

## Million Dollar Mailings

Million Dollar Mailings  
The Art and Science of Creating Money-making Direct Mail-- Revealed  
by More Than 60 Direct Marketing Superstars who Wrote, Designed, and Produced the Most  
Powerful Mailings of the Past Decade  
National Book Network

""ADVERTISING should be judged only by the goods it is conclusively known to sell, at a given cost. Mere opinions on Advertising Copy should be excluded from consideration, because opinions on Advertising are conflicting as opinions on Religion. ""But, it is different with Advertising, as it is with Mechanics or with Medicine, all three of which can be conclusively tested. ""Many Advertisers, however, seem satisfied to spend their money on mere Opinions about Advertising when they might have invested it on Evidence about Advertising. ""When it is anything less than Salesmanship it is not real Advertising, but only 'General Publicity.' And, 'General Publicity' admittedly claims only to 'Keep the Name before the People, ' - to produce a 'General impression on the Trade, ' and to 'Influence Sales' for the salesmen. ""The only way to judge Advertising is to judge it by the amount of goods It is conclusively known to Sell, at a given cost."" Get Your Copy Today.

Published in association with Marketing Magazine

Cedarhurst Alley

Copywriting Secrets Of Million Dollar Marketers Revealed

Enhancing Independence Through Innovation and Technology : Hearing Before the Special  
Committee on Aging, United States Senate, One Hundred Eighth Congress, First Session,  
Washington, DC, May 20, 2003

Hearings Before the Permanent Subcommittee on Investigations of the Committee on  
Governmental Affairs, United States Senate, One Hundred Sixth Congress, First Session,  
March 8 and 9, 1999

Deceptive Sweepstakes Mailings

Million Dollar Mailings

How to Build a Million Dollar Business in Record Time

Think it'll take forever to earn a great living as a writer? Think again. With  
Jumpstart Your Writing Career, you'll discover how easy it is to: \* Think  
like a successful writer, someone who has the mindset to earn the big  
bucks \* Hone your writing skills until they're razor sharp. Cut through the  
tsunami of "competition" \* Tackle the most lucrative branch of writing.  
Don't waste time on unprofitable projects \* Discover secrets of fiction that  
will dazzle your readers and keep them coming back for more \* Organize  
your nonfiction articles so you can easily recycle information for unlimited  
markets \* Craft powerful queries and prospecting letters that give you an  
edge when decision-makers consider your proposal \* Forget expensive  
ads, you can promote your writing business for little or no money If you  
want to be a freelance writer who's tired of working for peanuts and wants  
to snag more lucrative assignments, this book's for you. Beth Ann  
Erickson lives in Minnesota with her husband, child, and a slew of Filbert  
Publishing mascots. She's written hundreds of articles for publications  
throughout the nation, owns a full service publishing company, crafts  
promo materials for information products, and generally loves the freelance  
life she began in '01. If you want to make your writing sparkle, help you  
market smart, then hit "repeat" to start the cycle again, subscribe to

Writing Etc., her free e-mag. You'll get the free e-booklet "Power Queries" when you subscribe. Surf to [FilbertPublishing.com](http://FilbertPublishing.com).

The right piece of direct mail can produce excellent response rates and have an extraordinary effect on business. But why do some sale letters achieve spectacular results whilst others are instantly consigned to the bin? This book reveals the secrets of creating successful sales letters. Containing examples of real sales letters, it includes plenty of advice on what to avoid as well as what to include. Key topics are covered such as: the secrets of persuasion; planning a letter which will get replies; creating offers that get responses and timing mailings for maximum effect.

