP!**
- **Sometimes You'll Get a Bad List (Which I'll Show You How to Avoid), Causing a Loss**
- **You Can't Sell "Lower End" Products or Services Unless You Want to Take a "Front End Loss" on Your Mailings (to Build a "Lifetime Customer")**
- **Takes More Labor Than Sending Out an Email Blast**
- **Letter Houses WILL Rip You Off EVERY TIME IF You Don't Pay Attention!!**

PROS AND CONS OF POSTCARD MARKETING



But Who Cares About the Cons?!

**YOU CAN MAKE A \$&*# LOAD
OF MONEY DOING THIS!**



Back to Postcards...

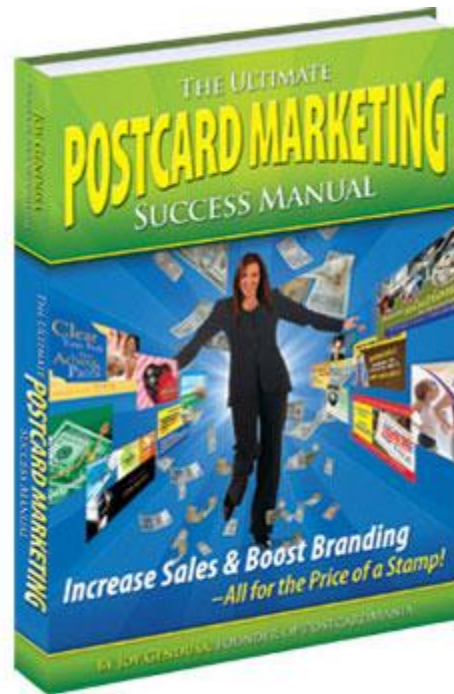
**“I went from
\$0 - \$229,781
in 12 Months!”** *and I'll show you how I did
it with this amazing business.*

Discover the brand-new, innovative way *to make hands-free money*
with a system that simply turns prospects into money!

Visit my website today!



BY THE WAY...



Recommended Book

www.MonicaMain.com/ICF



**This Marketing Strategy
is As Simple As...**

**UNDERSTANDING
NUMBERS**



MATH ELEMENTS

**Product
Price**

**Amount
of
Names**

**Percentage
of
Sales**



Product Price

IMPORTANT MAILING RULES

- **When Using a Business Envelope with a Mailer Inside (Costing 49 Cents to Mail), You MUST Have an Offer that Costs the Customer AT LEAST \$179.00 (MINIMUM) Not Including Shipping/Handling Fee**
- **You Can Go As Low As \$97 When Using Standard-Size Postcards (4.25" x 6") Which Are Cheaper to Mail But...For INFORMATION PRODUCTS ONLY!**
 - *If Using This Strategy, You MUST Have **AT LEAST ONE Upsell** for a **MINIMUM** of \$47 **Extra/Additional***
- **The Offer Will Be a Product and NOT a Service**
- **Your Product Can Be Either in the Health Supplement Category OR an Information Publishing Product**

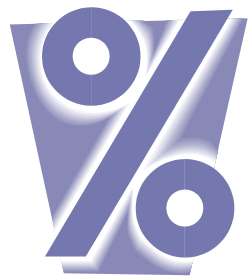


Amount of Names

IMPORTANT RULES

- You **MUST** Be Able to “Roll Out” and Market Your Offer on a Larger Scale
- Most **Recent Buyer Lists** Update Every Quarter; Some Update Monthly But This Represents About 15% of the Lists Out There
- To Have a “Small” Marketing Operation, You’ll Need a **MINIMUM of 5,000 Names to Mail PER WEEK**
- That’s 20,000 Names Per Month or 60,000 Per Quarter; Again This is the **BARE MINIMUM**...to Have a “Decent-Size” Yet “Small” Marketing Business, You’ll Need to Mail 7,500 Names Per week, 30,000 a Month or 90,000 Per Quarter
- If This Level/Amount of Names Isn’t Available Based on Your Initial Research, It’s **NOT** Going to Work! **No Exceptions!**





Percentage of Sales

IMPORTANT RULES

- **Some Campaigns Will Pull ZERO in Sales (and This Sucks When It Happens!)**
- **This is Why You Do a “Test” Mailing of Between 2,500 and 5,000 Pieces for Your Initial Mailing (Using At Least 2 Different Lists)**
- **Most Postcard Mailings Will Do Between 0.5% and 1% in Sales; Thinking You’ll Get 2% or Above on a “Cold” Rented List is a Fantasy (But Possible)...*Just Don’t Plan for It!***
- **Don’t EVER Assume That You’ll Get 2% Then Make the Mistake of Offering a Lower-Priced Product Because That’s the WRONG Strategy!**
- **Unbreakable Rule: Make Sure You Can **BREAK EVEN** at 0.50% in Sales**
- **Second Unbreakable Rule: ALWAYS Have a Back-End Offer and/or Continuity Program (Monthly Billing Auto-Shipment) that Will Be Offered in Their Initial Shipment/Package**



UNBREAKABLE RULES FOR MAILING LISTS (AND WHAT TO LOOK FOR IN DATA CARDS)

- List **MUST** Be a “Buyer List”
 - **UNBREAKABLE RULE: You DO NOT Want “Compiled,” “Universe,” “Masterfile” or “Inquiry” Lists!**
- List **MUST** Be Recent AND Be Continually “Updating” Each Quarter
 - Never Get a List that Stopped Updating 6 Months or a Year Ago
 - A List That’s Been Updating Consistently for Two or More Years is Better to Use (Especially for a Test) Than ANYTHING That’s Brand New on the Mailing List Market
- Your “Smaller” Lists (5,000 Names and Under Each Quarter) Will Be Your **MOST POWERFUL** Lists – Use THESE to Start ANY Test Mailing
 - You Can Do a First Test Mailing with 2,500 Names Per List (x 2) Even Though Most Lists State the Minimum Order is 5,000 Names
- The Longer the “Usage,” *the Better*
 - This Means Lots of Mailers Have Success and Keep Using the List Over and Over Each Time It Updates
- Must Be “Direct Mail” Generated Sales
 - Avoid TV/Infomercial and/or Internet Generated Lists/Buyers
 - Test Out “Space Ad” or “Display Ad” Buyers Since These Sometimes Work Well
- Average Unit of Sale Should Be at \$97 OR MORE...*the HIGHER THE BETTER!*



