UNITED STATES DISTRICT COURT FOR THE DISTRICT OF PUERTO RICO

FEDERAL TRADE COMMISSION,)	
Plaintiff,)	
v.)) Civil A	Action No.
ZOILO CRUZ (also known as))	
ZOILO CRUZ CARRION), individually and d/b/a))	
INTERNATIONAL MARKETING,)	
Defendant.)	

FEDERAL TRADE COMMISSION'S COMPLAINT FOR INJUNCTIVE AND OTHER RELIEF

Plaintiff, the Federal Trade Commission ("FTC" or "Commission"), for its Complaint alleges:

1. The FTC brings this action under Sections 5(a) and 13(b) of the FTC Act, 15 U.S.C. §§ 45(a) and 53(b), to obtain permanent injunctive relief, rescission or reformation of contracts, restitution, disgorgement, and other equitable relief for Defendant Zoilo Cruz's deceptive acts and practices in violation of Section 5(a) of the FTC Act, 15 U.S.C. § 45(a).

JURISDICTION AND VENUE

- 2. This Court has subject matter jurisdiction over this action pursuant to 28 U.S.C. §§ 1331, 1337(a), and 1345, and 15 U.S.C. §§ 45(a) and 53(b). This action arises under 15 U.S.C. § 45(a)(l).
- 3. Venue in the United States District Court for the District of Puerto Rico is proper under 28 U.S.C. § 1391(b) and 15 U.S.C. § 53(b).

THE PARTIES

- 4. Plaintiff, the Federal Trade Commission, is an independent agency of the United States Government created by statute. 15 U.S.C. §§ 41-58. The Commission is charged, *inter* alia, with enforcement of Section 5(a) of the FTC Act, 15 U.S.C. § 45(a), which prohibits unfair or deceptive acts or practices in or affecting commerce. The Commission is authorized to initiate federal district court proceedings, by its own attorneys, to enjoin violations of the FTC Act, and to secure such equitable relief, including rescission of contracts, restitution, and disgorgement of ill-gotten monies, as may be appropriate in each case. 15 U.S.C. § 53(b).
- 5. Defendant Zoilo Cruz, also known as Zoilo Cruz Carrion ("Defendant"), is an individual doing business as International Marketing. At all times material to this Complaint, acting alone or in concert with others, Defendant has formulated, directed, controlled, or participated in the acts and practices set forth in this Complaint. Defendant transacts or has transacted business in the District of Puerto Rico.

COMMERCE

6. At all times material to this Complaint, Defendant has maintained a substantial course of trade in or affecting commerce, as "commerce" is defined in Section 4 of the FTC Act, 15 U.S.C. § 44.

DEFENDANT'S BUSINESS PRACTICES

Defendant, doing business as International Marketing, has advertised, offered for 7. sale, or sold a work-at-home opportunity to consumers throughout the United States, including consumers in the District of Puerto Rico.

- 8. Defendant has promoted his work-at-home opportunity through print classified advertisements, including advertisements in Spanish language newspapers such as El Nuevo Día, and through an Internet website, www.internationalmarketing123.com.
- 9. In his print classified advertisements, Defendant has represented, expressly or by implication, that consumers can make substantial amounts of money by working from home. For example, typical advertisements state:

TRABAJE EN CASA - Le dedico mas tiempo a mis hijos todo los dias! Gane Dinero extra \$500-\$1,500. PO Box 43001 Dept. 486 Rio Grande PR 00745-6600 o a internationalmarketing 123.com

See Exhibit A, p. 2.

Translation:

WORK AT HOME – I devote more time to my children every day! Earn Extra Money. \$500 - \$1,500. PO Box 43001 Dept. 486 Rio Grande PR 00745-6600 or at internationalmarketing123.com

See Exhibit A, p. 3.

10. On the www.internationalmarketing123.com website, Defendant has represented, expressly or by implication, that consumers are likely to earn a substantial amount of money for stuffing envelopes. The April 10, 2008 version of www.internationalmarketing123.com, attached hereto as Exhibit B ("the website"), contains the following representations:

¿Rellenarías 80 sobres para ganarte \$1,400 semanales? ¡Serian \$17.50 por cada sobre que rellenes con nuestros folletos! . . . Ahora Puedes ingresar al EQUIPO DE TRABAJO CON EL PAGO MAS ALTO de preparación de sobres.

Tu pago ESTÁ GARANTIZADO en adelanto por los sobres que rellenas. Tu trabajo es preparar sobres con materiales especificos y enviarlos a nuestra compañia. No hay límite. Preparas tantos como desees. . . . De esta manera podras pagar tus tarjetas de crédito, conseguir dinero para tus vacaciones, comprar un auto nuevo, un nuevo hogar o desarrollar esta segunda manera de ingreso para cualquier razón que puedas tener.

Exhibit B, pp. 5, 6.

Translation:

Would you stuff 80 envelopes to earn \$1,400 per week? That would be \$17.50 for each envelope that you fill with our flyers! . . . Now You can join the WORK TEAM WITH THE HIGHEST PAY for preparation of envelopes.

Your pay IS GUARANTEED in advance for the envelopes you stuff. Your work is to prepare envelopes with specific materials and send them to our company. There is no limit. You prepare as many as you like. . . . This way you can pay your credit cards, get money for your vacations, buy a new car, a new home or develop a second income for any reason you might have.

Exhibit B, pp. 23, 24.

11. On the website, Defendant has represented that consumers are likely to earn a substantial amount of money after paying only \$37, without incurring additional charges. The website contains the following representations:

Requerirmos un solo depósito para su registro de solamente \$37.00.

4. ¿Habrá otras Cuotas (Costos Adiconales)? Después de tu pequeño depósito, no se pedirá NINGÚN PAGO adicional.

See Exhibit B, pp. 10, 14.

Translation:

We require one single deposit to register, only \$37.

4. Will there be other Fees (Additional Costs)? After your small deposit you will not be asked for ANY ADDITIONAL PAYMENT.

See Exhibit B, pp. 25, 30.

12. On the website, Defendant has represented, expressly or by implication, that International Marketing will pay consumers for each envelope stuffed. For example, the website represents that International Marketing will pay consumers \$17.50, \$25.00, or \$28.00 for each envelope stuffed, according to the number of envelopes consumers stuff and the length of their participation in the program. The following earnings representations appear on the website:

Sobres	30 Dias Periodo	Despues	Despues
preparados	Prueba	de 60 Dias	de 90 dias
mensualmente	\$17.50 por	\$25.00 por	\$28.00 por
	sobre	sobre	sobre
80	\$1,400	\$2,000	\$2,240
100	\$1,750	\$2,500	\$2,800
150	\$2,625	\$3,750	\$4,200
200	\$3,500	\$5,000	\$5,600
300	\$5,250	\$7,500	\$8,400

See Exhibit B, p. 15.

Translation:

Envelopes prepared monthly	30-Day Period Test \$17.50 per envelope	After 60 Days \$25.00 per envelope	After 90 days \$28.00 per envelope
80	\$1,400	\$2,000	\$2,240
100	\$1,750	\$2,500	\$2,800
150	\$2,625	\$3,750	\$4,200
200	\$3,500	\$5,000	\$5,600
300	\$5,250	\$7,500	\$8,400

See Exhibit B, p. 31.

13. On the website, Defendant has represented, expressly or by implication, that International Marketing will provide all materials consumers need to earn money from Defendant's work at home opportunity. The website contains the following representations:

Te proveeremos los sobres, que serán estampados y con dirección.

Requerirmos un solo depósito para su registro de solamente \$37.00. Este depósito de \$37.00 nos ayudará a conseguirle los materiales que necesita como empleado independiente de nuestra compañía.

See Exhibit B, pp. 9, 10.

Translation:

We will provide the envelopes, which will be stamped and addressed.

We require one single deposit to register, only \$37. This deposit of \$37 will help us to obtain the materials that you need as an independent employee of our company.

See Exhibit B, p. 25.

- 14. After consumers pay a \$37.00 fee, International Marketing sends consumers a sales pamphlet, titled "Incredible Home Mailing Program" ("IHMP"). The IHMP is in English only. See Exhibit C.
- 15. For the first time, the IHMP informs consumers that, instead of receiving envelopes and payment from International Marketing for stuffing envelopes, consumers must engage in one of two marketing schemes, both of which involve publishing advertisements to sell the IHMP itself. In other words, each scheme aims to have consumers publish advertisements to sell the same pamphlet Defendant sent them (i.e., the IHMP) to other consumers.

16. The first marketing scheme requires consumers to publish advertisements for the IHMP in newspapers at their own expense, and recommends that consumers open post-office boxes to receive responses to the advertisements, again at their own expense. The IHMP provides sample advertisements for consumers to publish:

\$100.00/Hour

Earn incredible income from your own home! FT/PT Job opportunity Send \$4 and S.A.S.E. to P.O. Box 2237, Longmont CO, 80502

\$1,000 Per WEEK

Get paid \$4 for every envelope you stuff! Send S.A.S.E. to H.M. C., P.O. Box 2237 Longmont, CO 80502

See Exhibit C, pp. 5-7, 11.

- 17. The IHMP informs consumers that, instead of being paid by International Marketing, consumers' income depends on other consumers responding to the advertisements discussed in the preceding paragraph.
- 18. If new consumers send self-addressed, stamped envelopes (i.e., S.A.S.E.s) and money in response to the new advertisements, the IHMP instructs the original consumers to keep the money, and to mail out a circular advertising the IHMP for an additional \$26.00 in the selfaddressed, stamped envelopes. See Exhibit C, p.5. If new consumers order the IHMP, the IHMP instructs the original consumers to keep a portion of the \$26 sales price. See Exhibit C, pp. 5, 7.
- 19. The second marketing scheme also requires consumers to publish advertisements, but instructs them to include either a toll-free or local telephone number instead of an address. The IHMP instructs consumers to set up voicemail-boxes for the telephone numbers at their own expense to receive telephone calls from consumers who respond to the advertisements. See Exhibit C, pp. 8-9.

20. The IHMP instructs consumers to record a message in their voicemail-boxes advertising a \$26 envelope stuffing start-up kit (i.e., the IHMP). See Exhibit C, p. 9. The IHMP provides a sample message script for consumers to record. The script states that consumers have been successful in earning money before they have earned any money at all. The script specifically states:

Imagine earning four dollars for every envelope you stuff, seal, and mail! . . . Now I want you to completely understand this, if you are selected as a new associate, you will earn four dollars for every envelope you stuff with only one piece of paper.

You can secure your associate position for a one-time startup fee of only twenty six dollars.