Most people fail to see the correlation between business and brains. For Yitzchok Saftlas, master of marketing, it seems readily transparent. During our challenging economic times, when people desperately seek to recharge themselves on various planes, Saftlas presents us with *So, Whats the Bottom Line?* taken from his real-life experiences and knowledge from a two and a half decade career as founder and president of his own marketing consulting company, Bottom Line Marketing Group. Perfect for executives, entrepreneurs, salespeople, and marketers in the corporate and nonprofit spheres, *So, Whats the Bottom Line?* teaches key business fundamentals, such as creative marketing initiatives, effective communication, customer retention, and strategic planning and execution. The stories, examples, and practical insight demonstrate the principles and practices leading to winning results and how to think like a savvy individual prepared for success. Ideas such as how you gain by thanking your customers and making your clients priorities yours may seem basic. Others, such as learning from Rufus the Dog or gaining insight into the value of performing market research and demographic studies from your local dry cleaners, may not be as obvious. Wise and to the point, each of the 76 short and motivational chapters includes a concise action step, providing a clear direction of how to succeed. Prepare to be enthralled as you uncover Saftlass acumen derived from his exposure to extraordinary people, events, and institutions. It will shed an often unseen human light on the field of marketing. Gain experience-based tactics, common-sense ideas, and principles to grow your bottom line.,

2,239 Tested Secrets for Direct Marketing Success: The Pros Tell You Their Time-Proven Secrets

A Business Owner's Guide to Building a Lead-Generating, Sales-Driving, Money-Making Direct-Mail Campaign

No B.S. Direct Marketing

America's Top Earners Reveal the Keys to Sales Success

106-1 Hearing: Deceptive Sweepstakes Mailings, August 4, 1999

Report of the Committee on Governmental Affairs, United States Senate,

Together with Additional Views to Accompany S. 335, to Amend Chapter 30

of Title 39, United States Code, to Provide for the Nonmailability of Certain Deceptive Matter Relating to Games of Chance, Administrative Procedures, Orders, and Civil Penalties Relating to Such Matter, and for Other Purposes  
Train Your Brain

**Ken Harvey has recently completed a memoir ("A Passionate Engagement") about the same-sex battle in the United States that The Boston Sunday Globe hailed as "MOVING" and "POWERFUL." His collection of stories, "If You Were With Me Everything Would Be All Right," was the winner of the "Violet Quill Award" for best new gay fiction. It was also listed as "a book if note" by the Lambda Literary Review and was a #3 bestseller on the insideout.com book club. The book has been translated into Italian. Ken lives in Boston and Toronto.**

**"There are laughs at everyone's expense in this slick, sometimes raunchy spoof."-Publishers' Weekly "As a writer, [Denny] Hatch is no slouch. In a mirror-slick, ribald style, he has fleshed out his wishbone with a cast of characters that would make Thorne Smith whirl in his grave. A lovable Nazi, an ebullient Greek with two phones in his Cadillac, a National Guard Colonel who wants to take on the 101st Airborne and a neighbor named E. Kirk Hall? are just a few of the batty but believable characters who help make the whole, wild idea seem almost plausible. And Hatch can be very funny. Cedarhurst Alley will not have airline executives queuing up at bookstores to rush copies to their stockholders. But if taken in the vein in which it was undoubtedly written, it is a humorous, highly readable book."-Business & Commercial Aviation "Moreover, the book is not what you would expect. It is sound enough technically to satisfy the stomachs of controllers and pilots-a burp here or there perhaps. It should also satisfy the legal beagles. There are exaggerations sure, but the author has done a masterful job of researching and studying the noise problem. And he has woven around this very complex problem, a compelling yard that is at once hilarious, provocative-and sobering."-Journal of ATC (Air Traffic Control) "The serious undercurrent tends to be forgotten because of Mr. Hatch's playful approach, his frequent tongue-in-cheek fooling, and general humor which ranges from some clever dialogue and snappy observations to wildly imaginative characters and musings."-Best Sellers**

**Learn the Keys to Success in Building Your Network Marketing Business - From the Man Success Magazine called a "Millionaire Maker" in their We Create Millionaires Cover Story.**

**Build a Better Website Using Best Practices of the Web Elite in E-Business, Design, SEO, Usability, Social, Mobile Ad Conversion**

