

Selling Business
Opportunities
Owner's Package TM.

Your Complete Guide To Selling Business Opportunities.

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INTRODUCTION:

Congratulations New Owner of (not 4, but 5) Multi-Million Dollar Companies,

You are about to start one of the easiest, most profitable businesses in the world. Remember, I started without a computer (didn't even know how to use one), without Internet Service (I would have been totally lost on the Internet), without even a solid roof over my head (I lived under a tarp in the woods) - and made millions and millions of dollars! You now OWN those exact same multi-million dollar companies!

As you get familiar with your new companies, you'll see how ridiculously easy it is to make money (lots and lots of money) with them. As an added bonus, I'm giving you a 5th company that has recently made more money than all the other 4 combined! It also happens to be the easiest to start, and make money with, because everything (and I mean everything) is done for you! You have absolutely no responsibilities because we take care of all the customer service and order fulfillment for you – making money doesn't get any easier than this!!!

As for your other 4 companies, anything that would require a computer is already done, and anything else requiring a computer would be things that other people will do for you – and it won't cost you a dime out of your pocket! The companies that handle these things for you will simply ask for a copy of the files for each individual company. Simply give them the link, <http://www.sellbizopps.com/fulfillment> and your job is done!

The files you downloaded contain all the Sales Material and all the Fulfillment Materials for each one of your companies, including your Bonus Company which is the “Best of the Best!”

These materials will make you a ton of money! They are the exact same materials (Sales Literature and Fulfillment Material) I used to make millions of dollars. Plus, it's so easy, anyone can do it because you don't have to handle these things yourselves – other people will do that for you. Again, as the owner – your job couldn't be any easier! Just sit back and let your companies make money for you!

Each of your companies already has its very own individual website. You can use this website which allows customers to print out their order form which they will then send to you with their payment. You can easily take this online marketing a step further with Personalized Website with Online Sales which allows your customers to order directly online using a MasterCard, Visa, American Express, Discover Credit Card or Debit Card, E-Check, or PayPal. You'll find more information about this on page 46.

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Customer Service Support Information

We've established certain support centers with highly trained personnel to answer any and all types of customer service questions in a professional and efficient manner.

Please Note: In order to improve customer service, **ALL** questions, inquiries, and support must be submitted and answered in writing. There is a simple reason for this policy. Over the years, we've learned that it is much better for you to have a written response to your question so that you will always have a reference to go back to in the future if you need to refresh your memory.

Before submitting questions, please make sure to read this manual thoroughly as it should answer almost any questions you may have concerning the entire program, including feedback we've received from current business owners providing excellent strategies for new business owners.

We have 3 different ways you can place orders or receive customer service and support in a written format, either by Mail, Fax, or Email.

Mail (Including Certified Mail):

Information Brokerage Services, Inc.
PO Box 27347
Shawnee Mission, KS 66225-7347

UPS and FedEx Deliveries ONLY:

5503 W. 131st Street
Overland Park, KS 66209

Fax (24hrs): 913-402-9414

Email: support@sellbizopps.com

What's Included:

The file you downloaded contains everything you need for each and every one of your new business opportunities. Each company has its own folder, and these files make running your companies very easy, especially if you don't want to do any of the work yourself!

Everything about your new business can be handled for you with absolutely no out-of-pocket expense! People put too much importance on having a computer and Internet service themselves – they think you can't make money without them – and they're totally wrong. I made tens of millions of dollars without either one of them! The thing to remember is that owning these companies can give you wealth, freedom, security, and happiness just like they did for me – regardless of your current situation!

Your Download Includes:

SALES LITERATURE:

The individual Sales Literature to use for each of your Business Opportunities. The Sales Literature for each company is very important because it's the materials that generate money (sales) for you. The Sales Literature is what your customers will read to understand and purchase the business opportunity from you. Hundreds of thousands of dollars has been spent testing and perfecting your Sales Literature so they make you the most money possible – it's the exact same Sales Literature I used to generate millions and millions of dollars!

FULFILLMENT MATERIAL:

All the fulfillment material for each one of your new business opportunities is also included in the file you downloaded. This is the material that your customers receive after they pay you. The fulfillment material is an Instruction Manual which shows your customers step-by-step exactly how to get their new business set up, how to market it and get customers, and most importantly how to be successful and make money.

Obviously, the fulfillment material is very important to your customers, but these manuals are not important to you as the owner – unless you just like to waste time reading a bunch of Instructional Business Manuals. Your job is not to read, but to make money, so don't concern yourself with the “Fulfillment” end of your companies - it's strictly for your customers.

I recommend you have someone else fulfill your customer orders just like I did. It's easy, and it doesn't cost you a dime out of your pocket to let someone else take care of everything for you. A copy of your downloaded file provides them with everything they need – just copy it on disk and hand it to them or provide them the link, <http://www.sellbizopps.com/fulfillment> – it's that simple.

Besides, you're the owner! You'll find more important (and fun) things to do with your time. You can now make ALL of the money without doing ANY of the work!

Bonus Company:

We've also provided you with a 5th company. I highly recommend you start with this company because it's completely set-up and ready to go - and it can make you more money than all 4 of your other (multi-million) companies combined!

Everything is completely taken care of for you – and it's the only one that provides an additional stream of income for you – a Phase 3 Income!

Background: The Best Business In The World

Making millions of dollars with these companies couldn't be any easier for you. You now own and control some of the best and most profitable companies in the world.

Again, you do not need a computer or Internet service, even if you want to sell your opportunities on the Internet. You don't need any special skills, education, or anything else to be successful in this business. Age has no factor so it doesn't matter if you are particularly young or old or simply in between. It doesn't matter if you are in a wheelchair or can run a marathon. It doesn't matter if your IQ is 20 or 120! None of these things matter!!!

Selling Business Opportunities has the highest chance of making you a millionaire than any other business in the world, and it is much more enjoyable because you can have someone else handle everything for you without it costing you a dime out of your pocket. Owning Business Opportunities is better than owning a Restaurant, Dry Cleaners, Auto Repair shop, or any other type of business for that matter – and it's a lot less work!

You now own 5 multi-million dollar companies that are all set up for you so making money couldn't be any easier. As the owner, you don't have to do any of the work even though you're making the most money!

These companies will give you complete control over your financial future, and you're most likely starting in a much better position than I started in years ago. You most likely have an address, both physical and possibly by e-mail. You probably also have "some" money that you can use (or not) to help speed your success in this business. When I started, I had no home and no money so it took a little longer – but I still made millions!

To further benefit you is that fact that I became a millionaire selling just 1 business opportunity - you'll be starting with 5! Each and every one of these business

opportunities has been tried, tested, and perfected – in the real world! I have made tons of money with all of them, and now I am passing them onto you.

The most beneficial (and profitable) of these companies is your Bonus Company because it has made more money in both Phase 1 and Phase 2 than all the other 4 companies – and it's the only company that provides you with an additional Phase 3 Income Stream!

Let me explain each Income Phase for you so you know exactly how you make money in each Phase...

Income Phases

PHASE 1: Phase 1 income is made when you send out your companies Sales Letters to individuals interested in purchasing a business opportunity. It's very easy and inexpensive (even free) to have someone do this for you. As people receive your Sales Letter, some of them will respond by sending you money for the business opportunity. As few as 4 or 5 people out of a 100 can make you a millionaire! (More about this later.)

Your company's Sales Literature is the most important part of your success because if your Sales Literature doesn't work – you don't make any money. I've spent literally hundreds of thousands of dollars producing, testing & perfecting the Sales Literature for each of your companies (they used to be "My" Companies!) and that's why they brought in millions and millions of dollars in sales!