In fact, this is probably the best financial opportunity of YOUR LIFE TIME. The Home Mailing Connection . . . [wants] you to become wealthy, the many success stories they receive from associates throughout the country is truly what motivates them to continue making this program available. Take it from me, because I am personally one of those success stories!

Exhibit C, p. 9 (emphasis added).

VIOLATIONS OF SECTION 5 OF THE FTC ACT

21. Section 5(a) of the FTC Act, 15 U.S.C. § 45(a), prohibits unfair or deceptive acts or practices in or affecting commerce.

COUNT 1

22. In numerous instances, in the course of advertising, offering for sale, and selling a purported work-at-home opportunity, Defendant has represented, expressly or by implication, that:

- consumers are likely to earn a substantial amount of money for stuffing a. envelopes;
- b. International Marketing will pay consumers for each envelope stuffed;
- International Marketing will provide consumers with all materials they c. need to earn money from stuffing envelopes; and
- d. after paying \$37, consumers will not incur additional charges before earning money.

23. In truth and in fact:

- consumers are not likely to earn a substantial amount of money for a. stuffing envelopes;
- International Marketing does not pay consumers for each envelope b. stuffed;
- International Marketing does not provide consumers with all materials c. they need to earn money from stuffing envelopes; and
- d. after paying \$37, consumers do incur additional charges before earning money.
- 24. Therefore, Defendant's representations as set forth in Paragraph 22 are false and misleading and constitute deceptive acts or practices in violation of Section 5(a) of the FTC Act 15 U.S.C. § 45(a).

COUNT 2

25. By furnishing consumers with an instructions pamphlet that contains false and misleading representations, including, but not limited to, the false and misleading representations set forth in Paragraphs 16 and 20, Defendant has provided the means and instrumentalities for the commission of deceptive acts and practices.

26. Therefore, Defendant's practices, as set forth in Paragraph 25, constitute deceptive acts and practices in violation of Section 5(a) of the FTC Act, 15 U.S.C. § 45(a).

CONSUMER INJURY

27. Consumers in the United States have suffered or are likely to suffer substantial monetary loss as a result of Defendant's unlawful acts or practices. In addition, Defendant has been unjustly enriched as a result of his unlawful practices. Absent injunctive relief by this Court, Defendant is likely to continue to injure consumers and harm the public interest.

THIS COURT'S POWER TO GRANT RELIEF

- 28. Section 13(b) of the FTC Act, 15 U.S.C. § 53(b), empowers this Court to grant injunctive and other ancillary relief, including consumer redress, disgorgement and restitution, to prevent and remedy any violations of any provision of law enforced by the FTC.
- 29. This Court, in the exercise of its equitable jurisdiction, may award ancillary relief to remedy injury caused by Defendant's law violations.

PRAYER FOR RELIEF

WHEREFORE, the FTC, as authorized by Section 13(b) of the FTC Act, 15 U.S.C. § 53(b), and the Court's own equitable powers, requests that the Court:

- 1. Enter a permanent injunction to prevent future violations of the FTC Act by Defendant;
- 2. Award such relief as the Court finds necessary to redress injury to consumers resulting from Defendant's violations of the FTC Act, including, but not limited to, rescission or

reformation of contracts, restitution, the refund of monies paid, and the disgorgement of illgotten monies; and

3. Award Plaintiff the costs of bringing this action, as well as such other and additional relief as the Court may determine to be just and proper.

Respectfully submitted,

William Blumenthal General Counsel

s/ Edwin Rodriguez

Edwin Rodriguez, Bar No. G00613

s/ Malini Mithal

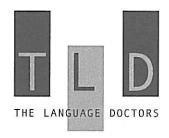
Malini Mithal, Bar No. G00614 Attorneys for the Plaintiff Federal Trade Commission 600 Pennsylvania Ave., NW NJ-2122

Washington, DC 20580

Telephone: (202) 326-3147 (Rodriguez)

(202) 326-2972 (Mithal) Facsimile: (202) 326-2559 E-mail: erodriguez@ftc.gov

mmithal1@ftc.gov



August 6, 2008

TO WHOM IT MAY CONCERN

The Language Doctors, Inc. has translated the attached **the highlighted ad in the provided print-out** from Spanish into English. We verify that the translation of this document was prepared by a qualified translator and to the best of our knowledge is accurate.

The Language Doctors, Inc. is a corporate member in good standing with the American Translators Association. Should you have any questions regarding this translation, please contact The Language Doctors, Inc. directly at (202) 544-2942.

Sincerely,

Norma T. Mack

President

FENUE WO DEAR DOMINGOTO TO DEFEE BRERODE E 2008 1

centivo mental

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Acr. Mil

e calentador ersal. to de personal sitos: Exp. en auto, celular. Pago: \$150. prox. \$26,000. 787-533-3368

> NSRO Y SEA vendiendo su usada en el S PULGAS de personas ingo. Espacios paedores (as) abados y do-Al lado de Direct TV.

> > a nuta de artirea Metro e erfectas cond. 4275

ht Loss empleo para : toda la isla. 4-1078

se solicità Exp en Ven 5200 - **53**00 765-5984.

ERO CAM - VFN Y DRTUNIDAD 7-596-1306

edor(a) bbiciosa y ntrevistan utos para y Dorado. 0103

> 3275

EMPLEOS VENTAS

REVOLUCIONARIO CLUB DE MEMBRESIAS Potendal de \$300,000 anuales. Solicito (Ideres. que deseen desarrollar este con-cepto: Sin Vender, Sin Invertir y Sin Riesgos: NO somos multinivel Bono para auto. Tel. 649-5214

Gane SSS: Venda Ropa de Moda Lo último en Zapatos Azaleia y Passarela

Perfumes Originales
Fina Ropa Interior
Geologia Interior
Finales Interior 764-3920 - 758-6693

Generales

EMPLEOS GENERALES

iii URGENTE!!! **ABRIENDO OFICINAS**

NUEVAS CAROLINA HASTĀ IIO GRANDE SAN JUAN Y ĀREA METRO

ART JUAN Y AREA ITE IRO
I COMIENCE ESTE AÑO
THABA JANDO I
Compañla Internacional busco
personal inmedialo. Varias plazas
disponibles: Serv. cliente, cobros,
publicidad. Excelentes ingresos
dado S.O. hora - mas beneficios Jesde S9.00 hora – mas beneficios Adjestramos. Sca. Elizabeth (707) 791-8885 (787) 594-5535

EMPLEO — Gane \$400, semenales ensamblando circultos electroni-cos. Envie 5 sellos et L. A. 5815 HC. Hormigueros, PR 00660

EMPLEOS GENERALES

SE BUSCA: EMPLEADOS(AS) P el area Virginia y Pennsylvania Trabajo en Aserradero: Pagamo vivienda, incluye cable TV españo

sala, codna, nevera, estufa + -servicio transportación ida y vuella de trabajo a la casa. Pago midal \$6,25 por hora. \$9.38 overtime después de 40hrs. Comunicarse Sr. Carlos Elias, 1-304-661-4147

EMPLEOS GENERALES

HAZ UNA CARRERA TERMINA TU CUARTO ANO Si no lo has terBORINQUEN MEMORIAL PARKS, Inc.

SOLICITA

REPRESENTANTE DE VENTAS ÁREAS DE CAGUAS Y CAROLINA

Te invitamos a formar parte de un grupo de profesionales que se distingue de los demás...

Reneficios:

Entrenamiento inicial, publicidad, apoyo experimentado, publicidad, inateriales de trabajo, altas comisiones y premiariones por volumen de ventas premiaciones por volumen de ventas.

Regulsitos:

Experiencia en ventas o campo relacionado, auto propio, responsabilidad, disponible para entrenamiento y metas altamente definidas. Si eres de otra empresa te invitamos para que establezcas la diferencia.

Tels 787-747-1967 Ext 242 787-636-2800 \$ Fax 787F747-4715 a a alebron@borndpenmemonalparks apms. 🔑

BAILARINAS (ES) Y MASAJISTAS EMPLEOS GENERALES Horarios diumos y noctumos. Interesados damar (787) 274-3382, (787) 639-1336.

PEDICURISTA Y TECNICAS(OS) DE UNAS – Con Exp., Comisión 50%. Negocio con Cientela Esta-blecida. 769-4948.

OFFICE ASSISTANT - Construction Company. Knowledge in purchas ing, able to read Plans plus, Peachtree, Excel, Word, Bilingual -1011111

EMPLEOS

TRABAJE EN CASA - Le dedico mas tiempo à mis hijos todo los dias! Gane Dinero extra. \$500 - \$1,500 PO Box 43001 Dept 486 Rio Grande PR 00745-6600 o a internationalmarketing 123.com

RESTAURANTE PUERTO EMIE-RALDA, GUAYNABO — Solicita Meseros(as) y Asistente de Cocina con experiencia. Inf. (787) 770-8656

GENERALES

Instalador de Transmisiones Au-tomáticas. Experiencia 3 años mi-

Estebosta o Tecnica(o) para masajes celulits SILHOUETTE / ENDERMOLOGIE Preferible experiencia Tel (787) 420-4222

IPLEOS GENERALES

NUEVAS FERIAS DE EMPLEO

GODEVANI

TYAREA METRO BAYAMON YBAIKE (DA ALTA COROZA) OKADO WARANITO YEGA TAMEGA BAIA GUAYAABO

EMPLEOS GENERALES

OPORTUNIDAD ÚNICA PONCE / COAMO / JUANA DÍAZ SANTA ISABEL Y AREAS

¿Estas desempleado (a)? Buscamos personal. Ofrecemos plazas a escorer. Comience mañana con

NATIONAL SECURITY FORCE -South ROUNCERS para Hotel (de Sign Very 114 (nr 1787) 568-7705

INST, EDUCATIVA (BAYAMÓN) —
Solida Pritisoris (35) para our sos de Cosmelologa, fec. Utas, Faculdadon P. Médicos Envier resume al fax 707-785-7340 o myargas@lmenlx.com

DINERO DESDE HISHOCAR

EMPLEOS GENERALES

COMPAÑÍA AMERICANA **CON 41 ANOS DE** ESTABLECIDA CELEBRA 8 AÑOS EN PUERTO RICO !