**A Collection of Pithy Pieces from Marketing Magazine**

**Mailing Lists**

**Overdeliver**

**How to Make a Fortune by Getting Inside the Heads of Your Customers**

**The Advertising Age Encyclopedia of Advertising**

**Million Dollar Date**

**Brian Kurtz is the bridge connecting the bedrock fundamentals of direct response marketing to the state-of-the-art strategies, tactics, and channels of today. Overdeliver distills his expertise from working in the trenches over almost four decades to help readers build a business that maximizes both revenue and relationships. Marketing isn't everything, according to Brian Kurtz. It's the only thing. If you have a vision or a mission in life, why not share it with millions instead of dozens? And while you are sharing it with as**

many people as possible and creating maximum impact, why not measure everything and make all of your marketing accountable? That's what this book is all about. In the world of direct marketing, Brian Kurtz has seen it all and done it all over almost four decades. And he lives by the philosophy, "Those who did it have a responsibility to teach it." Here's a small sample of what you'll learn: \* The 4 Pillars of Being Extraordinary \* The 5 Principles of why "Original Source" matters \* The 7 Characteristics that are present in every world class copywriter \* Multiple ways to track the metrics that matter in every campaign and every medium, online and offline \* Why customer service and fulfillment are marketing functions \* That the most important capital you own has nothing to do with money \* And much more Whether you're new to marketing or a seasoned pro, this book gives you a crystal-clear road map to grow your business, make more money, maximize your impact in your market, and love what you're doing while you're doing it. Kurtz takes you inside the craft to help you use all the tools at your disposal--from the intricate relationship between lists, offers, and copy, to continuity and creating lifetime value, to the critical importance of multichannel marketing and more--so you can succeed wildly, exceed all your expectations, and overdeliver every time.

"Using Train Your Brain, in two years, I've gone from zero to a million dollars a year in my business and paid off \$30,000 in debt!" ~ Sarah Thomas, Basehor, KS When Dana Wilde began her direct-sales business, she realized that education for entrepreneurs typically consisted of endless "how-to" explanations: how to market, how to pick up the phone, how to manage your time, how to increase bookings or sales. There always seemed to be a new system to learn, a new surefire method or cutting-edge technique for entrepreneurs to master. In an effort to teach her team members a better and easier way, Dana Wilde created Train Your Brain, a tested and proven system combining elements of both mindset and action ... or as Dana likes to call it, Intentional Action. What Dana discovered by using Train Your Brain is that mindset can be "taught" and that learning simple mindset strategies not only allows you to understand how the brain works but also shows you how easy it is to change your thinking and, as a result, change your outcomes. In Train Your Brain, Dana breaks down the Cycle of Perpetual Sameness--the number one reason why most people only experience incremental change in their lives. More importantly, she also provides the much-needed blueprint to help you get off this counterproductive cycle quickly. Train Your Brain, with its twenty easy-to-implement "Mindware Experiments," gives you all the necessary tools needed to get off ... and stay off ... the Cycle of Perpetual Sameness, so you can transform your life and grow your business in record time!

For a full list of entries and contributors, a generous selection of sample entries, and more, visit the The "Advertising Age" Encyclopedia of Advertising website. Featuring nearly 600 extensively illustrated entries, The Advertising Age Encyclopedia of Advertising provides detailed historic surveys of the world's leading agencies

and major advertisers, as well as brand and market histories; it also profiles the influential men and women in advertising, overviews advertising in the major countries of the world, covers important issues affecting the field, and discusses the key aspects of methodology, practice, strategy, and theory. Also includes a color insert.