When people send you money, you simply send them all the fulfillment material for the business opportunity they just purchased from you. Again, I recommend having someone do this for you (so you can be on vacation or "anywhere" for that matter and everything is handled for you!). It won't cost you a dime out of your pocket – and it makes everything so easy for you!

That's it – Phase 1 is completed and you've probably just deposited the most money you've ever seen into your bank account while someone else did all the work for you.

PHASE 2: All your companies are set up so that after the initial sale (Phase 1), you automatically and continually make money off the efforts of all your customers once they start the business opportunity they just purchased from you.

They become your Affiliates, Distributors, Dealers, etc. and while they do all the work, you make a percentage of the combined total sales from each and every business (hundreds and hundreds of businesses) your customer's start, and that adds up in a hurry!

PHASE 3: Phase 3 is one of your largest income streams, but your Bonus Company is the only company you own that has a Phase 3 income. This is just one of the reasons you can make more money with it. Your Bonus Company also makes more money in both Phase 1 and Phase 2 than all of your other companies (even though each and every company still made me millions of dollars!)

Your Phase 3 Income Stream pays you a percentage of each and every sale that a customer makes (in Phase 1 & Phase 2) using a Credit Card, Debit Card, or E-Check! It's completely automatic! As the Owner – you do nothing but receive a check each and every month – it's that simple and profitable! We all know how people today love the convenience and ease of using a Credit/Debit Card - a person could retire on this Phase 3 money alone!

Now that you know how you'll be making money with your new companies, let's take a closer look at each company so you can see exactly how easily the money comes in with each one.

Business Descriptions

Each of your new business opportunities is incredibly easy to get started, however, with each one (except your Bonus Company) there is “some assembly” required. Don’t worry, it’s very easy, and it usually just entails contacting the company(s) that do all the work for you.

We do this for you automatically with your Bonus Company so again, if you don’t want to mess with any kind of “assembly” at all, get your Bonus Company started and making money for you right away because it is completely ready to go and requires “no assembly” whatsoever. Then start adding your other companies to boost your income higher and higher.

Think of it this way, all your business opportunities are Frozen Pizza’s. You simply take them out of the freezer, place them in the oven for 20 minutes, and they’re ready to eat – very simple. Your “Bonus Company” on the other hand is fully cooked and delivered piping hot right to your door – you don’t have to do a thing!

Another important aspect of your Bonus Company is the fact that it can make you more money than all your other companies combined! Each of your business opportunities differ a little, but your Bonus Business has a few key benefits that you may find more appealing, especially the additional Phase 3 income!

Before you read the specific details about each business opportunity, you may want to read the Sales Letter for it. By reading the Sales Literature for each business opportunity, you can get a better feel for the business itself. As you read the individual Sales Letter, you may get so excited that you want to purchase it yourself, but you don’t have to buy anything – you OWN them! This is what your customers will be reading to learn about, and purchase, the business opportunity from you!

Since your Bonus Company is the easiest and most profitable – We'll start with that one first...

Your Bonus Company:

<http://www.sellbizopps.com/money>

Your Bonus Company makes use of all of the companies you own so it can multiply the results of your Phase 1 and Phase 2 income streams, and adds a Phase 3 income stream for you. In addition, unlike your other companies, it does not require you to have wholesale suppliers, provide customer support, or fulfill any of your customer's orders (or contact a company(s) to do this for you) – all this is done for you automatically! It also has its own website so you can instantly start making money 24/7 from the World Wide Web!

PHASE 1:

The Phase 1 income from your new Bonus Company has been much higher than any other single company you own. The reason is simple; it provides a much better business opportunity than any one single business. Your Bonus Company is sold through several different marketing strategies which are very easy, inexpensive, and profitable including a Postcard, a 4-page Sales Letter, and a Website (I would recommend a Personalized Website to take advantage of Online Sales from the Internet). This gives you more marketing options, and the ability to make more money.

In essence, you're re-selling the companies you just purchased (you're the Owner so you can do what you want with them) and the money is phenomenal! More people have been interested in purchasing 4 business opportunities than purchasing just 1. Obviously, this means a much larger amount of money in your pocket – period!

Your Bonus Company makes you a guaranteed profit of \$37.00 (opposed to an average of \$20 from your other companies) and my company will take care of all the fulfillment expenses and customer support for you. This gives you an extra \$17 per order without

any fulfillment headaches. Your customers get 4 business opportunities instead of just 1 so it's a much more attractive offer for them which will give you more customers which can amount to tens (even hundreds) of thousands of additional income for you from Phase 1 alone.

On average, we've seen an increased income of 185% - that means for every \$1 you would make with your other companies – you would make \$1.85 with your Bonus Company – that's almost twice the money for half the effort!)

PHASE 2:

Your Phase 2 income is also multiplied by another layer of customers so your Phase 2 income can easily increase by over 200%! That can amount to millions of dollars in a very short period of time, not to mention everything is handled for you.

As you'll remember from my bank statements, it's not hard to earn this kind of money and much more. It may seem like a lot to you now, but that's just because you're not used to the numbers. Remember, those bank statements came from the business opportunities that you now own!

In Phase 2, when any of your customers sell the individual business opportunities – you make a guaranteed profit of \$29.95 off each and every sale (just as if you sold it yourself in Phase 1) without having to worry about fulfillment costs or overhead customer support.

I'm sure you realize that having 1,000 people selling your individual business opportunities will make a lot more sales, and make you a lot more money, than you could selling it by yourself and thus give you a much higher number of people contributing to your Phase 2 income.

In addition, if they decide to sell all 4 companies at one time, you earn a guaranteed profit of 25%! Without lifting a finger, you receive 25% of all your customer's sales –

combined!!! For example, let's say you have 100 customers that each made just \$1,000 in sales for the week. My bank statements (sales from the exact same companies) proves this can easily be done - and much, much more – easily 10 times more, but I'll be conservative in the example! They each made \$1,000, but it produced total sales of \$100,000 for the week - of which you receive a guaranteed 25% or \$25,000 for the week while your customers made all the sales - it's nice to be the owner!

This gives you an entire second layer of Phase 2 income – income you make off of other peoples efforts!

Phase 3:

(Only Available With Your Bonus Company Business)

Today, most consumer orders are paid using a Credit Card or Debit Card. It's much more convenient and safer than using cash, and doesn't entail all the hassles of trying to pay with a check. This is why it's important for you to make money off it.

Of course, we all know that Credit Card Companies not only charge interest but also charge the merchant a percentage of the purchase price for being able to accept the card. This way they make money even if the customer pays off their credit card and doesn't pay any interest.

With your Bonus Company, you automatically make money from all your customers combined Phase 1 and Phase 2 sales made by Credit Cards, Debit Cards, or E-Checks. We'll even set them up with a Credit Card Merchant Account so that they can accept Credit Card, Debit Card, and E-Checks from their customers.

This will all be done for you so there's absolutely nothing you have to do to earn your Phase 3 income. From the fees paid out on each sale, you make a profit of up to 70%! This includes purchases made for the business opportunities as well as from all the products/services purchased in Phase 2 of each and every business!

You do absolutely nothing! We take care of setting everything up for your customers. You receive a monthly residual income check from all your customers Credit Card, Debit Card, and E-Check purchases – combined! Our Credit Card Merchant Accounts are totally state-of-the-art with all the latest security features and benefits. It's the easiest way for you to add to your wealth with absolutely no responsibilities!

The income you received from consumers naturally using their Credit/Debit Cards comes to you automatically every month - month after month after month! As the numbers (and income) grow in your Phase 1 and Phase 2 so will it grow in your Phase 3!