Debido a este crecimiento ofrecenos diversidad de plazas PT-FT. Illama hoy! y aprovecha esta ultima coportunidad. TODA EL AREA METROPOLITANA Y PUEBLOS ADYACENTES NO exp., dannos adiestramiento completo. Sr. Amezquita (787) 667-4003 (797) 667-4003 Sr. Barbosa (707) 633-2038

EMPLEOS GENERALES

Se Solicita: MECANICO(A) de auto y herramienta electrica y gasolina, con basta esperjenda, interesados(as) llamar 751-0310 o enviar resume 751-6969

HANDYMAN SERVICE : — Solicia Plomeros/as electricistas albani-les e instaladores/as de losas inleresados llamar (787) 751-0310

GENERALES"

AUMENTE SU INGRESO ACTUAL Sea unos de los pioneros de esta gran oportunidad en PR. Excelente administración, producto único en administration/products into each el campo del bienestar y la salud, el mejor plan de compensación en la industria y el mejor sostema de adlestramiento. Info. Sr.: Carlos Melèndez 707-717-7090

ESTILISTA TECNICA (O) UNAS -Con experiencia Shopping area Cupey, Inf. Maries a Sábado 9:30am a 6:00pm Tel. 760-7314 **SUNDAY, FEBRUARY 17, 2008**

JOBS

WORK AT HOME – I devote more time to my children every day!
Earn Extra Money. \$500 - \$1,500.
PO Box 43001 Dept. 486 Rio
Grande PR 00745-6600 or at internationalmarketing123.com

CERTIFIED TRANSLATION The Language Doctors, Inc.



August 6, 2008

TO WHOM IT MAY CONCERN

The Language Doctors, Inc. has translated the attached **print-out of the international marketing website** from Spanish into English. We verify that the translation of this document was prepared by a qualified translator and to the best of our knowledge is accurate.

The Language Doctors, Inc. is a corporate member in good standing with the American Translators Association. Should you have any questions regarding this translation, please contact The Language Doctors, Inc. directly at (202) 544-2942.

Sincerely,

Norma T. Mack

President



English | Español

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This site is best viewed with a 1024 x 768 or higher screen resolution with Microsoft

Internet Explorer 6.0 or higher & Macromedia Flash Player 8.

Mailing Gold - Great Choice - Stuff Evelopes, Earn Money, Make Money

Mailing Gold - Great Choice - Stuff Evelopes, Earn Money, Make Money



Menú:

- . Principal
- ¿Cómo es esto posible?
- Registración
- **Testimonios**
- . Preguntas Frecuentes
- . View in English

INGRESO SEMANAL PREPARANDO SOBRES DESDE SU CASA, \$690, \$1,400 O \$2,070 SEMANAL, \$2.760 ES POSIBLE DESPUÉS DE 90 DÍAS...



Ho<mark>la, quisi</mark>éramos darle la bienvenida a este nuevo programa de preparar y asegurar sobres. ¡Si quieres ganar un ingreso SEMANAL DE \$1,400 O MÁS, lee esto cuidadosamente, por favor!

iSE BUSCA AYUDA!

¡Trabajadores caseros necesitados, inmediatamente!

Estimado lector,

Gracias por tu tiempo e interés en nuestro programa. ¿Rellenarías 80 sobres para ganarte \$1,400 semanales? ¡Serian \$17.50 por cada sobre que rellenes con nuestros folletos! Si la respuesta es SÍ, nuestra compañía tiene la oportunidad perfecta para ti. Ahora Puedes ingresar al EQUIPO DE TRABAJO CON EL PAGO MAS ALTO de preparación de sobres.



Ahora

TRABAJO AGRADABLE Y SIMPLE QUE PUEDES HACER DESDE TU CASA. PODEMOS AYUDAR A SOLUCIONAR TUS PROBLEMAS DE DINERO.



Elimina tus preocupaciones de no tener bastante dinero para pagar las cuentas y para hacer las cosas que realmente quieres



hacer. Si estás buscando un ingreso adicional fácil, aliviar presiones financieras, debes leer sobre nuestra oferta. Estamos buscando gente TRABAJADORA y HONESTA que este buscando una manera simple de ganar unos ingresos adicionales desde su hogar.

AQUÍ ESTÁ TU OPORTUNIDAD, de ganar el dinero adicional que deseas DESDE TU CASA, ingresando como participante activo de nuestro exitoso programa de preparacion

de sobres. Tu pago **ESTÁ GARANTIZADO** en adelanto por los sobres que rellenas. Tu trabajo es preparar sobres con materiales especificos y enviarlos a nuestra compañia. No hay límite. Preparas tantos como desees. Nunca te pediremos manejar o enviar ningun material pornografico y/o desagradable. De esta manera podras pagar tus tarjetas de crédito, conseguir dinero para tus vacaciones, comprar un auto nuevo, un nuevo hogar o desarrollar esta segunda manera de ingreso para cualquier razón que puedas tener.

Puedes trabajar desde la comodidad de tu propio hogar, evitando gastos como

gasolina y las niñeras, elige tus propias horas, y establece tu propio paso. Las posibilidades son ilimitadas. Te ayudaremos a cosechar beneficios enormes. Nuestra compañía está impaciente por utilizar tus servicios en la preparación de nuestros sobres. Luego te demostraremos cómo ampliar tus operaciónes e incrementar tu nuevo ingreso tan alto como desees.



∖hora



POSIBLE?

¿CÓMO ESTO ES



Ahora

PRESIONE AQUÍ para Continuar

International Marketing © 2007

Home • ¿Cómo es esto posible? • Testimonios Registración • Preguntas Frecuentes



Site Menu:

- . Home
- . How this is posible?
- . Registration Form
- . Customers Testimonies
- . FAQs
- . Ver en Español

WEEKLY INCOME FOR STUFFING ENVELOPES AT HOME, \$690, \$1,400 OR \$2,070 EVERY WEEK. \$2,760 POSSIBLE AFTER 90 DAYS...



Hello, we would like to welcome you to this new envelope stuffing and securing-program. If you would like to earn a WEEKLY INCOME OF \$1,400 OR MORE, please read this carefully!

HELP WANTED !!!

Home Workers Needed, Immediately!!!

Dear Prospective Home Worker,

Thank you for your time and interest in our program. Would you stuff 80 envelopes for \$1,400 weekly? \$17.50 for each envelope you secure with our brochures! If the answer is YES, than our company has the right opportunity for you. You can join the (HIGHEST PAID TEAM) of envelope stuffing program today.



SIMPLE PLEASANT WORK YOU CAN DO AT HOME HELP SOLVE YOUR MONEY PROBLEMS.



Eliminate worries about not having enough money to pay bills and to do the things that you would really like to do. If you are looking for an easy, extra income to relieve financial pressures, you owe it to yourself to investigate our offer. We are looking for

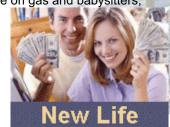
HONEST HARD WORKING people who are looking for a simple way to earn extra income from their home.

HERE IS YOUR CHANCE to earn extra money working at

home by becoming an active participant in our successful mailing program. Your payment is **GUARANTEED** in advance for the envelopes you stuff. Your job is to sercure, stuff, and mail the

envelopes to our company. There is no limit. You stuff as many as you wish. You'll never be asked to handle or mail any pornographic or objectionable materials. This is a great way to pay off credit cards, get money for a vacation, buy a new car, purchase a new home, or develop your second income for whatever reason you may have.

You may work from the comfort of your own home, save on gas and babysitters, choose your own hours, and set your own pace. The possibilities are unlimited. Get friends and family to help. We will help you reap huge profits. Our company is anxious to use your services in stuffing our envelopes. We will further show you how to expand your operation and boost your new income as high as you wish to go.





HOW IS THIS POSSIBLE?

Continue

Registration Form • FAQs



Home • How is this possible? • Customers Testimonies

International Marketing © 2007



Menu:

- **Principal**
- ¿Cómo es esto posible?
- Registración
- . Testimonios
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¿Cómo es posible?

Este programa esta diseñado para ayudar personas que necesitan un ingreso que a



su vez nos ayudan con la preparacion de sobres. Cada miembro es un empleado independiente. Trabajaras para nuestra compañía y tendras un ingreso semanal por la preparacion de estos sobres. Se ha perfeccionado este programa hasta tal punto que es uno de los programas más exitosos y provechosos, siendo adoptado y utilizado por muchas compañías. Te invitamos a que participes de nuestro éxito. El dinero que ganas es tanto como trabajas el programa. No requerimos un minimo de sobres a ser preparados a la semana. Puedes tomar cualquier cantidad de trabajo que desees de acuerdo a tu horario, puedes parar siempre que desees, no hay otras obligaciones. Sin embargo, debes tener por lo menos 18 años de edad.

TODO EL NEGOCIO SE PUEDE HACER DESDE EL HOGAR. ¡PUEDES COMENZAR INMEDIATAMENTE!

Te proveeremos los sobres, que serán estampados y con dirección.

NUESTRA GARANTIA: Le damos la bienvenida a nuestro programa y le presentamos nuestra garantía incondicional, en la que reafirmamos que todo lo que hemos dicho sobre este programa es completamente real y usted quedara completamente satisfecho con el dinero que ganara. Nuestra meta y el éxito continuo dependerá de la SATISFACCIÓN al 100% con este PROGRAMA de la PREPARACION DE SOBRES. Los pagos por todos los sobres preparados se le enviaran a usted directamente. ¡Por lo tanto, tus PAGOS PARA TODOS LOS SOBRES ESTÁN GARANTIZADOS! Esto es una oportunidad HONESTA y LEGÍTIMA para usted convertirse en nuestro empleado y asi preparar estos sobres para nuestra compañía. Recuerde, esto no es un plan comun para

hacerse rico rápido. Esto es un programa comprobado para ganar dinero mientras ayuda diferentes compañías en su necesidad para preparación de sus sobres.



COMENZAR INMEDIATAMENTE,



Requerirmos un solo depósito para su registro de so<mark>lam</mark>ente \$37.00. Este depósito de \$37.00 nos ayu<mark>dará</mark> a conseguirle los materiales que necesita como empleado independiente de nuestra compañía. Esto es solamente un DEPÓSITO. Tenemos una garantía escrita que tan pronto usted envíe sus primeros 100 sobres,

habrá recibido ya ua cantidad de \$1.750.00, más el REEMBOLSO de su depósito de \$37.00 y un BONO DE EMPLEADO de \$50.00. Esto significa que serian \$17.50 por sobre y un gran total de \$1.835.00 por tus primeros 100 sobres enviados.

Quisiéramos que comenzaras en el programa sin el pequeño depósito pero debemos protegernos y a nuestros materiales de aquellosque no son serios y no tienen ninguna intención sino solo satisfacer sus propias curiosidades. Normalmente ningún negocio puede enviar sus costosos materiales a cada persona que lo desee. Este pequeño depósito nos asegura que eres alguien serio que desea ganar dinero desde sus casa. De nuevo, quisiéramos recordarte que nuestras compañías necesitan a empleados independientes como tu.