**All the Hooks, Lines, and Sinkers You'll Ever Need to Close Sales  
A Passionate Engagement**

**#1 Great Million Dollar Tips on How to Make Big Money Fast  
Buying Trances**

**Hearings, Ninety-first Congress, Second Session, on H.R. 2730 and  
Similar Bills ... July 22 and 23, 1970**

**The Inside Secrets of a Marketing Legend  
How to Write Sales Letters That Sell**

In this sharp, invigorating read, Fortune 50 consultant Stephen Harvill discovers twenty-one common behaviors of top earners across seven major industries that set them apart. These are the secrets of the world's best salespeople who rake in at least one million dollars a year. For over thirty years, Steve Harvill has helped successful sales teams do what they do better, smarter, more elegantly, and more imaginatively. As a consultant for some of the top companies in the world, including Apple, Pepsi, Samsung, and Wells Fargo, he aids in simplifying processes that have become unwieldy and making teams more effective. His work inspired him to ask the question: What exactly sets the top producers apart from their peers? After spending a year interviewing 175 sales superstars from seven different industries, he found twenty-one distinct behaviors of successful salespeople. Organized by these best practices and filled with hundreds more tips, stories, and takeaways, **21 Secrets of Million-Dollar Sellers** reveals how you can improve in every aspect of your job and rise to become one of the best.

**Praise for Buying Trances** "The genius of Joe Vitale has never shone brighter. This thoroughly documented and easy-to-read book is the first of its kind. Vitale gives you the keys to their minds. All you have to do is turn the keys. They said 'yes' to you long before you said a word and they were begging to buy from you shortly after you uttered your first sentence. **Buying Trances** is an exciting ride to the edge of the mind. His finest work to date." -Kevin Hogan, author, **The Psychology of Persuasion and Covert Hypnosis**

"This book maps marketing's final frontier-the customer's mind-and exposes the buying trance. Frankly, this may be the smartest marketing book ever written." -Dave Lakhani, coauthor, **Persuasion: The Art of Getting What You Want**

"As with all of Vitale's books, there are magical secrets chucked out like a mad Vegas poker dealer on every page. Not only will you learn to put people into buying trances with this book, the act of reading it will put you in a trance and force you to master it." -Mark Joyner, #1 bestselling author, **The Irresistible Offer: How to Sell Your Product or Service in 3 Seconds or Less**

"Vitale's expertise in hypnotic marketing combined with his extensive research challenges the reader on many different levels. He forces you to delve deeper into the benefits of creating a buying atmosphere and a trance-like desire on the part of

**your prospect. I found this an absolutely fascinating book." -Joseph Sugarman, President, BluBlocker Corporation "Buying Trances is not your run-of-the-mill marketing book. It's an exceptionally well-written, well thought out, high-level work that gives the reader unique insights into how to capture a prospect's attention. Cutting-edge stuff that is a must for every serious marketer to absorb and implement." -Robert Ringer, author, To Be or Not to Be Intimidated?: That Is the Question "Vitale's understanding of how and why people think and act like they do is remarkable. By unscrambling complex ideas and explaining them in simple language, he reveals how to fashion messages that will turn people into compulsive buyers of our products and services. Now we can take control and create the buying trance. It's a totally refreshing and very effective approach to hugely profitable sales and marketing!" -Winston Marsh, veteran Australian marketer**

**Now a major film starring Jon Hamm, this is the wonderful story of two young Indians who became pro baseball pitchers. JB Bernstein seemed to have it all. One of the top sports agents in the US, he worked hard and enjoyed the bachelor lifestyle to the full. But he hankered for more, and when he set himself a challenge - to unearth someone in India capable of becoming a pro baseball pitcher - most people thought he was mad and doomed to face a costly and public failure. The reality show Million Dollar Arm brought thousands of contestants hoping for a shot at glory, but eventually they unearthed two candidates: Rinku and Dinesh. Bernstein brought them back to the US, put them up in his home and helped them to get used to a very different world, while they also worked hard to learn the game that was second nature to most American sportsmen. Finally, they got their chance and - against all the odds - they were both awarded pro contracts. This heartwarming story has now been made into a film starring Jon Hamm (Mad Men) and Suraj Sharma (The Life of Pi). A true-life version of Slumdog Millionaire meets Jerry Maguire, Million Dollar Arm shows what can happen when you dream big.**