Again, we take care of setting up the Merchant Accounts for all your customers so you can just sit back and relax. To be honest, this process takes some understanding of the “financial credit” industry (which I know nothing about) so I hire professionals to do all the work and take care of your customer's needs to make it simple and easy for everyone!

Starting Your Bonus Company:

Besides the income benefits of your Bonus Company (almost twice the income generated in Phase 1 and Phase 2, plus the additional Phase 3 Income) there are several start-up benefits as well that make it a lot faster and easier for you to start making money. Your Bonus Company is completely set up and ready to go so there's absolutely nothing you have to do except make the decision to let your new multi-million dollar Bonus Company start making money for you today – it's that easy!

The Printing Business: <http://www.sellbizopps.com/printing>

This is a fabulous business opportunity for both you and your customers. The Phase 1, and especially Phase 2, of this business are both excellent, although still not as high as your Bonus Company's income.

PHASE 1:

When your customers purchase this opportunity from you, they become Printing Dealers for you and will be getting a complete printing business that they can profit from without the normal burdens associated with a traditional printing business.

They won't need to buy and/or maintain expensive printing equipment. Did you know that it can run over \$100,000 each just for some of those commercial copiers! They won't need to mess with hiring or training employees. They won't need to rent retail space or deal with the normal expensive overhead of a normal printing business which can really cut into a business owner's profit.

This means they have little to no risk involved, and without all these headaches and risks, your dealers are free to spend their time going after profits – money that goes directly into their pockets! Obviously, the more profits your dealers make, the more profits you make in Phase 2 of this business opportunity.

As the sales literature points out, Printing is not a fad or trend that's here today and gone tomorrow. Every business and most individuals need some kind of printing service several times of the course of a single year. This means a lot of repeat customers for your dealers, which increases their profits and yours.

PHASE 2:

Setting up Phase 2 can easily be done in a single afternoon. Simply set up an account with one of the many wholesale printing companies located throughout the US. A quick search through your Yellow Pages or on the Internet (even using the libraries

computers) for “Wholesale Printing Companies” will allow you to locate several. We can also recommend companies for you if you don’t want to mess with searching yourself – we’re here to make everything easy for you!

These companies market to other printing companies (not retail customers) to provide services that require huge capital investments – millions upon millions of dollars in special equipment and supplies. They usually provide you with between 25% to 50% discount on the published (retail) price of their products which is usually already 5% to 15% below local prices.

This retail discount allows your dealers to offer discount printing services to the public at prices that are below the national average. This makes it easy for them to generate business and be successful.

This 25% to 50% discount off published prices is your profit margin. You simply split this however you want with your printing dealers. They usually get the bulk of it since they are doing all the work. For example, with a 25% profit margin which is usually for General Products such as business cards, brochures, envelopes, postcards, letterheads, etc. - you may decide to give your dealers 20% and you keep 5%. This means you collect 5% of the retail sales from hundreds of printing companies all over the country.

For Specialty & Advertising products, which generally have a 50% margin – you may decide to give your dealers 40% and keep 10% for yourself. Again, even though your percentage is smaller, it allows you to make money on the combined printing sold by all of your dealer’s full service printing companies! *(If you’ll remember, your Bonus Company gives you a guaranteed 25% profit margin on all Phase 2 sales which amounts to much more money for you.)*

Your dealers send all the orders and money (after they deduct their profit) to you. You simply deduct your profit and forward everything onto your wholesale printers so they can do the job and ship the order to the customer – it’s that easy!

The Science Of Debt Elimination & Art Of Prosperous Living:

<http://www.sellbizopps.com/debt>

The Science Of Debt Elimination & Art Of Prosperous Living is also an excellent Phase 1 program with Phase 2 consisting of Distributor Sales.

PHASE 1:

The sales literature used in The Science Of Debt Elimination & Art Of Prosperous Living program has been exhaustively tested and upgraded to produce excellent results, although, it doesn't produce near the income as your Bonus Company.

People that purchase this business opportunity from you get both a product to sell as well as a product that is guaranteed to make them a millionaire. It takes the complicated world of investing and simplifies and explains it in the most beneficial ways. Much more than simply a budgeting and investing tool, this program has a proven roadmap that shows step by step how ANYONE can become totally debt free in as little as 5 years, including their mortgage, using nothing more than their present income and without sacrificing their lifestyle – and then shows them exactly how to retire as a totally debt free millionaire!

PHASE 2:

Phase 2 of this business opportunity results in a continuous flow of income from all your customer's retail sales of the program. They become Distributors for you and will be selling The Science Of Debt Elimination & The Art Of Prosperous Living to Retail Customers. While they do all the work, you receive a percentage of the total sales from all your Distributors combined. Phase 2 happens automatically from your (phase 1) customers being able to instantly and easily start their own business as a Distributor for you.

PERSONAL SECURITY PRODUCTS:

<http://www.sellbizopps.com/security>

This business sells Personal Security products such as Pepper Spray, Personal Alarms, Stun Guns, etc.

PHASE 1:

In Phase 1, you make a ton of money (although still not as much as your Bonus Company) by selling the business opportunity for your customers to immediately go into business for themselves selling Personal Security products to the public.

The business is all set up and ready to go for them. They don't have to worry about selecting products, finding suppliers, etc. which is the easiest part, but usually viewed as one of the many headaches involved with trying to start this business from scratch.

All your customers become Retail Dealers for you. It's like having a bunch of Franchises all over the country from which you make money on the combined sales of all of them. You yourself do not sell these products retail to the public, but will wholesale them to your Retail Dealers which brings us quickly into Phase 2 of this business opportunity.

PHASE 2:

Phase 2 of this particular business is the very similar to your Printing Business in its set up. Again, we can recommend wholesale suppliers to you if you don't want to do a search yourself for "Personal Security Product Wholesalers and/or Manufacturers."

Your Dealers will forward all their Retail Orders with payment (after deducting their profit) directly to you. You simply deduct your profit and forward the orders onto your wholesaler who will drop-ship (so neither you nor your Dealers have to carry any kind of inventory) all the products directly to the Retail Customers. Even though this too is a multi-million dollar company, its Phase 2 income is not near as much as with your Bonus Company.

N.M.O.P.A (National Mail Order Protection Agency):

<http://www.sellbizopps.com/nmopa>

This program is a Benefit to all the people out there looking for a legitimate business opportunity. I hired average individuals all across the country to purchase and test various business opportunities that were offered to the public. They then rated each business opportunity in several categories such as ease of use, required skills and/or resources, additional investments, earning potential, etc.

Instead of wasting money (not to mention the mental frustration) buying one business opportunity after another only to end up disappointed, frustrated, and poorer, they can now have absolute certainty. With a single purchase from you, they can get all the inside details of the business opportunities that are usually only revealed after they are purchased. In addition, they can find out how the business performs once started ... it's like being able to see into the future to determine if they want to even take that first step.

PHASE 1:

Phase 1 is very similar to The Science Of Debt Elimination & Art Of Prosperous Living Program. You make money in Phase 1 by selling the Reports to people looking for a business opportunity. Again, although it has not come close to producing the amount of income that your Bonus Company does, I've made millions from this business opportunity.

Your customers now have a product to sell themselves and make money. Your customers become Distributors for you and in turn sell the Reports to others looking for a business opportunity which supplies you with a Phase 2 income.

PHASE 2:

Again, while your Distributors do all the work, you earn a percentage of the total sales made by all of your distributors combined which continues day after day, week after week, month after month, and so on.