¡PARA EMPEZAR INMEDIATAMENTE COMPLETA LA FORMA DE REGISTRO Y ENVIALA HOY!

¡Clickear en la FORMA de REGISTRO y completarla para conseguir comenzado enseguida!

REGISTRACION

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- Registración
- . Testimonios
- . Preguntas Frecuentes
- . View in English

←

Testimonios

Estimado International Marketing,

Soy madre sola, que d<mark>eseaba un</mark> ingreso adicional para mí y mis dos hijos. Llegu<mark>e a</mark> sentír que cuando más t<mark>rabajaba f</mark>uera de mi hogar, más tenía que pagar por el cuidado de los niños. Cuando acabe de pagar por el cuidado de los niños, tenía

poco tiempo para disfrutar con ellos. Decidí buscar algo que hacer desde mi hogar.

Cuando encontré su compañía, comencé a trabajar en casa cerca de 2-3 horas en la noche, 5 días a la semana, después de poner los niños a dormir. Mi primera semana hice \$360. Mi segunda semana hice \$400. En mis primeros 45 días hice sobre \$2.500. Ahi fue cuando decidí renunciar a mi segundo trabajo y dedicarle mas tiempo al programa de preparación de sobres.

Hoy dia trabajo desde mi hogar y paso todo el tiempo que deseo con mis dos niños. Su compañía cambió nuestras vidas...



Gracias Jennifer S. Appleton, WI

Estimado International Marketing,

Quisiéramos agradecerle por la oportunidad de poder trabajar con su compañía. Mi esposa y yo buscamos un trabajo para hacer desde el hogar durante mucho tiempo. Ambos teniamos trabajos con horarios de 9am a 5pm y estabamos en la espera de nuestro primer hijo.

Mi meta era encontrar un trabajo que mi esposa pudiese hacer desde la casa que suplementara su ingreso anterior. El proceso fue de 2 a 3 meses, finalmente ella suplemento su ingreso anterior (\$4.000 al mes).

Ahora, tenemos un nuevo hijo y mi esposa puede tomar el completo cuidado de él y todavía seguir trabajando desde la

casa para traer ese ingres<mark>o adcional qu</mark>e necesitamos. ¡Nuestra proxima meta es que yo me integre a su compañia!

Sinceramente Roberto y Maria G.

Miami, FL

Estimado International Marketing,

¡FINALMENTE encontramos algo que realmente trabaja! Ambos estamos retirados. Pero descubrimos que el diario vivir cada vez es más duro. Con el Seguro Social no tenemos el ingreso suficiente y por lo tanto nuestros ingresos deben mejorar. No aspirabamos a ser ricos, sino solo un poco dinero adicional para gozar de nuestros años de oro. Trabajando este simple programa desde el hogar, estamos haciendo ese dinero adicional que necesitamos (\$1.000 por mes) y pasamos más tiempo juntos. No es eso lo mas importante?



Gracias Allen y Nicole H. Houston, TX

¿Cuál es tu historia del éxito? FORMA DE REGISTRACION

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Preguntas Frecuentes:

1. ¿Cuándo voy a recibir mi paquete?

Cuando estes listo para comenzar con nuestra compañía, envia una carta con la forma de registro y tu método de pago. Si estás enviando un Giro Postal o Cheque Gerente con tu forma de registro, espera por favor 2-3 semanas antes de recibir tu paquete. Si estás enviando un cheque personal, permita por favor por lo menos 30 días para que tu cheque sea despejado. Después que tu cheque personal despeje, comenzaremos con el proceso de tu paquete. Poco después recibirás tu paquete para comenzar con nuestra compañía.



2. ¿Cómo rindo mis impuestos?



Una vez que comienzes con nuestra compañía, serás trabajador casero independiente. Es tu responsabilidad divulgar y manejar tus propios impuestos. Una vez que estés ganando una cantidad seria recomendamos altamente que emplees un propio contador personal para rendir tus impuestos. También recomendamos que le pidas a tu contador las mejores maneras de

estructurar tus impuestos.

3. ¿Qué significa "asegurando" medios?

Las palabras, el "asegurar o los sobres asegurados" significan que algunos de tus paquetes o sobres que rellenas, pueden contener EFECTIVO. Serás responsable tomar ese EFECTIVO y enviarlo a nuestro centro de proceso. Éso es también la razon por la cual indicamos en nuestros documentos, que estamos buscando a empleados HONESTOS.



4. ¿Habrá otras Cuotas (Costos Adiconales)?

Después de tu pequeño depósito, no se pedirá NINGÚN PAGO adicional. Recuerda que cuando logras la preparación de tus primeros 100 sobres, recibirás tu depósito de \$37.00 de vuelta y también recibirás un BONO EN EFECTIVO de \$50.00 y un bono adicional de \$100.00 por cada 125 sobres que siguas preparando. Para un total de \$195.00.

5. ¡Compromiso fuera de riesgo!



Si NO ESTÁS SATISFECHO por ninguna razón con esta oportunidad, tienes el derecho de pedir un REEMBOLSO COMPLETO de tu depósito, \$37.00, siguiendo nuestra política de reembolso.

6. ¿Que tan rápidamente y cuánto puedo REALMENTE puedo hacer? Mire los números abajo y haga la matemática. Ves que SIMPLE... ¿es esta tabla difícil de utilizar?

Sobres preparados mensualmente	30 Dias Periodo Prueba \$17.50 por	Despues de 60 Dias \$25.00 por	Despues de 90 dias \$28.00 por
/ 80 S	sobre \$1,400	sobre \$2,000	sobre \$2,240
100	\$1,750	\$2,500	\$2,800
150	\$2,625	\$3,750	\$4,200
200	\$3,500	\$5,000	\$5,600
300	\$5,250	\$7,500	\$8,400

NOTA: Una vez que ingreses a nuestra compañía, recibirás un número EN VIVO de servicio de cliente (en el interior de tu paquete) para contestar el resto de tus preguntas y también ayudarte y dirigirte en nuestro programa.



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How is this possible?

This program is designed to help people cash in with a company who needs home



workers. Each member is an independent home worker. You will serve a company and get paid weekly income for stuffing the company's envelopes. This program has been perfected to such an extent that it has become one of the most successful and profitable programs ever, causing it to be adopted and used by many companies. We invite you to take part in our success. The money you earn is up to you. We do not require that you stuff a certain number of envelopes a week. You can take on whatever amount of work that fits your schedule and you can quit whenever you want, there are no other obligations. however, you must be at least 18 years of age.

ALL BUSINESS CAN BE DONE FROM HOME.

You can START IMMEDIATELY! You will be supplied with the envelopes, which will already be stamped and addressed.

OUR GUARANTEED: We welcome you to this program and extend to you our

unconditional guarantee, that everything that we have said about this program is true and that you will be delighted with the money you will make. Our goal's and continued success depends upon your 100% SATISFACTION with the HOME ENVELOPE STUFFERS PROGRAM. Payments for all stuffed envelopes are sent to you. Therefore, your PAYMENTS FOR ALL ENVELOPES ARE GUARANTEED! This is an HONEST and LEGITIMATE opportunity to become a home envelope stuffer for our company. Remember, this is not a get rich quick scheme. This is a proven program for making money while filling the needs of a company to stuff their envelopes.





IN ORDER TO GET STARTED IMMEDIATELY,

We must require a one-time registration deposit of only \$37.00. This \$37.00 deposit will help us get you started with the <u>materials</u> you'll need to become an independent home worker with our company. This is only a

DEPOSIT. We have a written guarantee that as soon as you send us your first 100 secured envelopes, you will have received \$1,750.00, plus a REFUND of your \$37.<mark>00</mark>

registration deposit, and a \$50.00 HIRING BONUS. This means \$17.50 per envelope and a grand total of \$1,835.00 for your first 100 envelopes.

As much as we would like to get you started in our program without the small deposit, we must protect ourselves and our materials from those who are not serious and have no intention other than to satisfy their own curiosity. Naturally no business can afford to send out costly materials to everyone who writes in asking for it. This small deposit assures us that you are serious about wanting to earn money at home. Once again, we would like to remind you that our mail order companies need independent home workers.



TO START IMMEDIATELY JUST FILL OUT THE **REGISTRATION FORM AND MAIL IT TODAY!**

Click on REGISTRATION FORM to fill out an application and get started right away!

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Case 3:08-cv-01877-JP Document 1-3

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You can handwrite order form if

You can handwrite order form	if you do not have a printer.		
Type your information first.			
Print this page and mail it with	check or money order to:		
	Internatio	onal Marketing	
	PO I	Box 43001	
		pt. 486	
		_	
	Rio Grande	PR, 00745-6600	
Enclosed is 37.00 for the	International Marketing Kit.		
Add \$5 for 24hr RAPID	PROCESSING		
ALL ORDER	RS PAID BY MONEY ORDER W RAPID F	ILL BE SENT WITHIN 24 PROCESSING.	HOURS IF PAID WITH
First Name:			
Last Name:			
Address:			
City:			
State:			
Zip:			
Phone (optional):			
Email Address (optional):	Small Business Opportunities		
	Shari Business Opportunities Money and Profits Opportunity World Penny Savers National Enquirer		
Where did you hear about us?:	Sun Globe National Examiners Vocero Primera Hora Nuevo Dia Horizonte El Todo Internet		

Date Received Accord	unting Dept	Date Sent	



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Customers Testimonies

Dear International Marketing,

I am a single mother, who wanted a little extra income for me and my two kids. I felt that the more I worked OUT of my home, the more I had to pay child-care. By the

time I finish paying child-care, I had little to nothing to enjoy with my kids. So I decided to find something to do at home.

When I found your company, I started working at home about 2- 3 hours a night, 5 days a week, after putting the kids to sleep. My first week I made \$360. My second week I made \$400. With in my fisrt 45 days I made over \$2,500. I then decided to quit my second job and start spending more time with this envelope stuffing program.

Now, I am currently working from home and spending all the time I want with my two kids. Your company changed our lifes...



Thank vou Jennifer S. Appleton, WI

Dear International Marketing,

We would like to thank you for the opportunity to be working with your company. My wife and I was looking to do something from home for a long

time. We both were working a 9 to 5 jobs and we were expecting our 1st baby.

My goal was to find something for my wife to do at home and also make enough to supplement her income. It took about 2 to 3 months to finally supplement her income (\$4,000 a month), but we did it.

Now, we have a new baby boy and my wife can take care of him and still work at home to bring in our extra income. Our next goal is to get me HOME!!!