Information Publishing Products

- **Financial Markets**
 - **Including Trading Stocks, Investing in Gold, Etc.**
- **How to Start a Home-Based Business**
 - **Including Internet, Envelope Stuffing, Home Assembly Programs, MLM, Etc.**
- **Credit**
 - **Getting Credit, Rebuilding Credit, Unsecured Credit Offers, Etc.**

Health Products

- **Male Sexual Enhancement**
- **Weight Loss**
- **Skincare**

**BASED ON MY
EXTENSIVE
RESEARCH WITH
THESE DATA CARDS,
YOUR BEST
PRODUCT/MARKET
OPPORTUNITIES**



Information Publishing

- **MLM Offers/Programs**
 - **You Can't Make Money for Yourself If You're Making Money for an MLM Company, Violating the "Percentage Rule"**
- **Sweepstakes or Free Money**
 - **You'll Only Get the "Free" Crowd Wanting to "Buy" Meaning They Are Cheap And Want Stuff For, Well...Free!**
- **Astrological or "Luck" Services/Books**
 - **Low-End Products Only Work, Violating a Direct Mail "Rule"**
- **Psychic Readings (Including Products)**
 - **If You're Into This Kind of Thing, Go For It...Otherwise, Don't!**

Health Products

- **Diet Plans**
 - **This ONLY Works When You Are Offering a FREE SAMPLE of Your Product When Selling Supplements...Otherwise DON'T BOTHER!**
- **Anti-Aging and Make-Up Products**
 - **Refer to the "Invitation" Instead of Postcards**
- **Stuff for "Old People" Like Supplements for Joint Pain Targeting the Elderly**
 - **Dealing with Elderly People on Customer Service Issues Requires DOUBLE Your Customer Service Staff, Minimizing Profits**

**POSTCARD OFFERS
THAT SUCK AND
WHY THEY SUCK!**





Imagine Having **MILLIONS OF DOLLARS** Available to Borrow for **Real Estate Investing**, to Start a Business, to **Lease or Buy Luxury Cars** or Just to Have **Cold Hard Cash** at Your Fingertips Just for Having **Established Business Credit...And YES**, This Money is Available **EVEN** During this **Credit Crisis!**
(But You Have to Know How to Get It!)

QUESTION: How Rich Would You Be If You Had Access to **UNLIMITED** Amounts of Cash to Start a Business, Invest in Stocks or Real Estate?

ANSWER: You Would **INSTANTLY** Be Worth **MILLIONS** of Dollars and Have a Monthly Cash Flow of \$50,000 or More!

Give Me a Few Minutes of Your Time and I'll Prove It to You!

To Claim Your **FREE REPORT & AUDIO SEMINAR**, Visit:

www.BizCreditMillionaire.com

The Rich Get Richer Because They Have Access to OPM and Now YOU Can Have the Same Access!
> (Other People's Money)

PRSR FIRST CLASS
U.S. POSTAGE PAID
SANTA CLARITA, CA
PERMIT NO. 700



Put Cash in the Bank Take Vacations Invest in Real Estate Lease Luxury Cars Start a Home Business Buy a Nice House

Unlimited Amounts of Unsecured Business Credit is NOW Available!

Ready to Cash In? Discover How!
FREE REPORT & AUDIO SEMINAR!
www.BizCreditMillionaire.com

Did you know that you can access the same types of unsecured credit that millionaires have access to? **Reality is: it takes money to make money!** And we can show you a secret strategy to gain exclusive access to these unsecured cash funds through building business credit!



Check this out!!

ONE OF MY **BEST** POSTCARD CAMPAIGNS

- **Standard Size Postcard: 4.25" x 6"** (Max Size for Mailing Postcard Rate) Which Costs About 0.05 Cents Each to Print
- **Cost Per Postcard: 0.29 Cents**
- **Drives Traffic to Website**
- **Captures Their Name for My Email Promotions (of All Products)**
- **Sells \$97 Course with 2 Upsell Options**
- **Profit: Average of 0.50 Cents Per Postcard is MADE (After Expenses)**



How You Can Make \$24,000 a Month in Real Estate in 90 Days or Less Starting with NO CASH & NO CREDIT Using a Unique Little-Known Secret!



Monica Main
Real Estate Millionaire

Front



44 Units
\$22,061 Monthly Income



18 Units
\$13,723 Monthly Income

QUESTION: How Rich in Real Estate Do You Think You Would Be If You Could Get Cash Flowing Properties with No Cash & No Credit?
ANSWER: You Would INSTANTLY Be Worth MILLIONS of Dollars PLUS Have a Monthly Cash Flow of \$50,000 or More! **GUARANTEED!!**

When I first got started in real estate investing back in 1995, I had absolutely no information to go on. I bumbled my way through many failures until I was able to become successful in real estate. If I had even 10% of the information I have now back when I started, I would be much wealthier today than I ever dreamed possible! I started off with all the typical real estate guru stuff including Carleton Sheets, Ron Legrand, Robert Allen, Robert Kiyosaki -- I even studied courses from Dave del Dotto and Tommy Vu (remember those two?) that I was able to miraculously find and excavate from my parent's dusty hallway closet. What I found was the same theme over and over again -- a lot of material presented but all had a lot of missing pieces and NO ONE included the exact step-by-step system I needed to be successful as a real estate investor. **This is when I discovered that...**

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www.ApartmentBuildingProfits.com

The Real Money in Real Estate is NOT in Single-Family Homes! If You Are Looking for a SERIOUS Monthly Income of \$50,000 to \$100,000 Then Apartment Building Investing is the ONLY Way to Go!

PRSRT STD
U.S. POSTAGE
PAID
SANTA CLARITA, CA
PERMIT NO. 700

8 Units - \$5,314 Monthly Cash Flow	192 Units - \$46,397 Monthly Cash Flow	12 Units - \$8,562 Monthly Cash Flow	118 Units - \$31,664 Monthly Cash Flow	34 Units - \$19,316 Monthly Cash Flow	162 Units - \$37,548 Monthly Cash Flow	188 Units - \$34,953 Monthly Cash Flow	28 Units - \$18,628 Monthly Cash Flow	16 Units - \$9,402 Monthly Cash Flow

Back



Kevin O'Leary with Stephen Scott, Real Estate Millionaire

How Monica Main Student Stephen Scott Went from Broke to \$18,000,000 in Properties in Less Than 2 Years!
 His One-Hour Seminar Reveals Exactly How He Did It!

www.ApartmentBuildingProfits.com

YES, YOU CAN Become a Real Estate Millionaire!
 WITHOUT Good Credit WITHOUT Your Own Money Down WITHOUT Any Experience
Give Me a Few Minutes of Your Time and I'll Prove It to You!