The ABC's Of Making Millions Of Dollars From The Business Opportunities You Own:

To paint a picture of how easy it is to make more money than you know what to do with by selling business opportunities, let me summarize the whole process for you and then we'll go over each step in detail. The process is the exact same with each business opportunity you own, although much easier with your Bonus Company.

Obviously, the hard part of creating a multi-million dollar company is already done for you – that is producing a legitimate business opportunity that works and makes people money, and then developing, testing (and re-testing), and perfecting the Sales Letters to maximize your profits - the rest is EASY!

The first step is to market (or advertise) your business opportunity so that people will know how to purchase it. You do NOT need to own a computer, have Internet access, or know anything about “advertising” to make tons of money! You'll learn exactly how I made millions marketing the very companies you now own – it's very easy to do!

I'll even supply you with all the Sales Literature (personalized for you) very inexpensively so you can start making money right away. Simply see the order form located towards the back of this manual.

Your Bonus Company is by far the easiest because when the orders (and payments) start coming in you simply deposit the money into you're your bank account, forward the customers order onto us, and we'll take care of everything else for you without it costing you a dime out of your pocket! You can even have someone else forward the orders for you so you can be off on vacation while your bank deposits are being made automatically to supply you with plenty of money!

If you decide to advertise on the Internet, your Bonus Company has its own Website that is ready to accept Online orders from your customers and send all the Fulfillment materials back to them electronically.

That's it in a nutshell – your job is done (or I should say “done for you!”). Now let's break each step down into detail so you know exactly how to do everything, or again, how to have it all done for you...

Marketing Your New Business Opportunities:

Again, your Bonus Company is by far the easiest to market and produces the most income, but the marketing strategies you'll learn here can be applied to all the business opportunities you own so you don't have to learn different strategies for different businesses.

There are several different types of strategies you can use to advertise your business opportunities to potential customers. I'll go over each one for you and give you my personal experience with each. This is very important, because I'm not going to simply lecture you about things I may have read about – my advice to you comes from years of success and making a lot of money (tens of millions of dollars) with the exact same companies you now own!

Advertising your business opportunities can be quite fun and easy. It's extremely exciting to see a successful advertising campaign start, grow, and bring in lots of customers and lots of money. Advertising doesn't have to cost a lot of money, or any money for that matter.

There are many profitable advertising strategies that you can, and should take advantage of – some are free, some cost a little money, and some cost a lot of money. You don't necessarily “get what you pay for.” Just because some advertising is free, doesn't mean it's bad. Likewise, just because some advertising is expensive, doesn't mean it's good.

Most of the time (not always) free advertising will require a little more effort on your part.

I'll let you know which advertising strategies (some free, some inexpensive, and some expensive) that I've used to make millions of dollars. I won't tell you to limit yourself to using just these methods, but you'll most likely want to start out using them. I can't say that I've tried every good or bad promotional tool available, but my experience can at least make you a millionaire and that's not a bad place to be starting.

You'll always want to test new advertising methods, new mailing lists, new companies, and so on. When testing anything new, you'll always want to test it on a very small scale to see how it produces.

Let's first take a look at advertising that utilizes the Mail because this is where I made tens of millions of dollars – you just can't beat the Mail! There are several different types of advertising promotions that are done through the Mail. Each one has its advantages. They also have a lot of similarities and don't require any hard work – only because your Sales Material is already completed, tested, & perfected!

CARD DECKS:

There are several card deck companies that you can contact to promote your business opportunities. A card deck is made up of many (50 – 100) post card sized advertisements. They have enormous circulation, usually anywhere between 100,000 and 300,000 circulation.

Card decks allow you to send your post card size advertising to hundreds of thousands of people looking for a business opportunity at a fraction of the cost it would be for you to mail it out individually. Card deck advertising is also a two-step method of selling your business opportunity.

The post card is intended to get people interested enough in your business opportunity that they will send away for more information. Once they mail the postcard back to you, which has all their mailing information on it, you simply send your complete sales package back to them.

You'll want to keep their mailing information for your "In House Inquiry List." An "Inquiry" means they simply responded to your offer and not necessarily purchased it. Many people from your Inquiry List will jump over to your "In House Customer Mailing List," which are the people who purchase your business opportunity.

Both of these lists become very important. In fact, I traded my list of names for a lot of free advertising. In fact, I started out with a card deck mailing to 150,000 potential customers without it costing me a penny.

This was my first type of promotion way back when I didn't have a dime in my pocket. After I took the business plan given to me and developed a business opportunity from it, I contacted another company that sold business opportunities. I agreed to trade "Inquiry Mailing Lists" with them.

They agreed to give me 15,000 of their inquiry names so that I could get started. Our offers were completely different so I wasn't competing against them and it didn't cost them anything but a computer disk. In return, I would give them my first 15,000 inquiry names as they came in. They realized that it could take me a few months to come up with the names, but again, it didn't cost them anything.

Of course, I didn't even have enough money to send out 1 envelope, let alone 15,000! So I took the 15,000 names and traded them to a card deck company for 1 insertion in their 150,000 circulation deck. They designed my post card for me and I was off and running.

This two-step method of advertising is the same whether you utilize card decks or classified advertising in a magazine or newspaper. I never used much advertising in newspapers since it was too difficult to target people wanting to start their own business.

As soon as I could, I started using Direct Mail because this is where the “real” money started coming in ... and fast!!!

DIRECT MAIL:

Direct Mail advertising can be one of the most lucrative ways to sell your new business opportunities. It does cost some money, but it can be started small and quickly build. It can be one of the quickest and most successful ways to put money in your pocket. Even with the Internet available, don't discount Direct Mail just because it may cost a little to a lot of money. Many times, Direct Mail is used in conjunction with a Website. For example, mailing out Postcards with your Website address on them. This can cut down greatly on your printing expense. The customer can visit your website to get all the details about your Business Opportunity, and then print out their order form directly online to mail back to you with their payment. You can also take this a step further by Personalizing your Website allowing your customers to order directly online using a Credit Card, Debit Card, E-Check or PayPal. There's a small cost to Personalizing your website, but the extra income that online sales produce is well worth it. You'll find more information on Personalizing your Website on page 46. I would say, about 85% of my advertising was Direct Mail.

I started out with mailings of 500 letters. This quickly grew to mailings of 5,000 then 10,000 then 20,000 and up. There are companies called Mailing Houses that do all the work for you. We can recommend some when you need them, and believe me; you'll need them faster than you think.

I always tested new lists when the quantity was 5,000 or more, and I recommend you do the same because the majority of your costs will be in postage and printing. You don't want to mail out to all 5,000 names – not until you test it first. You'll want to randomly

select (the mailing house will do this for you) 10% or 500 names from the list and mail to those names only.

This random test will give you a good idea of what you can expect from the entire list. If the response is poor, you can safely bet the entire list will be poor. If you get a good response, by all means, mail to the rest of the entire list at once. Once you've tested a list and it passes that test, you don't need to test it again in the future as it renews itself with fresh names.

Mailing list companies can be found in your Yellow Pages or on the Internet if you have access. Be sure to find one that specializes in Business Opportunity / Opportunity Seekers lists.

Your Direct Mail piece is composed of 4 items which we supply you with (very inexpensive & personalized for you) for each and every multi-million dollar company you own. 1. A Sales Letter which explains your business opportunity in full detail and makes the offer to your customer so they can purchase the business and send you money. 2. An Order Application which the customer uses to order the business opportunity and gives you their mailing and payment information. 3. A #10 Mailing Envelope which you use to send your offer out to all your potential customers. 4. A #9 Return Envelope which is printed with your mailing address and is what your customer uses to send the order and payment to you.