Dear International Marketing,

We FINALLY found something that really works!! My wife and I are both retired.. But we found out that it gets harder and harder everyday. With Social Security not giving us enough and our fixed income needs to be fix. We weren't looking to be rich, but just make a little extra money to enjoy our golden years. By working this simple envelope stuffing program from home, we are making that extra money we



needed (\$1,000 a month) and spending more time with each other. Isn't that what really matters...

Thank you Allen & Nicole H. Houston, TX

What is Your Success Story?

REGISTRATION FORM

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Frequently Asked Questions:

1. When am I going to receive my package?

When you are ready to start with our company, just mail in the Registration Form with your method of payment. If you are sending a **Money Order or Cashier's Check** with your Registration Form, please allow 2-3 weeks before you will receive your package. If you are sending in a **Personal Check**, please allow at least 30 days for your

Personal Check, please allow at least 30 days for your check to be cleared. After your Personal Check is cleared, then we will start your package processing. Shortly after that, you will receive your package to start with our company.



2. How do I report my taxes?



Once you get start with our company, you will be an Independent Home Worker. It is your responsibility to report and handle your own taxes. Once you are making a serious amount of profit, we highly recommend that you hire your own personal accountant to do your taxes. We also recommend that you ask your accountant for the best ways to structure your taxes.

3. What does "Securing" means?

The words, "Securing or Secured Envelopes" means that some of your packages or envelopes you stuff, may contain CASH. The words, "Securing or Secured" means that you will be responsible to take that CASH and send it to our Processing Center. That is also why we state in our documents, that we are also looking for HONEST home workers.



4. Will there be any other FEES?

After your small deposit, there will be **NO PAYMENTS OR OTHER FEES** to be asked. Also note that when you accomplish securing and stuffing your first 100 Envelopes, you will receive your **\$37.00** Registration Deposit back and also receive a **\$50.00** CASH Hiring Bonus and additional **\$100.00** Bonus for every 125 Envelopes you secured there after. That's a total of **\$195.00**.

5. Our Risk FREE Commitment!

If you are not **SATISFIED** for any reason with this opportunity, you





6. How fast and how much can I REALLY make? Look at the numbers below and do the math. It is that SIMPLE...Is this template hard to use?

Secured Envelopes P Week		After 60 Days \$25.00 Per Envelope	After 90 Days \$28.00 Per Envelope
80	\$1,400	\$2,000	\$2,240
100	\$1,750	\$2,500	\$2,800
150	\$2,625	\$3,750	\$4,200
200	\$3,500	\$5,000	\$5,600
300	\$5,250	\$7,500	\$8,400

NOTE: Once you are enrolled with our company, you will receive a LIVE Customer Service number (Inside the your Package) to answer ALL your other questions and also to help and guide you with our program.



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Home Page:

Looking for Help!
We need letter preparers immediately!
Easy and comfortable work you can do from home.
Don't delay, start today!
Don't let this extraordinary opportunity pass you by!
Enter Now

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WEEKLY INCOME PREPARING ENVELOPES FROM YOUR HOME, \$690, \$1,400 OR \$2,070 WEEKLY. \$2,760 IS POSSIBLE AFTER 90 DAYS...

Hello, we would like to welcome you to this new program of preparing and securing envelopes. If you would like to earn a WEEKLY INCOME OF \$1,400 OF MORE, read this carefully, please!

Before [photo caption]

HELP WANTED!

Home workers needed immediately!

Dear Reader,

Thank you for your time and interest in our program. Would you stuff 80 envelopes to earn \$1,400 per week? That would be \$17.50 for each envelope that you fill with our flyers! If the answer is Yes, our company has the perfect opportunity for you. Now You can join the WORK TEAM WITH THE HIGHEST PAY for preparation of envelopes.

Now [photo caption]

ENJOYABLE AND SIMPLE WORK THAT YOU CAN DO FROM YOUR HOME. WE CAN HELP YOU SOLVE YOUR MONEY PROBLEMS

Get rid of your worries about not having enough money to pay bills and do the things you really want to do. If you are looking for easy additional income to relieve financial pressures you must read our offer. We are looking for HARD-WORKING, and HONEST people who are looking for a simple way to earn additional income from their home.

HERE IS YOUR OPPORTUNITY to earn the additional money you desire FROM YOUR HOME, joining our new successful envelope preparation program as an active participant. Your pay IS GUARANTEED in advance for the envelopes you stuff. Your work is to prepare envelopes with specific materials and send them to our company. There is no limit. You prepare as many as you like. We will never ask you to handle or send any pornographic or disagreeable material. This way you can pay your credit cards, get money for your vacations, buy a new car, a new home or develop a second income for any reason you might have.

You can work in the comfort of your own home, avoiding expenses like gasoline and babysitters, pick your own hours and work at your own pace. We will help you reap enormous benefits. Our company is eager to use your services preparing our envelopes. Later we will show you how to expand your operation and increase your new income by as much as you wish.

Before. . . After [photo captions] HOW IS IT POSSIBLE?

PRESS HERE to continue

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Registration * FAQs

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How is it possible?

This program is designed to help people who need an income and they in turn help us with the preparation of envelopes. Each member is an independent employee. You will work for our company and you will have a weekly income from preparing these envelopes. This program has been perfected to the point that it is one of the most successful and rewarding programs, being adopted and used by many companies. We invite you to participate in our success. The money you earn is as much as you work the program. We do not require a minimum of envelopes to be prepared each week. You can take any amount of work you desire, according to your schedule. You can stop whenever you want, there are no obligations. You must, however, be at least 18 years of age.

THE ENTIRE BUSINESS CAN BE DONE FROM HOME YOU CAN START RIGHT NOW!

We will provide the envelopes, which will be stamped and addressed.

OUR GUARANTEE: We welcome you to our program and we offer our unconditional guarantee, which we reaffirm: that everything we have said about this program is completely true and you must be completely satisfied with the money you will earn. Our goal and continued success will depend on the 100% SATISFACTION with this ENVELOPE PREPARATION PROGRAM. Payments for all the envelopes prepared will be sent directly to you. Therefore, your PAYMENTS FOR ALL THE ENVELOPES ARE GUARANTEED! This is an HONEST and LEGITIMATE opportunity for you to become our employee and prepare envelopes for our company. Remember, this is not an ordinary get-rich-quick scheme. This is a proven program for earning money while helping various companies meet their need for preparation of their envelopes.

TO START IMMEDIATELY,

We require one single deposit to register, only \$37. This deposit of \$37 will help us to obtain the materials that you need as an independent employee of our company. This is only a DEPOSIT. We have a written guarantee that states that as soon as you send your first 100 envelopes you will receive the amount of \$1,750 plus REIMBURSEMENT of your deposit of \$37 and an EMPLOYEE BONUS of \$50.

This means that there will be \$17.50 per envelope for a grand total of \$1,835 for your first 100 envelopes.

We would like it if you could begin the program without the small deposit but we must protect ourselves and our materials from those who are not serious and have no intention except to satisfy their own curiosity. Normally, no business can send their costly materials to any person who desires it. This small deposit assures us that you are a serious person who wishes to earn money from your home. We would like to remind you that our companies need independent employees like you.

TO START IMMEDIATELY COMPLETE THE REGISTRATION FORM AND SEND IT TODAY!

Click on the REGISTRATION FORM and complete it to get started! REGISTRATION

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You can f	ill this page out by hand if	you do not have a printer.		
Write your information first.				
0.000		ck or postal money order to this address:		
Internation	nal Marketing			
PO Box 4	3001	*		
Dpt. 486				
Rio Grand	e, PR 00745-6600			
I enclo	se \$37.00 for the Internation	onal Marketing kit		
Add \$	5 for RAPID PROCESSIN	G in 24 hours		
		CAL MONEY ORDER WILL BE SENT IN 24 THE RAPID PROCESSING METHOD		
Name:				
Last Name	:			
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	le:			
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How did you hear a				
*****	Small Business Opportunities Money and Profits Opportunity World Penny Savers National Enquirer Sun Globe National Examiners Vocero Primera Hora Nuevo Día Horizonte El Todo Internet ***********************************	***		
Date of Receipt	-Accounting Dept.	Date Sent		
	recounting Dept	Date Sent		

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Testimonials

Dear International Marketing,

I am a single mother who wanted additional income for me and my two children. I came to feel that when I was working outside my home, I had to pay more for child care. After I finished paying for the daycare, I had little time to enjoy them. I decided to look for something that I could do at home. When I found your company, I began to work at home for 2-3 hours at night, 5 days a week, after I put my kids to sleep. My first week I made \$360. My second week I made \$400. In my first 45 days I made over \$2,500. That was when I decided to quit my second job and dedicate more time to the envelope preparation program.

Today I work from my home and spend as much time as I want with my two children. Your company changed our lives.

Thank you Jennifer S. Appleton, WI

Dear International Marketing,

We would like to thank you for the opportunity to work for your company. My wife and I looked for work to do at home for a long time. We both had jobs with 9 to 5 schedules and we were expecting our first child.

My goal was to find work that my wife could do from home that would supplement her prior income. The process took 2 to 3 months, she finally supplemented her previous income (\$4,000 per month).

Now we have a new son and my wife can take complete care of him and still keep working from home to generate that extra income we need. Our next goal is for me to join your company!

Sincerely, Roberto and Maria G. Miami, FL

Dear International Marketing,

FINALLY we found something that really works! Both of us are retired. But we discovered that daily living becomes harder all the time. We do not have enough income

with Social Security and so our income had to improve. We were not trying to get rich, but rather just a little additional money to enjoy our golden years. Working this simple program from home, we are making that extra money that we need (\$1,000 per month) and we spend more time together. Isn't that what's most important?

Thank you Allen and Nicole H. Houston, TX

What is your success story? REGISTRATION FORM

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Frequently Asked Questions:

1. When will I receive my packet?

When you are ready to start with our company, send a letter with the registration form and your method of payment. If you are sending a **Postal Money Order or Cashier's**. **Check** with your registration form, please wait 2-3 weeks to receive your packet. If you are sending a **personal check**, please allow at least 30 days for your check to clear. After your personal check clears, we will begin to process your packet. A little later you will receive your packet to begin with our company.

2. How do I pay my taxes?

Once you begin with our company, you will be an independent home worker. It is your responsibility to disclose and manage your own taxes. Once you are earning a serious amount we strongly recommend that you hire a competent personal accountant to prepare the taxes. We also recommend that you ask your accountant the best way to structure your taxes.

3. What does "securing means" mean?

The words, "to secure" or "secured envelopes" means that some of your packets or envelopes you fill could contain CASH. You will be responsible for taking that money and sending it to our processing center. That is also the reason why we say in our documents that we are looking for HONEST employees.