Check this out!!
 Free Info-Packed Seminar Video



OVERSIZED VS. REGULAR POSTCARDS

- Regular Postcard is 4.25” by 6”
 - Presorted First-Class Postage Rate: \$0.293 Each
 - First Class Rate: \$0.34 Each
- Oversized Postcard is 5.5” by 11”
 - Presorted Standard Postage Rate: \$0.309 Each
- Oversized Postcards Get **MORE RESPONSE** but Cost Only 0.016 More to Mail in a “Lower” (Slower) Mailing Class
- They Take 2 to 3 Weeks to Reach the Recipient
 - Presorted First-Class Takes a Maximum of 3 Business Days to Be Received (And 1 Business Day If “Local”)
- I Personally Look at Oversized Postcards and Throw Away ALL Small Postcards **WITHOUT** Looking At Them
 - However, I’ve Actually Gotten MORE Response with SMALLER Postcards BECAUSE They Have a HIGHER DELIVERY RATE Due to Being First Class Instead of Standard (3rd Class or “Bulk”) As the Larger Postcards Are!!
- Four-Color Designs Will **OUTPULL** Postcards Using 1 or 2 Colors



Money By the Numbers



THE MONEY SPREADSHEET

www.MonicaMain.com/Spreadsheets



Postcard Campaign											
Amount of pieces	Sales %	Front-end sale amount	Total gross	Net	Upsell 25%						
5000		\$99			0.25						
5					\$62						
	2%	100	\$9,900	\$7,030	\$1,550						
	1.50%	75	\$7,425	\$4,555.00	\$1,162.50						
	1%	50	\$4,950	\$2,080.00	\$775.00						
	0.75%	37.5	\$3,713	\$842.50	\$581.25						
	0.50%	25	\$2,475	(\$395.00)	\$387.50						
	0.25%	12.5	\$1,238	(\$1,632.50)	\$193.75						
Printing/postage costs		Front-end product sale/cost analysis			Back-end product sale/cost analysis						
Postage	\$0.31 \$1,545.00	Sale price	\$99	Shipping charge	\$0.00	Sale price	\$62				
Printing + labels	\$0.12 \$600.00	Product cost/unit	\$0	Actual shipping/handling cost	\$0.00	Product cost/unit	\$0				
Mailing list	\$125.00 \$625.00	Difference	\$99	Difference	\$0.00	Difference	\$62				
Mailing services/labor	\$20.00 \$100.00										
Total mailing costs	\$2,870.00	Product profit		\$99.00		Product profit					

Assuming You've Determined...

- **Your Market (First and Foremost)**
 - *You Select Your Market Based on Available Mailing Lists*
- **A Product for the Selected Market**
 - *Your Product is Going to Have to Be “Beefed Up” Enough for a Higher Price Point*
- **A Price Point (As Close to \$100 AS POSSIBLE)**
 - *Selling a Bottle of Diet Pills at \$50 Via Postcards Will Put You Into Bankruptcy Within 2 Weeks or Less So...DON'T DO IT!*
 - *For Both Downloads and Consumable Products, Front-End Product Price Should Be Around \$100 and Your Upsell Product Should Be Between \$50 and \$75*



Pricing Is... **VERY, VERY** **IMPORTANT!**

- **Front-End Product**
- **\$99 MINIMUM Price**
- **Back-End Product**
 - **\$47 to \$97 Price**
- **Continuity Product**
 - **\$47 to \$97 Monthly**
- **PREFERABLY BOTH!**



WHY BREAK-EVEN CAN BE OKAY!

- You Make the MOST MONEY When You Have a SIZABLE Email and Mailing List Because Your Biggest Company Asset Will Be These In-House Lists That You Build
- If You BREAK EVEN to Acquire a Customer, This Customer Has a 30% to 50% Chance (Minimum, Depending on How Many Products/Offerings You Have and How GOOD Your Products Are) Spend More Money Between Now and the Next Full Year
- Break Even on the Front End Puts You in PROFIT on the Back End
- This is Why You MUST Get OUT of Break-Even and INTO PROFIT As Fast As You Can
 - Upsells (in the Packaging), Additional Product Sales (Within 30 Days of Initial Sale), Etc.



Can You Work With Other Types of Direct Mailers?



GENERAL RULE FOR ENVELOPE MAILER...

**Works for Physical
Shipped Products
ONLY**



THIS INCLUDES...

**Information Publishing
Products (Physical)
and
Consumables**



TWO (2) TYPES OF ENVELOPE MARKETING STRATEGIES

1-Step

- 1-Step is When You Are **ASKING FOR THE ORDER** the First Time Out (In the Sales Piece In the Envelope)
- Your Expected Conversion Rate is **ALWAYS LESS THAN 1%**
- In Most Cases, You'll Be **LUCKY** to Make 0.25%
- This Makes a 1-Step Mail Order Strategy **UNDESIRABLE** Using an Envelope Mailer Anymore

2-Step

- 2-Step is When You Are **NOT Asking for Money or An Order Upon First Initial Contact**
 - This **ALSO** Includes Postcard Mailings
- You Are Asking for a CTA (Call to Action) to Drive Them to a Website, to Call a Phone Number, Etc.
- On the 2nd Step is When You Ask for the Order/Money



YOU MUST...