If you take advantage of your Bonus Companies Ready-Made Website, you can simply mail small Postcards with your Website's address on them. Your Website address can also be included on your Order Application and #10 Mailing Envelope in traditional Direct Mail marketing.

There are some costs involved with Direct Mail, the two major ones being printing and postage, but the potential of a successful Direct Mail promotion can be phenomenal. You only need a small rate of return to make a lot of money. Return rates as low as 4% to 6%

can mean tens of thousands of dollars for you off a single promotion. I once bought a new Convertible Corvette and my license plate read simply ... “5%”.

This means that even though 95 out of every 100 people who got my offer for a business opportunity decided to pass it up, and only 5 people out of every 100 decided to take advantage of it – I still made enough money from Phase 1 alone to pay cash for a new luxury sports car! I put “5%” on the plate because that was my rate of return on that particular Direct Mail promotion. Return rates will always vary from promotion to promotion. I’ve had return rates from the very low of .2% to over 12%. Your break-even (the return rate you need to cover all your expenses) will generally run around 2% or so and the rest is all profit!

For small mailings, it’s easy to do it yourself. This can be done in the evening time while watching your favorite show or movie on TV. It’s much harder to do this under a tarp in the woods with no TV to keep your mind occupied, but it only has to be done in the very beginning so it’s no big deal. The rewards are phenomenal – now I get to enjoy a 110” giant screen movie theater in my house. Anyway, back to business - unless you’re able to do a fairly large Direct Mail promotion at first (5,000 or more) and then you can simply have a Mailing House do it for you.

Mailing Houses can be found in your local yellow pages, or again, online. For a very small fee, they “stuff” your envelopes – meaning they insert your Sales Letter, Order Application, and #9 Return Envelope into your #10 Mailing Envelope, then seal it, address it, stamp it, and take it to the post office for you. Direct Mail promotions are completely hands off for you. We can also recommend a mailing house for you to use.

INTERNET ADVERTISING:

The Internet is a tremendous way to market just about any type of business, but it has to be done right in order to be successful. The Internet has a lot to offer in free and low cost promotions that can make you a lot of money. Your Bonus Company has lots of

items available to capitalize on what the Internet has to offer such as a Turnkey Website for Online Orders, Email Ads, Squeeze Pages, Postcards, etc.

Before I get into some specifics about Internet marketing, let me first say that Internet advertising is not the “only” way to make a lot of money selling your business opportunities. Some people want you to think that the only way to succeed is through the Internet and to forget about the other marketing strategies. If this was true, I wouldn’t have wasted the time to tell you about Direct Mail. Fact is, I made tens of millions of dollars before I ever started using Internet advertising. Of course, millions of dollars can, and has, been made on the Internet as well. In order to make the most money, it’s very wise to combine Direct Mail and the Internet for maximum earnings!

Let me say that there is a lot of worthless information being sold and distributed on “how to advertise on the Internet.” Most of it is garbage that is simply passed on by people who don’t know any better because they’ve never actually tried it.

An Email list is very similar to a Direct Mail list. It’s simply a list of people who may be interested in what you are selling. It’s quite easy and inexpensive to rent an email list of people looking for a business opportunity.

Make sure you only rent “opt in” or “permission based” email lists. If not, your email is considered to be “spam” or unwanted email. An example of such a list is simply a list of people who authorized a person or company to email them information on business opportunities by providing their name and email address. People on these lists always have the option to stop receiving such emails at any time.

One of the best email lists you can have, and receive a much higher income from, is one you create yourself. This also makes it free.

To build your own “opt in” list can be very easy, but does take a small amount of time. The most common strategy is to use what’s called a “Squeeze Page.” A squeeze page is

simply a single web page that has the sole purpose of capturing the person's name and email address for follow up marketing – nothing else. A squeeze page is not intended to sell anything so nothing should be on it that costs money. Once you have the customers email address, then you can send other emails pertaining to anything you may have available for sale.

A squeeze page usually provides a News Letter or some other type of “subscription” for which they sign up. It can also provide a one time Report or other information to help the web visitor. The design of a squeeze page is very important. Just as important as the sales literature for anything you're charging money for because even though the item is free, a squeeze page must “sell” or persuade people to voluntarily give you their email information in exchange for whatever you are offering for free.

It is also important that what you are offering for free is top quality and has real value to it. This is where a lot of people fail by using the garbage information being sold in so many “E-Book” offers currently on the Internet. If your free offer is relatively worthless, your potential customer will most likely think anything you're selling is of poor quality as well.

Many people search the Internet for free stuff. If your free stuff is high quality, then your customer gains trust and respect for you and your company. If they're impressed with your free stuff, they'll be anxious to purchase whatever you are selling.

Another powerful advertising strategy is mailing a Postcard that gives enough information to persuade your customers to visit your website for complete information regarding your business opportunity. This method combines the strengths and benefits of both Direct Mail and the Internet to compliment each other in a very profitable advertising technique.

The Personalized Website for your Bonus Company is able to take and process all your customer orders online automatically 24 hours per day, 7 days per week, all year long

using Credit/Debit Cards as well as E-Checks and Pay-Pal so there's absolutely nothing you have to do except enjoy being the owner and let your Website & the Internet do all the work for you!

Getting Paid:

When you receive a cash payment, it doesn't matter. However, when a customer sends you a check or Money Order, they need to know whether to make it out to you personally or to your company name.

You can find a lot of information about different types of company entities such as Sole Proprietorship, Partnership, Corporation, etc. but my recommendation is to start as a Sole Proprietorship so you don't have to spend lots of money on an attorney to file all the paperwork required with every other business form. You can always incorporate later on (when money's no problem) if you decide it's best.

It doesn't really matter if you use a company name or not. If you do use a company name, you'll most likely need to set up a separate bank account in the company name. You can always simply add the words, "& Associates" to the end of your name so it looks like a company and the checks can be deposited into your personal bank account. This would allow you to have a "company" name but not require you to set up a separate bank account to deposit checks made out to "your name & associates." For example, my company name would simply become, Michael Forbes & Associates.

MANAGING CUSTOMER SALES & RECORDS:

You Can Skip This Section If You Are Starting

Your Bonus Company Because We Do All This For You!

If you don't want to worry about managing customer sales and records, you'll want to start your Bonus Company because this is all handled for you making it incredibly easy for you to start making money!

Otherwise, you'll want to keep track of all your customers, the people who send you money. You can do this without a computer – I did.

If you don't have a computer, don't worry. Like I said, you can hire companies to do all this for you. It won't cost you a penny out of your pocket because they take just a few cents out of the money the customer sends you. For example, if the customer sends you \$29.95, a company will record your customer's sale for just a fraction (usually just a dollar or two) of the money. We can recommend companies that will do this for you if you wish – again, we're here to make everything easy for you!

If you have a computer and want to do it yourself, any Database program will work. You don't need anything fancy and all Database programs come with instructions on how to use their particular program, so I'll just let you know what information you want to keep track of regardless of which program you use.

The DATE you received the payment.

The TYPE of payment (Cash, Check, Money Order, Credit Card, etc.)

The AMOUNT of the payment.

The PRODUCT ordered.

Your customer's NAME, ADDRESS, CITY, STATE, and ZIP CODE.

The DATE you ship the customer's order or forward it to a company doing it for you.

CUSTOMER SERVICE:

You Can Skip This Section If You Are Starting

Your Bonus Company Because We Do All This For You!

If you don't want to worry about providing any customer service or contact information to your customers, you'll want to start your Bonus Company because this is all handled for you making it incredibly easy for you to start making money!