4. Will there be other Fees (Additional Costs)?

After your small deposit you will not be asked for ANY ADDITIONAL PAYMENT. Remember that when you finish preparing your first 100 envelopes you will receive your deposit of \$37 in return and you will also receive a CASH BONUS of \$50 and an additional bonus of \$100 for each 125 that you continue preparing. For a total of \$195.

5. Risk-free commitment!

If YOU ARE NOT SATISFIED for any reason with this opportunity, you have the right to request a FULL REFUND of your deposit of \$37, in accordance with our reimbursement policy.

6. How quickly and how many can I REALLY do?

Look at the numbers below and do the math. You see how SIMPLE . . . is this table difficult to use?

CASH FLOW

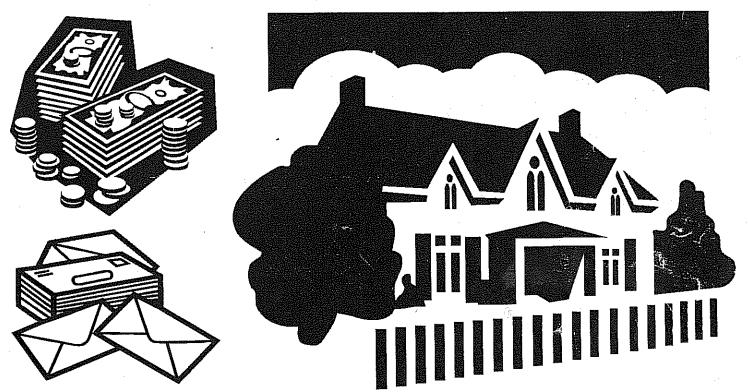
Envelopes prepared monthly	30-Day Period Test \$17.50 per envelope	After 60 Days \$25 per envelope	After 90 days \$28 per envelope
80	\$1,400	\$2,000	\$2,240
100	\$1,750	\$2,500	\$2,800
150	\$2,625	\$3,750	\$4,200
200	\$3,500	\$5,000	\$5,600
300	\$5,250	\$7,500	\$8,400

NOTE: Once you join our company, you will receive the LIVE number for customer service (inside your packet) in order to answer the rest of your questions and help you and direct you in our program

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Incredible Home-Mailing Program

\$4.00 PER STUFFED ENVELOPE, AND AN 80% COMMISSION ON EVERY SALE



"I ALMOST DIDN'T ORDER YOUR PROGRAM, SIMPLY BECAUSE THE ADVERTISEMENT JUST SEEMED TOO GOOD TO BE TRUE. BUT I AM SO GLAD THAT I DID! IF IT WASN'T FOR THE GREAT ADVICE YOU GAVE ME ON HOW TO SUCCEED IN THE MAIL-ORDER BUSINESS, I WOULD HAVE LOST MY HOUSE DUE TO LATE MORTGAGE PAYMENTS. EVERY DAY I THANK GOD FOR SENDING ME YOUR HELP. THANK YOU SO VERY MUCH".

- REBECCA HUTCHINSON ASSOCIATE #CP-2031 "THIS PUBLICATION IS DEFINITELY WORTH 1,000 TIMES IT'S WEIGHT IN GOLD. AFTER READING IT, I FELT A WAVE OF INSPIRATION. I IMMEDIATELY GOT STARTED USING PROGRAM #2, AND I WAS ABSOLUTELY ASTONISHED TO FIND THAT AFTER ONLY TWO WEEKS, I HAD TAKEN A PROFIT OF NEARLY TWO THOUSAND DOLLARS. SMART PUBLICATIONS, I AM AN ASSOCIATE FOR LIFE, AND I OWE YOU MY ETERNAL GRATITUDE".

- Joseph Baker Associate #LD-1083

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HOME MAILING CONNECTION P.O. Box 2237, LONGMONT, CO 80502

INCREDIBLE HOME-MAILING PROGRAM

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1



Are You Feeling Slightly Discouraged Right Now?

DON'T BE!-Your Personal Path To Financial Freedom Starts Here!:

We realize that after you opened our package, during the course of the last 15 seconds you may have already formed a negative opinion about us, simply because this publication may not have been exactly what you expected to find in our package. However, what you don't understand yet is that you have not been deceived, so please, don't condemn us yet! Rest assured, we fulfill each and every claim we make in our advertisements. If you do nothing else, please at least spend 20 minutes of your time to read this publication. Now, we would like to ask you to take a minute, and delve into your memory. Take yourself back to the not-toodistant past, and try to remember when you read the advertisement for this program. Do you remember what thoughts went through your head? Most likely, you thought to yourself something along these lines: "Wow, this is fantastic! Well, if this is for real, then my money problems will be solved, and all of my prayers have been answered! But wait a second... what am I thinking? There is no way this can be for real, anything that sounds too good to be true, usually isn't true. Oh, what the heck, if I get scammed out of twenty five dollars it isn't going to be the end of the world. I'll give this program a try." Do those thoughts ring a bell? Well, we are very happy to inform you that you made no mistake in giving us a try. In fact, very soon you will realize that you made an incredibly wise decision. Also, you did not, and most certainly are not going to be scammed. Well, at least not by Smart Publications, we honestly can't say anything good about any other money making program that we have ever investigated. Unlike 98% of other companies, every single claim we use to advertise our program is absolutely 100% true, and 100% achievable. What is really great, is that earning the dollar amounts that we advertise is so much easier to achieve than you might think. Other programs leave out crucial tips and advice, or just tell you a bunch of a nonsense that even the most intelligent person couldn't use to their advantage. It almost seems as if their intent is to set you up with a high chance of failure right from the very start. With so many complete scams out there, our goal is to bring something good to the world of work from home money-making programs, and try to change the negative experience most people have by trying to use them. We know that you will be very happy to find out that we actually want you to succeed, and we will do everything possible to make sure that you do. It is our sincere hope that after you finish reading the remainder of this publication, you will whole-heartedly believe us.

Unfortunately, Before We Can Even Get Started, You Are Going To Have To Do What Is Going To Be Your Most Difficult Task, <u>Right Now:</u>

After thoroughly reading this publication, you will have learned two exclusive, and carefully developed programs. These extensively tested & perfected programs will fulfill our obligation to you by showing you how to earn \$4.00 per stuffed envelope, and pocket 80% on all sales, thus making you yet another wealthy, successful associate of our company. No matter which program you may choose to use, you will not find success in either one unless you follow our advice in a very exact, "to the T" manner. Now, what do we need in order for you follow our exact advice, and blindly take a leap into the world of mail-order success? Your trust, of course. If you cannot give us your trust, then nothing will ever get accomplished, and we will have failed our main goal which is making you happy with what you have purchased from us. Giving us your trust is by far the most difficult task you will need to accomplish. However, once we have your trust, then you won't be afraid to get started doing exactly what we advise you to do as soon as you are finished reading this publication, and start traveling down the road to riches. So, now we have arrived at the proverbial fork in the road. Road #1 leads to your financial freedom, and Road #2 puts you in the fast lane going nowhere. Which road will you take? Well, we will assume that you've made a wise decision, and chose to take Road #1. Therefore, we now sincerely consider it a great honor to have your trust. With your first, and most important task accomplished, we can now begin explaining exactly what your role will be in our new prosperous partnership.



Introduction To Our Partnership:

We would like to congratulate you on ordering our "Incredible Home-Mailing Program" because in doing so, you have proved that you have a good eye, and realize a fantastic opportunity when you see one. In the next few pages, you will learn two exclusive, and carefully developed programs designed specifically, and solely for your benefit. In hardly no time at all, and with minimal effort on your part, these programs will start generating cash that will steadily flow into your mailbox each and every day, for as long as you so desire. If you choose to use Program #1, our company discovered a way for you, our valued associate, to make \$4.00 for every envelope you stuff, and you will be able to do this without paying for any envelopes, postage, or stamps. To top it off, we are offering an unheard of 80% commission rate on every publication that you sell. If you choose to use Program #2, you will find that it drastically increases the amount of sales that you are able to make, thereby substantially increasing the overall profitability of your business. However, unfortunately you will be unable to receive the \$4.00 per stuffed envelope bonus if you choose to use Program #2. We will ultimately leave it up to you to decide which program would be best for your individual goals and preferences. There are people from all walks of life who report earning up to and over \$1,500.00 every single day working as "Associates of Smart Publications". Under the expert guidance of our successful company, and in a surprisingly short amount of time, you too will be enjoying the exact same success. You don't need to have any experience, or any kind of special skills whatsoever to start accumulating incredible wealth with these two amazing programs we have painstakingly developed and perfected just for you.

By following the guidelines of our programs, you will be absolutely ecstatic to discover that the work you will be doing is both very easy, and extremely profitable. Depending on which program you decide to use, your job will consist of a slightly different process. Ultimately, your main goal will be to get as many people as possible to either read your sales circulars, or listen to your recorded messages. Now, with that said, do not be discouraged. It is much, much easier to do than you may think.

Our sales circulars will be cleverly advertising our various money and success publications. If you're curious, a "sales circular" is just a camera-ready full page ad, which is ready to be placed in a newspaper or magazine. If you decide to use Program #2, the advertising messages you will record will have a similar advertising theme as the sales circular, but slightly different, and much more effective. After you begin making sales, you will use our drop-ship department created for your convenience. We will cover the cost of all publishing, production, and shipping & handling expenses, and rush all of your customers the publications they ordered. You will be selling mass amounts of our quality publications, however you will never have to deal with the very substantial cost, and huge burden of shipping, stocking, or publishing and producing any of them. We hope you find it obvious that with that added bonus, plus your 80% commission rate on all sales, your role in our partnership is much easier, and very much more profitable than ours. As you quickly find yourself receiving an ever-growing daily income, month after month, we are quite sure that you will want to continue our priceless partnership for many years to come. The greatest satisfaction we get out of giving so many people this great opportunity to obtain real wealth, is receiving so many letters of sincere thanks from our associates located throughout this great country of ours. Making your financial worries disappear is the most important task on our agenda, and is truly what motivates us to continue making this program available. As of now, you are probably very curious as to what exactly you will need to do, so you can get started right away. The steps you must follow will be explained in great detail throughout the rest of this publication. Find a peaceful reading area, get comfortable, and prepare to thoroughly enjoy reading the remainder of this inspiring publication.