**Offer Up a FREE SAMPLE
or Tantalizing “Bait” in a
TWO-STEP Marketing Plan**



The 1-Step Pricing Rules

- **Up to 4 Pages: \$200 or Less**
- **Up to 8 Pages: \$500 or Less**

- **And Some More Pricing Rules:**

- **I've NEVER Had a Cold Direct Mail Campaign Work for a Product I Priced At MORE Than \$397**
- **My Current Offer is an 8-Pager Selling a \$397 Course**
 - **I Get a MAXIMUM of 0.37% in Sales When I Take Out Women on the Mailing Lists for My Business Credit Offer**
- **You Can't Mail More Than 8 (4 Double-Sided) Pieces of 20# Bond Paper Inside a #10 Envelope Without Going Over 1 Ounce (and Having to Pay MUCH MORE in Postage)**
- **You Have MORE LEVERAGE with a 4-Page Sales Piece Because You Can Add a Double-Sided "Lift" Letter Including Testimonials, Typically on a Different Color Paper**
- **All of My Main Sales Pieces are on White Paper Printed with Black Ink ONLY**



		Total Sale Price Less Product Cost		
10000	10		\$226	
	2%	200	\$45,100	\$34,600
	1.50%	150	\$33,825	\$23,325.00
	1.25%	125	\$28,187.50	\$17,687.50
	1%	100	\$22,550	\$12,050.00
	0.75%	75	\$16,913	\$6,412.50
	0.50%	50	\$11,275	\$775.00
	0.25%	25	\$5,638	(\$4,862.50)

**The
"Range"
Where
You'll Be
Financially
on **Most**
Mailings
Why Do You
Think I'd Be
"Okay"
Here...
Below the
"Range"....?**

Printing/postage costs		
Postage	\$0.49	\$4,900.00
Printing + labels	\$0.40	\$4,000.00
	\$150.00	\$1,500.00
Mailing services/labor	\$10.00	\$100.00
Total mailing cost:	\$10,500.00	

Front-end product sale/cost analysis			
Sale price	\$227	Shipping charge	\$20.00
Product cost/unit	\$10	Actual shipping/handling cost	\$11.50
Difference	\$217	Difference	\$8.50
Product profit		\$225.50	

- **Figure Out Your Product Cost (Raw)**
- **Charge Between \$12 and \$20 for Shipping**
- **Estimate Actual Shipping Cost Based on Postage Rates**
 - **We Ship USPS Priority Mail (USPS.com)**
 - **This Allows Us to Ship to PO Boxes While Getting the Best Shipping Rate and Getting the Product to Our Customers Within 2 Days, In Most Cases!**

**Here's
Why...**

20

Future value auto ship			Total on mailing	Less refunds	Final Total
Per month	3/mo total	6/mo total		0.1	
\$91	\$273	\$546			
80%	60%	40%			
\$14,560	\$32,760	\$43,680	\$84,620	\$8,462	\$76,158
\$10,920	\$24,570.00	\$32,760.00	\$60,840.00	\$6,084.00	\$54,756.00
\$9,100	\$20,475.00	\$27,300.00	\$48,950.00	\$4,895.00	\$44,055.00
\$7,280	\$16,380	\$21,840	\$37,060.00	\$3,706.00	\$33,354.00
\$5,460.00	\$12,285.00	\$16,380.00	\$25,170.00	\$2,517.00	\$22,653.00
\$3,640	\$8,190.00	\$10,920.00	\$13,280.00	\$1,328.00	\$11,952.00
\$1,820.00	\$4,095.00	\$750.00	\$5,637.50	\$563.75	\$5,073.75



Here's Why It's Okay to Break Even or To Take a Slight Loss

- You'll Make Money on Your Back-End Product and Your Auto-Shipments (Continuity)
- You Can Actually BREAK EVEN or Take a SLIGHT Loss on Your Mailing and STILL Make Money
- Many Mailers Out There (Especially for Health Products) Thrive Off Break-Even or Slight-Loss Mailings
- Remember, Long Gone Are the 2% Mailing Days...You HAVE to Line Up Your Numbers Correctly BEFORE Mailing a Single Piece to Make Money Doing This!

This is Just Not Doable Anymore!

WE'RE MOVING INTO 2-STEP ONLY WITH...

Postcards

&

Invitations



**FOR THINGS LIKE “LOWER-END”
BIZ OPP OFFERS...**

Use Postcard Marketing



POSTCARD MARKETING IS...

- Highly Effective
- Cheaper for Printing
- Cheaper for Postage
- Grabs Attention
- Easier to Do Your Own Campaigns



REMEMBER, THE RULES OF THE 2-STEP PROCESS!

- DO **NOT** Try to “Sell” Anything With a Postcard
- Do **NOT** Include a Price of Your Product
- It’s **ONLY** to Drive Traffic to a Site
- **ALWAYS** Have “Bait” to Get the Prospect to Your Website
 - Bait is a FREE Report, FREE Book, FREE Video, FREE Audio Seminar or Several (or ALL) of the Above Elements
 - Specify a Value (i.e. \$197 Value Completely FREE of Cost!)
 - Value Can’t Be Too High Otherwise It’s Unbelievable (i.e. \$997 Value for a 16-Page Ebook...**NOT** Believable!)
- Yes, You Can ALSO Have a Toll-Free Phone Number WITH a Website Address But **Don’t** Use a Phone Number WITHOUT a Website Address
 - **Toll-Free Numbers Get VERY Expensive and Taking Leads Off a Voice Mail is Very Time-Consuming!**
- “Blind” Always Works Better Than Specific



“Blind” Defined



How You Can Make **\$24,000 a Month** in Real Estate in **90 Days or Less** Starting with **NO CASH & NO CREDIT** Using a Unique **Little-Known Secret!**



Monica Main
Real Estate Millionaire

QUESTION: How Rich in Real Estate Do You Think You Would Be If You Could Get Cash Flowing Properties with No Cash & No Credit?