**Secrets of Successful Direct Mail**

**Trigger Your Buyer's Subconscious**

**Sales Letters that Sizzle**

**Bawdy Jokes & Patter Songs**

**Secrets of Building a Million-Dollar Network Marketing Organization**

**A Lighter-than-air, Anti-noise Novel**

**The Art and Science of Creating Money-making Direct Mail-- Revealed by More Than 60 Direct Marketing Superstars who Wrote, Designed, and Produced the Most Powerful Mailings of the Past Decade**

**How can small changes... in your sales letters, emails and webpages put your visitors and readers into hypnotic trances so they whip out their credit cards and buy like piranhas on a feeding frenzy? How can these hypnotic trances... allow them to put their "iron wall sales guard" down and actually read what you are saying? How can you then use this moment... ..to make more people buy your product, sign up to your newsletter and click through in your emails -- in essence get more people to take action**

now? **Hypnotic Selling Secrets**, a straightforward book on the basic principles of persuasive writing for the purpose of selling, was written by Joe Vitale, a first-rate copywriter who fell into the business because he wanted to share his excitement for products that he loved. Here, he will show you that this is what marketing really is. Forget all about copywriting, forget all about marketing. Start sharing your excitement for your mission, share what you're excited about. Why are you excited about it? Who is it for? Share with that target audience, your enthusiasm, that's when the sales take place. Others will say that it was smart marketing, but you'll know, you were just sharing something you love, sharing your real excitement in your own natural voice. People are going to buy that. You will learn: To strip away everything you've learned about grammar and punctuation which stop natural communication and creativity. Vitale's 21 point checklist for reviewing copy How to involve your customers emotionally The best marketing documents to have out there before you call your customer How to make your ads stand out without resorting to "cute" How to make your words work for you... direct, benefit-oriented and as simple as possible The 26 reasons why people buy Perfect for fans of Lizzy Legend and the Baseball Genius series, this quick-paced, heartfelt, and zany novel follows a speedy kid from an unconventional family who will do whatever it takes to win an international track contest. Grant Falloon isn't just good at track; he's close to breaking the world record 100-meter time for his age group. So when the mega-rich Babblemoney sneaker company announces an international competition to find the fastest kid in the world, he's desperate to sign up. But not so fast. Nothing's ever that easy with the eccentric Falloon family. Turns out, his non-conformist parents never got him a legal birth certificate. He can't race for the United States, so now if he wants to compete, he may just have to invent his own country. And even if that crazy plan works, winning gold will mean knocking his best friend—and biggest competitor—Jay, out of the competition. As unexpected hurdles arise, Grant will have to ask not only if winning is possible, but what he's willing to sacrifice for it. Despite its long and profitable history, no one has assembled a single collection of all the basic secrets (or rules) of direct marketing. Until now. In these pages Denny Hatch and Don Jackson blitz you with the secrets, rules, and wisdom of nearly 200 of the great masters: from Claude Hopkins, David Ogilvy, and Max Sackheim to such modern greats as Jay Abraham, Dick Benson, Malcolm Decker, Bob Doscher, John J. Fleider, Jerry Gould, Bob Hacker, Dick Hodgson, Cecil Hoge, Sr., Bill Jayme, Ted Kikoler, Jim Kobs, Herschell Gordon Lewis, Malcolm McCluskey, Don Nicholas, J. Peterman, Max Ross, Jim Rutz, Emily Soell, Lew Smith, Bob Stone, Joan Throckmorton, and John Yeck. Mailing List Catalog and Direct Mail Data...

**Deceptive Mailings and Sweepstakes Promotions**  
**Cunningly Clever Marketing**  
**A New Psychology of Sales and Marketing**  
**Hypnotic Selling Secrets**

**From a Guy Who's Been There Done That and Shows You How You Can Do It Too!**

Described in the subtitle as The art and science of creating money-making direct mail revealed by more than 60 direct marketing superstars who wrote, designed, and produced the most powerful mailings of the past decade. Illustrated with 71 complete mailings.