Program #1: Using Classified Advertisements, and sales circulars

A Great Advertising Combo:

The Sales Circular, and the Classified Ad. These are two things that will be a major part of your new business, should you choose to use Program #1. These ads printed to the right are ads that you will soon be able to place in newspapers all across the country, and make incredible profits. The publications that back these claims up are presently being developed and published by our aggressive company, and might already be in circulation by the time you are reading this. These are only a few of our amazing offers, we are in production of over 20 different publications that you can advertise with claims just as eye-catching as these. As soon as the publications become available, we will rush you the carefully developed, and highly convincing sales circulars that go along with them. Incorporating classified ads with sales circulars is a very inexpensive and effective method of advertisement.

Raise \$200,000 in 24 Hours! Amazing System Revealed! Send \$5 and a S.A.S.E. to John Doe, P.O. Box 123, Smalltown, CO 12345

Establish Perfect Credit in As Little as 45 days! For info send \$5 and a S.A.S.E. to John Doe P.O. Box 123, Smalltown, CO 12345

How to get \$20,000 worth of FREE FURNITURE! For info send \$5 and a S.A.S.E. to John Doe P.O. Box 123, Smalltown, CO 12345

Learn secret flaw in world currency exchange system! Turn \$20 into \$200 over and over by legally exploiting this flaw! For complete info Send \$5 and S.A.S.E. to John Doe P.O. Box 123, Smalltown, CO 12345

The Vital Information You Will Need To Succeed Using Program #1:

You will find this program to be easy to understand, as well as easy to execute. The first thing you must do is find a few low-circulation weekly or daily newspapers. Do not advertise in any newspapers that have a circulation of over 20,000 people, we would not advise you to spend the money it costs to advertise in these higher-circulation papers just yet. Grab your phonebook, you will need to flip through the yellow pages, and under "Newspapers", you will find a long list of them that you will need to call, and write down important information about. Ask about their circulation, frequency of publication (Daily/Weekly etc.), and of course the price they will charge to print your classified advertisement. You should place your ad in at least 4 different newspapers to start, and do not spend much more than \$60.00 on all of them combined. If this unfortunately happens to be a lot of money from your perspective, and you can't pay it out of pocket at the moment, do not worry. Almost every newspaper will bill you at the end of the month, or even work out monthly payment plans to cover the cost, which gives you plenty of time to use your profits to pay the bill. When someone responds to your ad, you will find \$4.00, and a S.A.S.E. (Self-Addressed Stamped Envelope) in your P.O. Box (we will talk more about P.O. Boxes on page 8). When you get a response, take out your \$4.00 and the S.A.S.E., put our sales circular inside the S.A.S.E., and drop it right back in the mail. Using the S.A.S.E. method is how to avoid all postage and handling fees using this program. When the person reads the circular, they will then send \$26.00 to you so they can purchase our publication. You will keep \$20.80 of this (your 80% commission), and then simply write the customer's name on a drop-ship order form (on page 12), and mail the order form to us along with a check for our 20%, or \$5.20. We will then send your customer their publication, and take care of all the trouble and cost involved with doing so. Since you need only 3 people to order a publication from you to make a profit, and your 4 ads combined should reach between 20,000 to 40,000 people, there are extremely high odds that you will turn a nice profit on your very first try with this program. As with every business, it is a wise idea to expand your advertising in correlation with your profits. So, for the sake of demonstration, lets say that you take a \$60.00 profit after placing your first 4 classified ads (a very meager profit in our experience, but never the less a profit). Now, theoretically your total business capital is \$120.00 (the \$60.00 you provided out of your pocket to start, plus your \$60.00 profit). Now you will take your \$120.00, and advertise in 8 newspapers, costing you no more than your existing business capital. Now you are reaching 40,000 to 80,000 people, and suffice to say, you will soon be amazed to find that your profits are slowly but surely doubling quite consistently.



As you expand your advertising even further, you are going to need to somehow find the phone numbers for every newspaper in just about every city in your state, so you will know all of their circulations, costs, and learn from experience whether or not those particular papers turn a good profit (you will also need to find the numbers for out of state newspapers if you are very wisely advertising out of state as well). Eventually, you are going to need to call hundreds of newspapers so you can write down each one's individual information, and keep filed records of their information for easy access. The information you get by doing this is very important, and necessary to succeed. But... doesn't this seem like an incredibly time-consuming hassle that you really don't want to deal with? Well, For your convenience, we have finished that enormous workload for you already! Remember, our only desire is to make your job easier. We have complete newspaper lists from every state, with all the vital information you need about each one. We highly recommend ordering these, it will prevent you from having to endure hour after miserable hour of making calls and searching phone books. There are complete details on how to order these on page 11.

Simple Math Shows Your Amazing Profit Potential, Get Motivated!:

Hundreds of small weekly newspapers around the country will charge you as little as \$15.00 or less to run your ad in their paper for 2 weeks. Now, carefully pay attention as we show you how simple math effectively demonstrates your absolutely shocking profit potential. A \$15.00 classified advertisement will likely be in a very small newspaper with a circulation close to only 4,000 people. Now, odds are that you could easily end up with much better results than this, but for the sake of demonstration lets say that the first week your ad runs, maybe only 40 people, or 1% of the total 4,000 person circulation, are even interested enough by your ad to send you a S.A.S.E. and 4 dollars. Now, \$4.00 x 40 people = \$160.00. But wait! Remember the publication will print your ad for 2 weeks, and it is very likely that you will get the same if not a better response during the second week. So, $$4.00 \times 80 = 320.00 . Then lets say that the circulars you send to these people generate a 40% sales rate. So, 40% of 80 = 32 people. 32x\$20.80 (your 80% commission) = \$665.60. So, \$665.60 (money received from sales) + \$320 (money received from S.A.S.Es.) = A total gross revenue of \$985.60! Not a bad return in 2 weeks on your initial \$15.00 advertising investment, right? We realize that you must be thinking that making this amount of money so easily just seems far too ludicrous to be true. We seriously advise you to expel that thought from your head immediately! Earning a steady income like this a very real, and very achievable goal. There are thousands of people who are doing it right now, that would happily tell you the same thing! (By the way, do not be intimidated by competition, we will talk more about this later). This method is a very powerful way to put advertising odds drastically in your favor. Now, just to show the opposite end of the spectrum, we will give you an example of one of the worst possible scenarios you may find yourself in. Now, lets say that after your advertisement has been in print for two weeks, only 2 people out of 4,000, or 0.0005% happen to see your small classified ad, respond with a S.A.S.E. and then purchase a publication from you. So, 2x\$4.00 =\$8.00 (S.A.S.E. profit), and 2x\$20.80 = \$41.60 (sales profit). \$8.00+\$41.60 = Total Revenue of \$49.60. But, \$49.60 minus the advertising cost of \$15.00, leaves you with \$34.60 in profit. So, how much time did it take you place that ad, stuff 2 envelopes, and fill out a drop-ship form? Maybe you chose to work at a slow pace, and somehow it took you 15 minutes. You just earned \$34.60 for only 15 minutes of work. So, what is your current hourly wage at work? Or better yet, have you ever even known someone who had a job that paid them \$34.60 for doing 15 minutes of easy work? You probably thought only a highly successful doctor, lawyer, or C.E.O. makes that sort of cash. Well, now you can as well, and without spending around \$100k and 8 years of your life in college! And remember, that's the money you will make if only 2 people respond to your ad! Sometimes the response from the ads you place could put hundreds or even thousands of S.A.S.Es. in your mailbox. On the other hand, although it is extremely unlikely, it is possible that no one who sees the ad responds. Keep trying and keep track of which ads and newspaper combinations turn a good profit, and which ones don't.

Selling This Publication:

Since we previously explained that many of our upcoming publications may not be currently available, you are probably very curious as to what you can get started selling right now. As one of our associates, your name and associate I.D. number are in our data base and you are legally authorized to market our copyright-protected publications. Provided in the back of this manual is the camera-ready sales circular which is selling this very publication that you are holding in your hands. This is the sales circular you will be putting in your S.A.S.Es. Do not take this lightly, this publication sells extremely well. After all, you would know this better than anyone because you have purchased it yourself. As soon as we see that you are putting some effort into our program, and we receive your first few drop-ship forms, our newest and hottest circulars for all of our publications will be sent to you. Every program our company sells must be thoroughly tested, and proven to be effective before we will even consider letting you invest money to advertise it. Needless to say, these programs take a lot of time and resources to refine and perfect, so please be patient. We promise to make them available for you to sell just as soon as they meet our strict requirements for reliability and effectiveness.

5 Easy Steps To Get Started Immediately With Program #1:

Step #1: Choose an eye-catching, and clever way to word a classified ad to sell our "Incredible Home-Mailing Program". Take some time doing this, maybe get other people's advice, ask them if the ad would catch their eye. Make absolutely sure that whatever you advertise is achievable by using our program, and that your claims match those that appear in our sales circular. You can ask for \$1, \$2, \$4, \$5, or even \$10 and a self-addressed, stamp envelope. You may also choose to leave out the request for a S.A.S.E., request only money and mail out your own pre-stuffed and stamped envelopes. Or, you can just say to send for free details, whatever you think might make an ultimately more profitable ad. You are free to experiment with different advertising techniques. Here are two examples that were effective for us when we first started.

S100.00/Hour
Earn incredible income from your own home!
FT/PT Job opportunity
Send \$4 and S.A.S.E.
to P.O.Box 2237, Longment CO, 80502

\$1,000 Per WEEK Get paid \$4 for every envelope you stuff! Send S.A.S.E. to H.M. C., P.O. Box 2237 Longmont, CO 80502

Step #2: Depending on your budget, simultaneously run the ad in as many inexpensive, low-circulation newspapers as possible. We recommend a minimum of 4, and conversely we also do not advise you to spend a ridiculous amount of money on your first series of ad placements. Remember, expand advertising in correlation with your profits and individual success. Put the ad in the jobs and careers, or business opportunities section.

Step #3: Take the currently available sales circular at the back of this publication to your local printing shop, and have them add your name and address in the box to the right of where it says "Clip And Mail To", in the bottom right corner. Them have them print up as many copies as you think you'll need to fill the responses of your first few ads. If you are really short on cash, you can even wait until you start receiving your S.A.S.Es., and use the money you earn from these to cover the cost.

Step #4: When the S.A.S.Es. start coming, put in our sales circular with your name & address typed in the order form box, close it up and mail it right back to the customer.

Step #5: All of our publications currently retail for \$26.00, S&H fees included. When a \$26.00 order comes to you, keep \$20.80 for yourself, and send us the remaining \$5.20 along with a drop-ship order form filled out properly and addressed to your customer. Then we will rush your customer a copy of the publication immediately, and that's all there is to it. You can be assured that all of our sales circulars are tested and have proven to be highly effective at generating sales.