Otherwise, when selling your business opportunities, customer service is very important. It won't require much since the fulfillment materials cover most everything. Still, you'll want to have an address or a fax number or email address (having all 3 is ideal) that customers can use in case they have a question or need some help.

You can also hire this out (as well as everything else) to make it super easy for you. There are companies that specialize in providing customer service for companies. They can provide you with contact numbers, including a toll free 1-800 number if you want to provide one. These companies tend to charge quite a bit for their services, however, when the time comes that you'll need them, you won't have to worry about money.

You'll notice that in each of your company's fulfillment manual, I've left the Customer Service Contact Information blank so you can fill this in with the correct information (or we can do this for you) before you distribute them to your paying customers. Your "Bonus Company" does not require this since Customer Service is handled for you.

You'll also want to provide a mailing address for customers to use for sending letters. This can be your physical address or a P.O. Box that you obtain from the Post Office. This will also be used if your customer decides to return their purchase. Although your business opportunities have an extremely low return rate (customers who thought the business would not benefit them and return it for a refund) which is only about 1% or 2% of your customers – there's not a company in existence that doesn't get returns. Simply refund the customers money as soon as possible which means you'll want to send them their money within just a few days of receiving their return. It will take some time to process it, but you don't want to let it sit for several weeks before handling it. The amount you send should not cover the S&H fee which is generally never covered under refunds. The same companies that provide customer service will also provide return service for you.

Again, we take care of all this for you with your Bonus Company.

THE EASIEST & QUICKEST WAY FOR YOU TO MAKE MONEY:

Obviously the quickest and easiest way for you to start making money (and the most) is by starting your Bonus Company first, then your other companies shortly thereafter.

For advertising through the mail and making money in Phase 1 (as you'll remember, from the bank statements – making \$1,000 per day is not unusual) you can choose between the Postcard (I would recommend a Personalized Website be used with Postcards) or the Sales Letter along with personalized order applications which will have your name (or company name) and address on them so the customer will send their money directly to you; so that you get your profits up front and daily (no waiting on monthly checks). Along with the Sales Letter and Order Applications, you can also use your very own personalized envelopes. These are nice because it makes your company look more professional and will increase your sales.

All of these materials are on the Product Order Form located on page 44. Longer Sales Letters produce a higher response because they give more information, but they also cost more to print. One way to reduce this cost is to get your companies Website and use it in conjunction with the Postcard (very inexpensive) and let the Internet do the selling for you. The sign up sheet for your Website is located on page 44. We'll discuss how to use these materials in more detail in just a bit.

In Phase 1 of your Bonus Company, your Net Income is almost 50% of the total sale, and we pay for all the fulfillment costs, overhead costs, and customer service so there's absolutely nothing you have to do – everything is handled for you by us.

In Phase 2, your income will be a guaranteed 25% of the combined and total commission sales generated by all your customers from Phase 1. In Phase 3, your income will be up to 70% of the fees generated from the combined and total sales made by all Credit Card, Debit Card, or E-Check from each and every sale made at any time in Phases 1 and 2!

GETTING STARTED:

Basically all you have to do is use the strategies I showed you in the Marketing section of this manual to get your Sales Letters into the hands of people who are looking for a business/income opportunity. It's that simple to start making tremendous amounts of money from your new Bonus Company. Hundreds of thousands of dollars has been spent testing and perfecting this copyrighted literature to give you amazing and proven success!

ORDER PROCESSING:

Processing your orders is VERY IMPORTANT! Once you receive a customer's order and payment, you must forward it on to us no later than one week from the time you receive it. We will then fulfill the order by shipping your customer the complete Business Opportunities Owner Package. This way, you don't have to worry about stocking inventory, packing boxes, shipping costs, printing costs, etc. We recommend setting aside one day a week (Saturday for example) when you take all the orders you received that week and mail them to us in one envelope.

When a customer sends you a payment of \$77.00 for The Business Opportunities Owners Package, you will keep \$37.00 and send Information Brokerage Services, Inc. (IBS, Inc.) \$40.00. When you forward all the orders you've received during the week to us, you can write just one check (or send a money order) for the total **made payable to IBS, Inc.**

For example, let's say one week you get 100 customer orders for \$77.00 each. That totals \$7,700.00 ($\77.00×100) for the week that you will deposit into your bank account. Your profit is \$37.00 per order so the amount you will keep would be \$3,700.00 ($\37.00×100) and the amount you would send to IBS, Inc. (along with all customer order applications) would be \$4,000.00 ($\40.00×100). We will then take care of all the overhead costs involved with printing, packaging and shipping the materials to your customers. We will also handle all the ongoing customer support costs for your customers.

Please send all customer order applications and your payment to the address listed below:

IBS, INC.

PO BOX 27347

SHAWNEE MISSION, KS 66225-7347

Remember, it is very important that you forward your customers order applications and payment (less your profit) to us absolutely no later than one week after you receive it! Keeping the order longer can cause problems with your customers due to the delay. This can result in frustrated customers canceling their order and wanting a refund. We will process and ship your customer orders generally within a couple of days after receiving them.

PROMOTIONAL MATERIALS:

Any and all materials you'll need to generate sales in this business can be easily obtained directly from IBS, Inc. In fact, due to copyright laws, you must obtain all the Sales Literature (only for your Bonus Company) from us. You will find the "Product Order Form" towards the back of the manual that you'll want to pull out for that use. Keep in mind that we've spent hundreds of thousands of dollars and years of market research putting together the best Sales Literature & Materials money can buy, just so you can be as successful as possible.

We will personalize these materials for you by printing your name (or company name) and address on the order applications and envelopes. You will see an area on the Product Order Form to fill in the name and address you want printed on your materials. We can also print your Website Address on these as well.

You may decide to put just your name, for example: "John Doe" or you can make up a company name such as "Doe & Associates" or "Doe Financial Services". It doesn't really make a difference; it's simply a personal preference. The same is true with the use of a Post Office Box. Some people find it easier to process business mail using a PO Box rather than their home address. Keep in mind that customers will be making their payments payable to whatever name is on the order application, so if you choose to use a company name, you will need a business account in that company name at your bank to cash the payments. If you don't have a business account in a company name at your bank and if you don't have a PO Box then it would be best just to use your personal name and home address on all your materials. You can always change to a company name and PO Box address at a later date.

People don't like to re-invent the "wheel of success" and you don't have to because we've gone to all the trouble and expense of perfecting the Sales Literature to bring in a most impressive response, resulting in the highest profit possible! Furthermore, our product satisfaction rate is extremely high which creates very happy customers.

Every once in a while you will receive a bad check from someone. Bad checks are just a part of business. It's an extremely low percentage and nothing to be overly concerned about, so don't hold personal checks for bank clearance as the delay may upset the 99% of people who send you a good check and are expecting their materials promptly. If you do get a bad check from a customer simply send them a copy of the bad check along with a short letter asking them to reimburse you for those funds. Also, please advise us of the situation so we can put a hold on their companies until they make good on their payment to you.

Here's a little additional information on marketing your Bonus Company just to get you off to a good and profitable start! Although there is some duplication, this information is a supplement to the Marketing section of this manual so be sure to read both!

DIRECT MAIL:

Direct mail is very responsive and somewhat inexpensive to begin. Because of its responsiveness, it is very easy to expand your business and increase your income. For example, if you mail out 100 Sales Letters a week, you can easily start taking a portion of your income from those "small" mailings and start mailing out 200 Sales Letters a week and "double" your income. You can then easily "stair step" your way to higher and higher incomes and level off at the amount you're comfortable earning.