Annotation copyright Book News, Inc. Port

Fact: More commerce and wealth is created by direct mail than by any other media (true before the internet and true now) Reported in 2013 as the marketing channel that "delivers the best ROI for customer acquisition and retention" by Target Marketing's Seventh Annual Media Usage Forecast survey of B2C, direct mail is surprisingly outdated and under-represented on the marketing bookshelves for small business owners — authors Simpson and Kennedy change that. Millionaire-maker Dan S. Kennedy and direct mail marketing specialist Craig Simpson urge small business owners to drive the momentum built via social media and other marketing avenues into the mailboxes of their target consumers. Unlike other direct mail marketing books on the shelf that specialize in one aspect of preparing a campaign such as copywriting or design, this comprehensive solution covers all — the organizational, technical, and creative including designing, budgeting, tracking, and assessing effectiveness. Also covered is how direct mail can be used in today's online marketing funnels. Benefiting from the authors' combined 30 years in direct marketing, business owners are given the guidelines for what works and what doesn't, illustrated by real-life business campaigns that show step-by-step how to build a results-producing promotional campaign.

Welcome to the party! •You will start with a YouTube link to the Funniest Joke in the History of the World. (If you know a funnier one, I'd love to hear it!) •You will have a repertoire of 87 of the best thigh-slappers I have managed to remember over the past 75 years. (Note: These are for adults. Most are R-rated.) •Next are 87 glorious patter songs -- the wittiest, most wickedly, wonderful rata-tat-tat rhymes, music and sheer craziness by the greatest showbiz composers and lyricist -- Gilbert & Sullivan, Cole Porter, Noel Coward, Danny Kaye, John Latouche, Tom Lehrer, Ira Gershwin, Madame Spivy, Meredith Willson and many, many more. •You'll discover Bawdy Jokes & Patter Songs comes alive with YouTube links to 110 spectacular performances of all these masterpieces by beloved entertainers that have wowed audiences over the years. Included: Noel Coward's "Mad Dogs and Englishmen" at the Desert Inn in Las Vegas, Robert Preston's Music Man rendition of "Ya Got Trouble Right Here in River City" and the epic lunacy of Danny Kaye ripping through the tongue-twisting names of 56 Russian Composers in a brain spinning 37 seconds. •Think of it! With a mouse click you'll call up hours of world-class entertainment on any device from small to huge: iPhone, iPad, laptop, desktop -- all the way up to those splendid, wall-sized smart TVs. •You'll also have access to the full texts of these songs in case you itch learn them. With or without musical accompaniment, these jokes and patter songs are true dazzlers -- on stage, at the dinner table, in your living room, on Zoom or as audience wake-ups in PowerPoint presentations. In short, I loved creating Bawdy Jokes & Patter Songs. I guarantee you're gonna love owning it. So will theatrical producers, your friends, family and business associates whom you will continually delight with your new repertoire of humor, songs and zaniness. It's a hoot! Again, welcome!

Method Marketing

Reason Why Advertising - With Intensive Advertising

Million Dollar Arm

The Ultimate No Holds Barred Kick Butt Take No Prisoners Direct Marketing for Non-Direct Marketing Businesses

(Cash Secrets Revealed)

Mailing Lists, Hearings Before the Subcommittee on Postal Operations ... 91-2, on H.R. 2730 and Similar Bills, July 22, and 23, 1970

Million Dollar Websites

A comprehensive guide that provides an insider's perspective on the progression of building a world-class website that will stand out in today's crowded marketplace.

The book leads off with 31 rules of thumb, rules that I believe to prevail generally in all mail. Various aspects of selling by direct mail are then detailed.

Introduces eight marketing geniuses who built multi-million dollar businesses and examines their marketing practices, techniques, mistakes, and triumphs

The Million Dollar Race

Report Together with Additional Views (to Accompany H.R. 170) (including Cost Estimate of the Congressional Budget Office).