ANSWER: You Would **INSTANTLY** Be Worth **MILLIONS** of Dollars **PLUS** Have a Monthly Cash Flow of \$50,000 or More! **GUARANTEED!!**

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Not Blind



The **ONLY** Guaranteed **REAL ESTATE** Cash Flow System That Can Show You How to Make **\$24,000 a Month** in Real Estate Within **90 Days** with **BAD CREDIT** and **NO MONEY DOWN!**



Monica Main
Real Estate Millionaire

When I first got started in real estate investing back in 1995, I had absolutely *no information* to go on. I bumbled my way through *many failures* until I was able to become extremely successful in real estate. If I had even 10% of the information I have now back when I started, I would be much wealthier today than I ever dreamed possible! I started off with all the typical real estate guru stuff including Carleton Sheets, Ron LeGrand, Robert Allen, Robert Kiyosaki -- I even studied courses from Dave del Dotto and Tommy Vu (remember those two?) that I was able to miraculously find and excavate from my parent's dusty hallway closet. What I found was the same theme over and over again -- a lot of material presented but all had a lot of missing pieces and **NO ONE** included the exact step-by-step system I needed to be successful as a real estate investor. *This is when I discovered that...*

Most of the Real Estate "Gurus" Out There are LYING to the Public! *And It's An OUTRAGE!*

Those real estate gurus (especially the slimy ones in those late-night infomercials) are in business for one thing and one thing only: *to bleed unsuspecting suckers out of their hard-earned money by misleading them into believing that they can make big money in real estate.* The cold hard truth is (unfortunately) that these gurus are making money selling books, courses, seminars, videos, CDs, "boot camps," and a variety of other such nonsense to suck you dry. They really don't have any secrets at all, especially since most of these gurus don't invest in real estate themselves! If you're tired of the same rehashed, fluffed out, watered down lies about real estate written over and over again, turn this card over. **The stuff I'm about to share with you will BLOW YOU AWAY!** You will be so **SHOCKED, AMAZED, and EXCITED** and you definitely won't be getting any sleep tonight...*or for the rest of the week for that matter.* *Ready?*

www.RealEstateCashGenerator.com

Blind



The **Real Money** in Real Estate is **NOT** in Single-Family Homes!

If You Are Looking for a **SERIOUS** Monthly Income of **\$50,000 to \$100,000**

Then **Apartment Building Investing** is the **ONLY** Way to Go!

PRSR STD
U.S. POSTAGE
PAID
SANTA CLARITA, CA
PERMIT NO. 700



8 Units - \$5,314
Monthly Cash Flow



192 Units - \$46,397
Monthly Cash Flow



12 Units - \$8,562
Monthly Cash Flow



118 Units - \$31,664
Monthly Cash Flow



34 Units - \$19,316
Monthly Cash Flow



162 Units - \$37,548
Monthly Cash Flow



188 Units - \$34,953
Monthly Cash Flow



28 Units - \$18,628
Monthly Cash Flow



16 Units - \$9,402
Monthly Cash Flow



Kevin O'Leary with Stephen Scott, Real Estate Millionaire

How Monica Main Student Stephen Scott Went from Broke to **\$18,000,000** in Properties in **Less Than 2 Years!**
His One-Hour Seminar Reveals **Exactly** How He Did It!

www.ApartmentBuildingProfits.com

← * **YES, YOU CAN** Become a **Real Estate Millionaire!**

WITHOUT Good Credit **WITHOUT** Your Own Money Down **WITHOUT** Any Experience

Give Me a **Few Minutes** of Your Time and **I'll Prove It to You!**

Check this out!! ↗

Free Info-Packed Seminar Video



Not Blind



MAKING **BIG MONEY** IN **REAL ESTATE** IS...

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- ☒ **NOT** in Flipping Houses
- ☒ **NOT** in Fixer-Uppers Properties
- ☒ **NOT** in Buying & Selling Foreclosures
- ☒ **NOT** in Buying & Renting Single-Family Homes



FREE 45-Minute Video Seminar Reveals EXACTLY WHICH TYPE of Real Estate You Can Invest In for Huge Monthly Cash Flows and How to Get Started with NO CASH & NO CREDIT!

Free Real Estate Cash Flow Calculator, Report, Audio Seminar & Video! PLUS Get My Exclusive Cash Flow Analyzer Calculator for FREE to Instantly Discover Which Cash Flow Properties Can Make You a Fortune Each and Every Month!

Claim It All **NOW** at www.RealEstateCashGenerator.com

"How I Went from Flat Broke to Acquiring \$10 Million in Real Estate in Less Than 2 Years!"



Power-Packed Video Seminar Reveals All the Details Proving How ANYONE Can Do This!



www.RealEstateCashGenerator.com

OPEN THE CASH VAULT!

It Takes Money to Make Money in Real Estate Investing! Find Out How You Can Get 100% LTVs on Your Property Deals Through Our Special Money Source! **OPEN THE CASH VAULT NOW** to Gain **INSTANT ACCESS** to These Funds for Your Real Estate Deals!



Blind



“How a Broke Homeless Single-Mom Went from Being on Welfare to Making \$6,000 a Week with a Money Secret so Simple, It’ll Blow Your Mind!”



I Promise You...This SECRET Will Completely Shock You!

If you're tired of envelope stuffing, chain letter, and "business opportunity" scams then listen up! I have something that's about to blow your mind. Take a look at me. This is me now but I put on the very coat I slept in my car with. I NEVER want to forget where I came from and how far I've come and that's why I keep this coat. But it wasn't that long ago (last year, in fact) when I was sleeping in my car. I had to give up custody of my son for a short time (to my step-mother) until I could get my life together. Since I needed a job, I took a position as a waitress in a local coffee house to start rebuilding my life. I quickly realized that a job making minimum wage and lowly tips would take me 100 years just to be able to afford a meager apartment. Luckily, a man left behind a newspaper. During my break, I flipped through and found an ad that changed my life!

www.MyWebsite.Com

All You Have to Do Is Spend 5 Minutes of Your Time Checking This Out at www.MYWEBSITE.com RIGHT NOW!

PRSR FIRST CLASS
U.S. POSTAGE PAID
CITY/STATE
PERMIT NO. 000



I just bought this a couple of months ago. Yes, I bought it used but it's all mine. Beats the Pinto I was sleeping in only last year! What a difference only 12 months can make!)

Now it's your turn! Check out my website and find out how a simple secret can completely change your life!

Your Friend and Mentor,
Tiara
Tiara Ford
Home-Business Entrepreneur
www.MyWebsite.com



Some Important Mailing Rules...

- 1) Don't Use a Letter Shop! **EVER!!** *They'll Rip You Off Every Time!*
- 2) Do the "Labor" Yourself But Automate It
 - 1) Printing Names and Addresses on Postcards is Easy to Do
 - 2) **TIP:** Print 4 Postcards on a Sheet of Cardstock (Double-Sided), Print Names/Addresses, Then CUT the Postcards Apart **AFTER** Printing Names/Addresses
- 3) Use **First Class Stamps to Guarantee Faster Delivery and Mail Forwarding**
- 4) **Always Drop Your Mail on Monday** (Unless Monday is a Federal Holiday...Then Push to Tuesday or **Mail Friday Before**)
- 5) **Pause All Mailings Starting the Week of Thanksgiving** Until the First Week of January and **ENJOY a VERY LONG VACATION Each and EVERY Year!**





How Much **Different** in Price is **China** Printing vs. **USA** Printing?