As we discussed earlier, the success of direct mail marketing hinges a lot on obtaining a good mailing list. You'll want to look in your local "Yellow Pages" probably under the heading of "Advertising-Direct Mail" and/or "Mailing Lists" or something similar. You can also find many Mailing List companies on the Internet. Simply "Google" the words "Mailing List" and you'll find all sorts of companies with all sorts of mailing lists. You will have a wide variety of mailing lists to choose from so the best thing to do is tell the Mailing List broker that you are offering a "legitimate" home based business/income opportunity and they can usually recommend a good list to use. As well as any lists they might recommend we have also found that "Business (or Income) Opportunity Buyers or Seekers" are great lists to use. If you have a choice between Business Opportunity

“Buyers” and “Seekers” always choose “Buyers” as those are people who have actually purchased an income opportunity before and are therefore more likely to invest in another one (especially if it is as good as ours), whereas “Seekers” have shown interest in business opportunities before, but may not have actually purchased one.

The pricing and quantity of lists available will vary depending on the company. The cost for a list of 500 to 1,000 names will usually range from about \$30.00 to \$100.00. You can always eliminate the risk involved with direct mail by “testing” a new list. Do this by mailing out to a random selection of 10% of the names. For example, if you have a list of 500 people go through and randomly select 50 people throughout the entire list and mail them a sales brochure and order application. The results you get from those 50 people are an excellent indication of what you’ll get from the rest of the list.

The materials you’ll want to use for direct mail advertising are a #10 Personalized Mailing Envelope, #9 Personalized Return Envelope, a Personalized Order Application, and a Sales Letter. Again, you can order these supplies using the product order form on page 44. You’ll also want these materials even if you start with a 2-step method of marketing such as a Card Deck so you have the Sales Literature to send back right away to your customer’s when they request it.

It’s always best to order these supplies first (before the mailing list) because it will take a little while for us to print and personalize your materials (normally just a couple of weeks, but you should allow about 4 weeks). Once you receive your sales materials and while you are waiting for the mailing list to arrive, insert the Sales Letter, Order Applications, and #9 Return Envelopes into the #10 Mailing Envelopes. When your list arrives, simply address the mailing envelopes. The customer will read the Sales Letter to learn about the offer, then fill out the Order Application and use the #9 Return Envelope to send it back to you with their payment.

As you expand your mailings to larger quantities you can have a “Mailing House” do all the inserting, sealing, and addressing of your letters for a small fee, which totally

eliminates all the work on your part. You can find Mailing Houses in your local Yellow Pages under “Mailing & Shipping Services” or something similar. When using a mailing house to do the work, you can simply order your mailing list and have the list company send the list directly to the mailing house. When ordering your sales material from IBS, Inc., we can ship the materials directly to the mailing house as well. The mailing house “stuffs” all the envelopes, puts the mailing labels on, and mails them out using their bulk rate postage permit. You never touch an envelope! Remember those huge bank statements I showed you, this is exactly how I made a lot of that money – tens of thousands of dollars per week!

It’s very easy to start small and build up to larger and larger promotions each time using just a portion of the profits (you got to have fun while you’re doing it or what’s the point) to pay for everything. Starting with just a 500 piece mailing, the average person should be able to grow into 5,000 piece mailings within just a few months, bringing in an income which can easily allow you to quit your present job (if you want to) and start enjoying a life of freedom - both personal and financial.

If you get your companies Website, you can simply have the address printed on the Postcard and that’s all you mail. There’s no “inserting” of Order Applications or Envelopes and customers are directed to your Website to get the full details and place their order online.

Advertising through Direct Mail & the Internet are both widely profitable! Simply select the items you want from the Product Order Form and get that Sales Literature out there to generate income for you – it’s that easy!

BONUS COMPANY AUTHORIZED RETAILER AGREEMENT:

This agreement does not need to be signed. It is merely to establish guidelines for Authorized Retailers of The Business Opportunities Owner Package™.

This Authorized Retailer Agreement is made between the original Authorized Retailer and Information Brokerage Services, Inc. (hereinafter IBSI) and pertains to any and all Authorized Retailers who sell/distribute The Business Opportunities Owner Package™. Any bad or unprofessional behavior by one of our Authorized Retailers will not only tarnish the reputation of the company but also the reputation of other Authorized Retailers as well. To help protect the credibility of IBSI, and all of its Authorized Retailers, the guidelines set forth in this agreement must be followed without exception.

1. There are no quotas or minimum number of customers an Authorized Retailer must have to stay active. An Authorized Retailer remains active and eligible for commissions on all customers who purchase The Business Opportunities Owner Package service under their ID#, regardless of the number of customers an Authorized Retailer has had in the past or will have in the future.
2. There is no time limit on the number of customers. Authorized Retailers may set their own hours and work at their own pace. There are no requirements as to how often an Authorized Retailer must acquire customers. (Remember though, the sooner you reach a high volume of customers, the sooner you will be reaping the higher income rewards of Phase 2 and Phase 3).
3. Due to copyright and trademark laws, Authorized Retailers must purchase the following promotional materials from IBSI; the Sales Letters, Order Application and Postcards (when available). Authorized Retailers are not allowed to copy any of said promotional material. Authorized Retailers may print their own #9 and #10 Envelopes.
4. Any duplicating, copying or reproduction of the promotional material mentioned in item #4 is strictly prohibited.
5. Authorized Retailers are not allowed to charge customers a fee or price for The Business Opportunities Owner Package™ other than that set forth by IBSI as the standard price.
6. Earnings generated by The Business Opportunities Owner Package™ service are the sole property of IBSI. Commissions from these earnings are paid on a monthly basis by IBSI to Authorized Retailers only. Authorized Retailers will earn \$37.00 for each and every customer in Phase 1 who purchases The Business Opportunities Owner Package through the Authorized Retailers website under their Owners ID# (when available). Authorized Retailers will earn a guaranteed 25% of the combined and total commissions generated in Phase 2 and up to 70% of the combined and total commissions generated in Phase 3.
7. Authorized Retailers cannot compete in any way with The Business Opportunities Owner Package™ or its related services.
8. Authorized Retailers are responsible for paying all Federal and State Income Tax on the income they receive from this business. As an Authorized Retailer, you are an independent business and are responsible for taxes on your earnings. We do not withhold anything from your commission payments. This can bring you substantial tax savings and other benefits not available to normal "employees". Our company is not in the business of

providing tax information or advice, but you can find library books or tax services that can help you take full advantage of your benefits.

9. Right to privacy; customer service representatives can access your account and discuss it with you only. They are not able to discuss your account with other Authorized Retailers and likewise they are not able to discuss the accounts of other Authorized Retailers with you. This includes information on what kind of marketing others are using, how well they are doing, their location, etc. All of the marketing information and help you will need has been discussed in this manual. Obviously, customer service representatives are not able to reveal or speculate about your earnings or the incomes of other Authorized Retailers, so please do not ask them for such information. When accessing an account, they will not have access to any of this type of information. The same is true pertaining to customer information. Customer service representatives are not able to discuss a customer's account with anyone except that customer. Due to privacy laws, representatives are not allowed to speculate on any of the Authorized Retailers and/or customer's accounts. Again, please do not ask for any of this information because it is not available to disclose.

10. Any violation of this agreement may lead to the revocation of all Authorized Retailer privileges.

Product Order Form Instructions:

POSTCARDS: Your postcards are designed to be used with one of your websites. For smaller orders of 250 to 1,500 postcards, the website that came with your company; www.sellbizopps.com/money will be used so customers can visit the website, get all the details, and then print out an order form to send to the address you put on your postcards. This can easily be done by using address labels or running the Postcard through a printer.