Marketing Insights and Outrages

Hearing Before the Subcommittee on the Postal Service of the Committee on Government Reform, House of Representatives, One Hundred Sixth Congress, First Session, August 4, 1999

76 Proven Marketing Tips & Techniques for Building Your Business and Personal Brand

Hearing Before the Subcommittee on Postal Operations of the Committee on Post Office and Civil Service, House of Representatives, Ninetieth Congress, First Session, on H.R. 2382 a Bill to Require Mailing List Brokers to Register with the Postmaster General, and Suppliers and Buyers of Mailing Lists to Furnish Information to the Postmaster General with Respect to Their Identity and Transactions Involving the Sale Or Exchange of Mailing Lists, and for Other Purposes. April 18, 1967

21 Secrets of Million-Dollar Sellers

*Dan S. Kennedy dares marketers to dramatically simplify their marketing, refocusing on what works. Updated to address the newest media and marketing methods, this marketing masterplan delivers a short list of radically different, little-known, profit-proven direct mail strategies for ANY business. Strategies are illustrated by case history examples from an elite team of consultants—all phenomenally successful at borrowing direct marketing strategies from the world of online sales, infomercials, etc., to use in 'ordinary' businesses including retail stores, restaurants, and sales.*

*Denny Hatch gives an exclusive inside's look at the art and science of direct mail creative technique -- copy approaches, design, formats, offers -- unlike anything ever before assembled. This new and updated edition includes an overview, complete with illustrations, of new trends in direct mail.*

*This handbook on international development policy and management covers a broad spectrum of contemporary topics across all the major areas of interest. With over 40 chapters, the book comprehensively explores the many themes and issues of significance for both policy and implementation, and provides easily accessible reference material on current practice and research. The 42 contributors come from a diverse range of backgrounds, and enjoy international reputations in their chosen fields.*

*Sometimes to Win, You Have to Change the Game*

*Jumpstart Your Writing Career and Snag Paying Assignments*

*The Direct Mail Solution*

*Baby Boomers at the Gate*

*Deceptive Mail Prevention and Enforcement Act*

*Build a Business for a Lifetime Playing the Long Game in Direct Response Marketing*

*Registration of Mailing List Brokers with the Postmaster General*

*In this book you will learn how to make a fortune with 39 excellent reports, get rich with million dollar hobbies, instant money making opportunities, how to raise thousands, great cash flow ideas and great profits. Learn how to:*

- Make \$20 for every \$1 invested*
- Real estate – The Millionaire Maker*
- Secrets to winning contests and sweepstakes*
- How to develop a worldwide distributor network*
- Starting and managing a profitable business from home*
- Set up your own in-house advertising agency*
- Inside marketing information for entrepreneurs*
- 38 instant money-making part-time business*
- How to raise thousands of dollars in hours*
- Own a part-time rental agency*
- Run a money brokering business from home*
- 71 ways for a writer to make money*

*A lighthearted tale that will make you believe dreams really do come true. Abigail Apple is running late to meet her blind date when she's pulled over for speeding.*

*Unfortunately, the follow-the-rules cop doesn't care that she's late, let alone that she's heartbroken because her favorite dog rescue is in danger of being closed. Now she has to meet her date with mud drying on her heels, dog hair covering her dress, and the smell of a barn perfuming her hair. When she arrives, however, Abigail learns her handsome blind date is none other than the cop who pulled her over. Abigail has no intention of staying until she learns Cooper Hill is heading a committee for the city that will award a six-figure donation to a charity of their choice. So, what's a girl to do? Abigail decides a second date is the perfect way to convince Cooper to vote for the dog rescue. Soon, however, Abigail is less interested in Cooper's vote than she is in his deep voice, kind heart, and tender touch. Will this follow-the-rules cop and this follows-her-heart animal lover learn that despite poor first impressions, second chances can lead to love?*

*So, What's the Bottom Line?*