This is What I Pay for Oversized Postcards
Using My LOCAL Printer for 20,000
Oversized Postcards...

\$1,500

Actual Quote from My **Chinese Printer**

Same 20,000 Pieces

\$500 + \$200 (for Shipping)

\$800 in Printing Savings

(AKA More Cash in Your Pocket)



Million-Dollar Resource

My New Printer in China Who Handles ALL of My Sales Letters, Envelopes, and Postcards:

Libby Wang

Website: www.ChinaPrintingService.com

Email: sales05@chinaprintingservice.com

BEIJING TIANTU PRINTING CO., LTD.

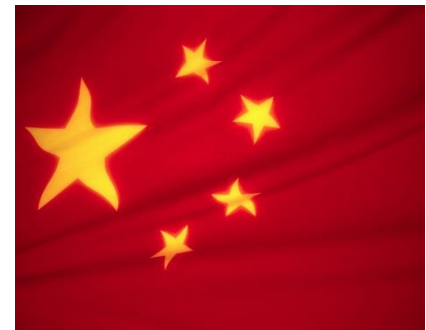
#21 West Chegongzhuang Road, Haidian District, Beijing, China 100048

Tel: 86-10-68725567, Fax: 86-10-68477403, Email: sales05@chinaprintingservice.com

Skype: canonprinting01 MSN: canonprinting01@hotmail.com

Website: www.chinaprintingservice.com

China
Printingservice



More Mailing “Rules”

- **When You Drop Your Mail on Monday, People Will Start Receiving Your Postcards in 2 – 3 Days for Presorted First-Class or 10 – 14 Days for Presorted Standard**
- **About 70% of Your Sales Will Come In Within 7 Days Their Receiving Your Mail**
 - **The Additional 20% Will Come In Within An ADDITIONAL 7 Days Thereafter, About 5% Will Trickle in a Month Later, and the Last 5% Will Come in SEVERAL MONTHS Later**
- **ALWAYS Provide MULTIPLE WAYS for Customers to Place Orders**
 - **Phone, Fax, Mail, and Online...*For Fax, Get an E-Fax Number***
- **OPTION: Use Something Called An “8-Question Q&A Order Taker Service” Which You Can Get from American Voice Mail at **\$199 Per Year** INSTEAD of a “Live” Order Taking Service (Which Will Cost You an Arm and a Leg Hundreds Per Month...to Start!)**
 - **www.AmericanVoiceMail.com or **800-347-2861****
- **Be Able to Take Credit Cards**
 - ***Other Options: PayPal, Clickbank.com***
- ***No More Need to Pay for a Toll-Free Number, Even Though It Won't Hurt!***
 - ***Kall8.com is Recommended for an “Instant” Toll-Free Number***



HOW TO WORK WITH “BREAK EVEN” LISTS / CAMPAIGNS

- You Have to Understand the **MARKETING PROCESS** to Survive and **THRIVE** in the New Economy
- This Means Creating Your “Pre-Destined” Funnel Plan
- If You Make Money on the **FRONT-END** Campaign, **GREAT!** Be Prepared in Case You Don’t
- Have **AT LEAST 3** “Like” Products Right Off the Bat
- Here’s an Example:
 - Business Opportunity “Plan” (As a Course)
 - Second Business Opportunity “Plan” (Also As a Course)
 - DVD “Training” Series (6 to 10 Videos) Pertaining to Either “Plan”



Prospects



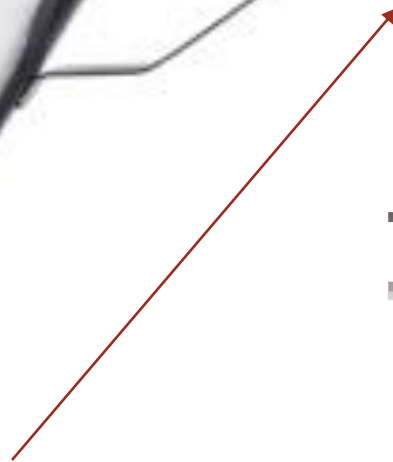
**Multiple
Product
Options**



**Max
Sales**



**Sell
More
New
Products**



	A	B	C	D	E	F	G	H	I	J	K	L
1	Postcard Campaign											
2												
3	Amount of pieces	Sales %		Front-end sale amount	Total gross	Net		Upsell 33%	Additional Products (30 Days)			
4				Total Sale Price	Less Product Cost			0.33			0.25	
5	5000			\$99				\$97			\$247	
6		5										
7												
8		2%		100	\$9,900	\$7,030		\$3,201			\$16,406.00	
9		1.50%		75	\$7,425	\$4,555.00		\$2,400.75			\$11,587.00	
10		1%		50	\$4,950	\$2,080.00		\$1,600.50			\$6,768.00	
11		0.75%		37.5	\$3,713	\$842.50		\$1,200.38			\$4,358.50	
12		0.50%		25	\$2,475	(\$395.00)		\$800.25			\$1,949.00	
13		0.25%		12.5	\$1,238	(\$1,632.50)		\$400.13			(\$460.50)	
14												
15	Printing/postage costs		Front-end product sale/cost analysis				Back-end product sale/cost analysis					
16												
17	Postage			Sale price	Shipping charge			Sale price			Shipping charge	
18	\$0.31	\$1,545.00		\$99	\$0.00			\$97			\$97	
19	Printing + labels			Product cost/unit	Actual shipping/handling cost			Product cost/unit			Actual shipping	
20	\$0.12	\$600.00		\$0	\$0.00			\$0			\$0	
21	Mailing list			Difference	Difference			Difference			Difference	
22	\$125.00	\$625.00		\$99	\$0.00			\$97			\$97	
23	Mailing services/labor											
24	\$20.00	\$100.00										
25	Total mailing costs	\$2,870.00		Product profit		\$99.00		Product profit				