On larger quantities of 2,000 Postcards and more, we will personalize your Postcards by printing your Name or Company Name and Address on them free of charge. If you have an upgraded website that allows your customers to order directly online, we'll simply print your Personal Website address on the Postcards as there is no need to use an address because your customers can order directly online using a Credit Card, Debit Card, or PayPal.

4-PAGE SALES LETTER: The 4-Page Sales Letter is used for Direct Mail advertising. You'll use this 2-Color Sales Letter in combination with the Order Applications, #10 and #9 Envelopes as explained in the Marketing section of this manual. You can save a lot of money by ordering the Complete Package which includes all 4 items. We will personalize your Order Applications, #10 Mailing Envelopes, and #9 Return Envelopes by printing your Name or Company Name and Address On them free of charge. If you have a Personalized Website, we can also print this on your materials.

PERSONAL IMPRINT INFORMATION: If you are ordering Postcards in quantities of 2,000 or more, or ordering any of the Order Applications, #10 Mailing Envelopes, or #9 Return Envelopes, you will use this section to put the information that you want us to print on your materials. This will include the Name or Company Name and Address you want to use. If you have a Personalized Website Address, you may decide to print this below your Address as well. Please print legibly and EXACTLY as you want it to appear on all of your Personalized Items. We can print up to 4 lines of type. If you need additional room, please attach a separate sheet of paper.

PLACING YOUR ORDER: The materials on this order form can greatly increase profits for your company. You place your order by filling out the Product Order Form on the next page and mail it to:

IBS, Inc
PO Box 27347
Shawnee Mission, KS 66225-7347

If you're using a Credit Card or Debit Card, you can fax the Product Order Form to **913-402-9414** anytime day or night.

You can also order online at: <http://www.sellbizopps.com/order>

YOUR PERSONALIZED WEBSITE & THE IMPORTANCE OF ONLINE SALES:

ADVANTAGES OF HAVING A WEBSITE:

Websites are one of the most economic and effective sales tools available today. The most expensive part is setting it up which can run into the high 4 and 5 figures for a business website. We have already taken care of the big upfront expenditures of design and creation for you. The only thing left is the small cost to keep it up and going. The professional hosting, maintenance, updating, and more for your website is just \$29.95 per month. Having a website will save you much more than this the first time you use it. But don't think of it as an "expense" because it opens up an entire Income Stream of online sales for you 24/7!

Try finding any kind of store front that is completely designed & tested to perfection, caters to your customers 24/7 without costing you a dime in employee payrolls, utilities, insurance, never has to be swept or mopped, and rents for under \$30 per month? With online sales, everything is done for you from Promotion to Sales to Fulfillment! This allows you to make a ton of money as an "absentee owner!"

You can be anywhere in the world and your Website takes care of everything from accepting payments through MasterCard, Visa, American Express, Discover, Bank Debit Cards, E-Check, and PayPal which gets automatically deposited into your bank account to automatically fulfilling your customers order – completely online!

In these times of instant gratification, people are used to having the ability to get things right away which makes downloading The Business Opportunities Owner Package™ from your website a much faster and convenient way for them to purchase instantly online and get started making money right away rather than waiting for everything to arrive in the mail.

In addition, it makes "making money" just that much more fun for you. Not that anybody complains going through a stack of checks to deposit, but counting all those checks, forwarding your customer orders to us for fulfillment, and then having to drive to the bank does take time. Your website allows you to simply wake up (anywhere in the world) and simply look at a computer screen to see how much money was automatically deposited into your bank account.

A Website can mean the difference between financial "security" and financial "freedom." If you're away on vacation, you have to make arrangements to have your customer orders forwarded to us and their checks deposited into your bank account. If you have a Website, this is all done for you automatically, and you're not tied down to making daily trips to the post office and bank. You could easily spend more than a few dollars a day in gas, not to mention your time and effort.

A professionally designed website will also give your company more prestige and the ability to look like a major corporation, even if your computer sits on your kitchen table. Today, it's rather strange to find a business that does not have a website.

Without a website, you're not only doing your customers an injustice, but you're doing you & your family an injustice as well. It's amazing when you realize exactly how many people are awake and on the Internet at 3 a.m.! If you're serious about making money 24/7, you have to give your customers the ability to purchase at any time, day or night.

The cost advantages to marketing on the Internet are remarkable. Businesses are extremely aware of how they can profit by being on the Internet; they can advertise their products and services without the huge costs and delays of printing, publishing and distribution.

Don't waste time scratching your head wondering what the Internet can do to benefit your business, you will be left behind; instead, think about how you can take advantage of this new and cheap form of industry awareness and grab hold of the online opportunity that your Website provides you!

We have covered most avenues of marketing, but I want to use this section to focus strictly on the Internet, and how your website will be beneficial to you.

When it comes to promoting a business, the key is to get the maximum exposure for the least cost! That is exactly what our professionally designed Website will do for you. Where else could you reach millions of people with no upfront cost? Only the internet!

We had a team of professional Internet marketing specialists and programmers create your website so that your customers will be looking at a "first class" presentation of what you have to offer. For the potential customers that choose to go to your website to see what The Business Opportunities Owner Package™ is all about, we wanted the site to be appealing to the eye as well as functional, and that is exactly what our team of professionals have created. Your site offers potential customers a completely safe environment to purchase and download The Business Opportunities Owner Package™.

Your individual Website is customized with your ID#, so every time a customer makes a purchase, you will be given credit for that customer and receive all commissions generated as a result throughout all 3 of your income phases.

If you are not a computer person, don't worry - you do not have to do anything to your Website – it's all taken care of for you. We even have Email Ads, Squeeze Pages and other free offers available to drive traffic to your Website and generate enormous sales for you!

The small \$29.95 monthly maintenance fee pays for web hosting and a team of technical support representatives that keep your site up and running who are able to help you with any problems or questions.

Online purchases are becoming quite normal and are growing by enormous numbers. This makes it imperative to give your customer's access to The Business Opportunities Owner Package™ any time day or night. So if they are a night owl and 2am is convenient, they can access your site and order from you with no worries. So please take full advantage of your Website, and watch firsthand what it does for your overall wealth!

COST EFFECTIVE PROMOTION AND MARKETING:

A website is a very low cost, highly-effective way to market your business. Using Direct Mail Postcards, Email Ads, Squeeze Pages, and more (all provided for you) not only saves you enormous amounts of money, it also gives the customer instant access to your entire business and what it can do for them. A website provides you the ability to market your company without the constraints of time, space or money.

KEEPING AN EDGE OVER YOUR COMPETITION:

Businesses that have a good well structured website have a huge advantage over their competition. These days' savvy consumers equate a high quality website with professionalism and superior service and products.

More and more people these days are using the Internet as a first port of call because it's convenient and saves time. Customers and the general public almost expect a company to have a website. If people want information on a product or service, they are now saying, "I'm sure they have a website, I'll check that out first."

Your Website can play an integral part of your promotional and marketing strategy. It also makes a powerful statement about your business, showing that you have planned for the future by securing your online presence today.

WEBSITE ENROLLMENT FORM

To take advantage of your professionally designed, personalized Website and all that it has to offer. Simply go online at

www.sellbizopps.com/website

to quickly & easily sign up for your very own Personalized Website.

Your Personalized Website address & information will be emailed back to you within 36 to 48 hours of your order. Be sure to add our email address, support@sellbizopps.com to your Contact List or Safe Sender list so your information will show up in your In-Box. Also, check your "Junk/Spam" Folders if you don't find the email in your In-Box Folder.