Postcards Usually OUTPULL
Full 1-Step Mailers

	A	B	C	D	E	F	G	H	I	J	K	
1	Postcard Campaign											
2												
3	Amount of pieces	Sales %		Front-end sale amount	Total gross	Net			Upsell 33%	Additional Products (30 Days)		
4				Total Sale Price	Less Product Cost				0.33		0.25	
5	10000			\$99					\$97		\$247	
6	10											
7												
8		2%		200	\$19,800	\$14,060			\$6,402		\$32,812.00	
9		1.50%		150	\$14,850	\$9,110.00			\$4,801.50		\$23,174.00	
10		1%		100	\$9,900	\$4,160.00			\$3,201.00		\$13,536.00	
11		0.75%		75	\$7,425	\$1,685.00			\$2,400.75		\$8,717.00	
12		0.50%		50	\$4,950	(\$790.00)			\$1,600.50		\$3,898.00	
13		0.25%		25	\$2,475	(\$3,285.00)			\$800.25		(\$921.00)	
14												
15	Printing/postage costs		Front-end product sale/cost analysis					Back-end product sale/cost analysis				
16												
17	Postage			Sale price		Shipping charge			Sale price		Ship	
18	\$0.31	\$3,090.00		\$99		\$0.00			\$97			
19	Printing + labels			Product cost/unit		Actual shipping/handling cost			Product cost/unit		Actu	
20	\$0.12	\$1,200.00		\$0		\$0.00			\$0			
21	Mailing list			Difference		Difference			Difference		Diffe	
22	\$125.00	\$1,250.00		\$99		\$0.00			\$97			
23	Mailing services/labor											
24	\$20.00	\$200.00										
25	Total mailing costs	\$5,740.00		Product profit		\$99.00			Product profit			

- **Average Sales Response: 0.62 ½%**
- **With the Numbers Set-Up Above, Average Weekly Profits: \$6,307.50**
 - **Average Monthly Profits: \$25,230**
 - **Double Profits with 20,000 Pieces a Week!**
- **Yes, This Takes Work and Time But It's WELL WORTH IT!**

**AND EVEN IF I MISCALCULATED...
CUT IT IN HALF AND YOU'RE STILL AT:**

\$12,615 in Net Profits
Per Month Mailing
20,000 Postcards/Week



NOW, LET'S TALK ABOUT THE SECOND PART OF ALL THIS...**INVITATION MAILERS!**

- **This is a HYBRID of a “Full-Mailer” with the Two-Step POSTCARD EFFECT**
- **This Means That You’ll Be Now Spending \$0.49 Cents Per Mailer Instead of the \$0.34 Cents for the Postcard Rate**
- **PLUS...You’ll Be Spending a Little More on the Actual Printed Invitation (Plus and Envelope) vs. What a Postcard Costs Per Unit**
- **But...You Actually ARE AHEAD (Financially) Using This Strategy**
- **Here’s How...**



COST COMPARISON

Postcard

- Stamps: \$0.34 Cents Each
- Printing: About 4 Cents Each (4-Color)
- Total Hard Cost Each: \$0.38
- Labor: Peel & Stick Labels and Stamps
- Deliverability: Iffy (Since This is Viewed as “Junk”)
- Receipt: Tossed Faster by Recipient (Looks Like Junk)

Invitation

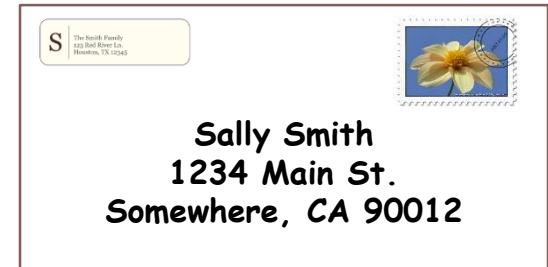
- Stamps: \$0.49 Cents Each
- Printing: About 10 Cents Each (Including Envelopes)
- Total Hard Cost Each: \$0.59
- Labor: A LOT (Including Hand-Writing Names)
- Deliverability: Near 100% Because It Looks Personal
- Receipt: Will Get Opened Each and Every Time!



Successful

THE MECHANICS OF THE INVITATION

- On the Outside
 - It Has a STICKER Return Address
 - The Address is HAND WRITTEN
 - The Stamp is LIVE, Ideally a Commemorative Stamp
- On the Inside
 - It Refers to Invitation on the Front
 - You Open It Up for the Inside View
 - You “Sell” Something for Free
 - You Give a CTA (Limited)



Beverly Hills Doctor Discovers a NEW WAY to Look Younger...In Just 7 Days! Now He's Put the Formula in a Vial for You to Try for FREE!

This is a Highly Exclusive RARE INVITATION-ONLY Offer Just for You!

The Amazing Facelift-in-a-Vial Secret Used By Hollywood Celebrities Who Don't Want Dangerous Plastic Surgery!

And We Are So Confident in How Magical Our Serum Works That We're GIVING IT to You to Try FOR FREE in a Trial Vial in This Rare Exclusive Invitation-Only Offer!

BEFORE AFTER
Fine Lines
WRINKLES ARE GONE!

HERE'S HOW TO GET YOUR FREE VIAL SAMPLE:

CALL 1-800-808-8006 RIGHT NOW TO RESERVE YOUR FREE NO-COST NO-OBLIGATION SAMPLE VIAL!*

*ONE FREE SAMPLE PER HOUSEHOLD

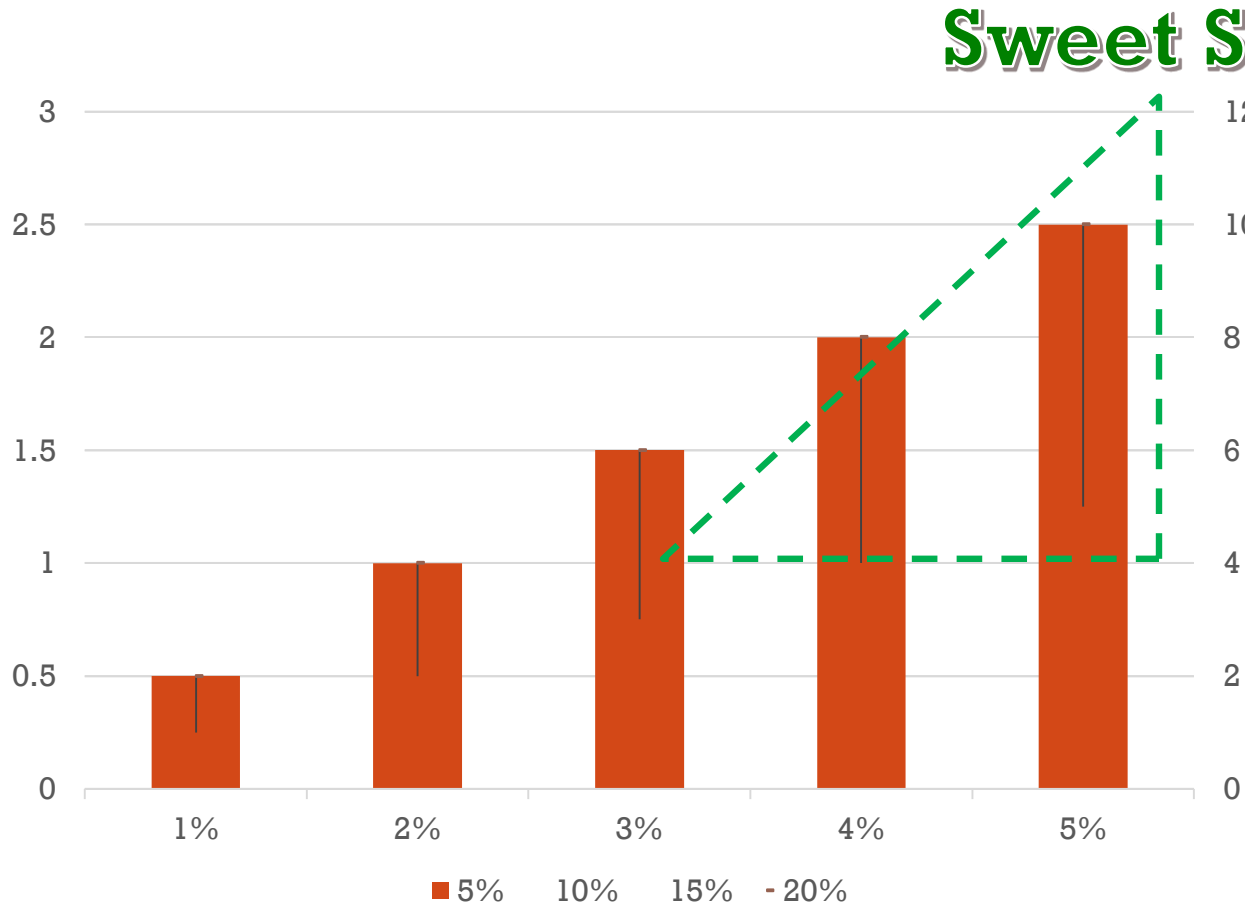
HOW THE FINANCIALS CHANGE WITH THE 2-STEP INVITATION STRATEGY

- Instead of Receiving a **MAXIMUM of 0.50%** in Sales Response from a 1-Step Mailing, the 2-Step Invitation Gets A LOT MORE in Response
- This, Of Course, **REQUIRES EXCELLENT SALES COPY**
 - Excellent Response-Pulling Headline
 - Pre-Headline and Post-Headline (Triple-Headline)
- You Have to **SELL FREE** (With the “Offer You Can’t Refuse” Strategy)
- Give a Solid **CTA** (Call to Action) with a **DEADLINE** or Sense of Urgency
- If Done Correctly, You’ll Get a Response of 2% to 5%
- This Beats ANY Postcard Campaign I’ve EVER Done
 - I’ve Gotten a **MAXIMUM** of About 2% in Response from Postcards



THE INVITATION ENVELOPE CHART (1,000)

Sales by Unit



Sweet Spot

**2.5% in
Inquiries
Per 1K
Invitations
is the Goal!**

Inquiry %



HERE'S HOW THE BASE-LINE OF 25 INQUIRIES (FROM 1,000 INVITATIONS) CALCULATES OUT:

- 1,000 Invitations = \$590 to Mail
- Add About \$150 (Per Thousand) for the Mailing List
- Add \$25 for Labor
- Total for the Mailing = \$765
- Base of 2.5% in Inquiries and Selling a Product of 3 Levels:
 - Level 1 = \$199
 - Level 2 = \$399
 - Level 3 = \$599
- Mid-Level: \$399
- Average Sale Will Be 15% to 20% on 2.5% in Inquiries
 - 25 Inquiries Per 1,000 Invitations
 - 4 Sales Per 25 Inquiries (Low End)
 - \$1,596 Gross
- Average Profit Per 1,000 Invitations = **\$831**



**DO THE MATH ON 10,000 INVITATIONS
PER WEEK...**

$$**\$831 \times 10 =**$$

\\$8,310 in PROFITS

Per Week!



I GAVE YOU A CAMPAIGN THAT YOU CAN MAKE THIS WORK WITH

- **It's On Your Flash Drive**
- **All You Have to Do Is CONVERT the Report to Have MULTIPLE LAYERS of Product “Kits” or Options**
- **If You Don't Like the Product Type, Use the Invitation Template and Sales Letter Template to Apply to a Different Product**
- **This is a VERY PROFITABLE CAMPAIGN and If You Want to Make Upwards of \$8K Per Week in Profits (Mailing 10K Invitations Per Week) Then DO THIS STRATEGY!!**



DIFFERENT NUMBERS, DIFFERENT CAMPAIGN

- On a DIFFERENT CAMPAIGN, I'm Using This for the Following "Levels" of Prices
 - Level 1 = \$297
 - Level 2 = \$497
 - Level 3 = \$2,497
- My "Average" is HIGHER Than the Middle = \$997
- Here's How the Numbers Work Out is an Average Sale of 12% on an Inquiry Percentage of 3.34% (334 Inquiries on 10K Pieces)
- Gross Sales Per 10,000 Invitations = \$39,959
- Base Profits Per 10,000 Invitations = \$32,309
 - Total Mailing Costs = \$7,650
- I Can Only Do About 10,000 of These Per Quarter Due to Limits in Getting the Right Type of Mailing List So Huge Roll-Out Isn't an Option
- I Have a Student Doing This With Stock Trading and Doing MUCH BETTER Than I Am With My Project Because He's Able to Get About 15,000 Names PER WEEK and His Mid-Dollar Amount is HIGHER Than Mine!!