Program #2: Using 1-800 NUMBERS, LOCAL AREA CODE VOICEMAIL BOXES, AND CLASSIFIED ADS.

What You Absolutely Must Understand About Both Programs:

Program #2 is simply put, much better than Program #1 in nearly every way. Not only is there a lot less work involved, it has proven time and time again to bring a substantially higher level of success to every associate that uses it, than those who use Program #1. The drawback is that you cannot receive the added bonus of \$4.00 per stuffed envelope, even if the customer decides not to order a publication, as you get using Program #1. Also, you will need to pay the added expense of purchasing local area-code voicemail boxes, or 1-800 numbers that are accessible free of charge nationwide. Although the cost of these numbers is minor (less than \$25.00 per month), if you choose to purchase more and more local-area code voicemail boxes for different advertising locations as we strongly recommend, the cost can slowly add up. However, since our personal experience as well as that of our current associates proves, you can expect making over 10 times the amount of sales that you could ever achieve from using the marketing method involved with using Program #1. This unbelievable increase in sales definitely cancels out the negative aspects of losing the \$4.00 for every S.A.S.E., and having to pay for voicemail boxes. If you truly want to really apply yourself, and eventually receive thousands of dollars every single day in the mail, we very strongly advise that you use Program #2. After developing program #2, our company never looked back and left Program #1 in the dust. The reason that most of the advertising for our "Incredible Home-Mailing Program" revolves around the aspects and bonuses of Program #1, is because the advertising proves to be much more effective. Although somewhat ironic, the fact is that even though Program #2 is much more effective at generating wealth than Program #1, advertising the aspects of it just doesn't seem to get the same level of response and inquiry. Thankfully, we are able to effectively use the benefits of both Programs to consistently make every current, and future associate of ours successful and thoroughly enjoying their huge new source of income.

The Vital Information You Need To Succeed Using Program #2:

How you are going to use Program #2 is very similar to the steps and details outlined for Program #1. Although you will be placing the same kind of classified ads, it will not be necessary for you to include your entire name and address along with the ad. You will only need to include the number that goes to your recorded message. This will save you money on ad costs, as well as eliminate the extra work involved with stuffing the S.A.S.Es. and sending them back to potential buyers. Your customer will hear your recorded message explaining the benefits of our program, and then send his or her order directly to your mailbox.

You have two choices regarding which type of mailboxes you use. You may use a 1-800 number, which is accessible nationwide, and therefore you will only need to record your message once. Everyone who sees your ad in every state can call it to hear your message free of cost. 1-800 numbers are more expensive than local area-code voicemail boxes, and you will also be charged a small amount for every minute a customer is on the line listening to your message. What we recommend, is that as your expand your advertising, every new area code you advertise in will have it's own local voicemail box for people to call toll-free. In our experience, if you list a 1-800 number with your ad, people are much less likely to actually call it and hear your message. This is because the minute they see a 1-800 number, they automatically assume they will be calling a huge national company who sells their program to thousands of people, and therefore decreases their individual chance of achieving success by having to deal with massive competition. However, if they see a familiar looking local area-code number, they are much more likely to actually call it because they will assume that the number goes to a individual person, or small local company that has just started providing this fantastic opportunity, and there is still time to get in at the very beginning, or "ground level" of this program, and



ride it's success to the very top. To get your local area code voicemail boxes or 1-800 numbers, call EFLS at 1-800-348-0500, and ask for *Robert Porter*. Make sure to tell him that you are an associate of Smart Publications, and that we recommended for you to call him. This man is managing this company, and we have worked out a deal with him so that all of our associates receive discounted rates on local area code voicemail boxes, as well as 1-800 numbers. However, if he is unavailable you can just inform any employee there that you were referenced by our company, and you will get the same discounted price. Tell whoever you talk to that you are going to record a greeting-only message, and that you will need to have 3-4 minutes of time to record your message.

Below, we will give you an example of a message that you can record. We advise you to re-type, or re-write this with lots of space in between the lines, so it's easier to read aloud while you record your message. It is very important that you give a credible, and professional-sounding appearance. Speak articulately, confidently, strongly, and make sure to sound enthusiastic. It may take you an hour or two of practice before you get your message perfect, with no mistakes, and sounding very convincing. The quality of your message is directly related to the amount of sales you will make, so take time on it, and get it perfected! If you think you will be unable to record an effective, articulate, and convincing message, then we strongly advise you to request the aid of someone who you know that can. Take them out to dinner on you, pay for a night of fun, or just pay them directly if you have to! Your main goal is just to get your message sounding great.

Message Option:

"Hello, and thank you for calling (your personal name or business name), an associate of The Home Mailing Connection. You'll be excited to know that you have just discovered an ABSOLUTELY AMAZ-ING opportunity to make money. Imagine earning four dollars for every envelope you stuff, seal, and mail! Now just think about this for a second, how long would it take you to put a stamp on an envelope, write two addresses on the front, and stuff one piece of paper inside?. How many times could you do this in one hour alone? Your income potential is un-imaginable!!!! Now I want you to completely understand this, if you are selected as a new associate, you will earn four dollars for every envelope you stuff with only one piece of paper. You may think that this is the best offer you've ever seen or heard of, but the best is still to come! We will show you how to skyrocket your earnings to ten dollars per stuffed envelope, plus make huge commission profits on the sales your mailed envelopes make!!! This is an absolutely amazing offer, and they are only looking for a total of one hundred people from (state the this voicemail # is in) to participate. You can secure your associate position for a one-time startup fee of only twenty six dollars. This startup fee not only pays for the startup kit that is immediately rushed to you, but it also serves to motivate you to earn that money back. Do not let fear and doubt drive you away from this opportunity, I cannot stress this enough. In fact, this is probably the best financial opportunity of YOUR LIFE TIME. The Home Mailing Connection is a very reputable company based in Colorado, and what they are offering is 100% legitimate and 100% guaranteed. They WANT you to become wealthy, the many success stories they receive from associates throughout the country is truly what motivates them to continue making this program available. Take it from me, because I am personally one of those success stories! Now if you decide that making four dollars per stuffed envelope is not a good opportunity for whatever reason, simply send back the startup kit and receive a 100% guaranteed refund. So, what exactly have you got to lose? Remember, if you wait or hesitate in any way, someone may steal your opportunity, because they are only looking for 100 ambitious people from (state). Unfortunately, if you miss out, your money will be sent back to you and your opportunity is lost. However, If your order reaches them before the available positions are filled, it is likely that you will never have to worry about money again. Now how much is THAT worth to you. Rush your twenty six dollar startup fee by check, money order, or cash to (your name and address of your P.O. Box). I will do my best to make sure that one of these highly sought-after positions is secured for you. If I cannot get you in, your money will be returned within one week. If you do not receive your money back within 1 week, then your request was accepted and please allow 2-4 weeks for your package to be delivered".



This is just an example to give you an idea of what your message should sound like. You may choose to shorten this message, or lengthen it. You may choose to ad some details about how extremely successful you have become, in only a short amount of time as our associate. Or, you can also just record this exact message. We will leave it up to you to experiment with the effectiveness of different types of messages. Again, always keep your advertising within the guidelines of what our program offers.

Magazines: The Ultimate Printed Advertisement

Magazines can be extremely profitable to advertise in. There are even many magazines that are specially marketed to attract people who want exactly the information that our publications provide. Full page magazine advertisements provide extremely high response rates, and are far more effective than almost any other method of advertisement with the exception of T.V. and radio commercials. However, like everything in life this does not come without it's price, of course. Some magazines charge \$25,000 to have your full page ad printed in just one issue, while the cheapest rate you may find would be closer to \$1,000. The rates greatly vary according to circulation. We strongly advise you not to try this advanced method of advertising until you are very comfortable in your new mail-order business. Staying true to our advertising, we will mail you a check for \$1,500.00 dollars, if you provide proof that you have placed our full page ad in 20 national magazines simultaneously, and if you did not receive at least \$1,500.00 in the mail each and every day while the ads were in print and circulating. This could be considered Program #3, but since it is so advanced we do not go in depth explaining it's process in this publication. If you are serious about placing full page ads in magazines, and if you have the business capital to do so, then send us a letter in regards to this matter. We will likely design a brand new, and great looking ad just for you, and advise you on which magazines to use. A representative of our company will contact you by phone to help guide you through the entire process.

Our Drop-Ship Department:

Our company provides with our program, to minimize your effort and costs, a special drop-ship department for you. The drop-ship department will enable you, our valued associate, to quickly and easily become a successful mail-order entrepreneur. This is largely due to the fact that you do will not have to deal with the crippling cost of publishing, printing, stocking, and then shipping large amounts of publications to your customers. Contrary to what you might think, we are not spending our time and resources to do this for you because we profit from it. The \$5.20 you mail us with each order just barely covers the expense of printing and mailing your customer their publication. This is due to ever increasing printing, packaging, and mailing costs, and also because our publications are expensive to produce due to the fact that we have them made so that they present an acceptably professional appearance. If you have ordered other money making programs (and been let down by them), you probably noticed that the information was provided in cheap and messy photocopied sheets of paper, and possibly hand-stapled in the top left or right corner just to keep them together. These companies have already taken your money, and they could care less whether you put your faith in them and actually try their program. As a matter of fact, they would prefer that you didn't try their program because they know you will end up losing money, and probably demanding a refund. That, and the fact that it cuts deeply into their profits, is why they don't have or want a credible, and professional looking appearance.

At the back of this manual you will find a drop-ship order form. Take this form to your nearest printshop and have them print up as many copies as you like, always have copies of the form on hand when you are advertising.



Your Business Address:

You should seriously consider using a Post Office Box as your business address. When you advertise with your home address, you can run into the problem of uninvited guests at your home to pick up, or check the status of their orders at random hours throughout the day. If this situation doesn't bother you, go right ahead and use your home address. However if you don't like how that sounds, you can go to your local post office and get a P.O. Box for about \$20.00.

Do Not Be Intimidated By Competition!:

Our many associates, as well as many other people throughout this country have discovered how to make money using this system, and are therefore using it extensively. Do not be discouraged by this! We are not quite sure if you understand how many people there are to reach in this country. As of this moment, there are probably over 100,000,000 people in America that would purchase a publication for you, if they only saw your ad! Every single one of these people would love to improve their financial situations, and that is exactly the sort of information you are providing! All you need to do is get a small fraction of these people to see your advertisements, and you've hit an absolute goldmine! If you are worried about competing ads in a certain newspaper, that could possibly cut into your profits, just advertise in another newspaper. There are thousands of newspapers, as well as magazines that provide classified ad sections. It is still incredibly easy to find hundreds of them that have no ads competing with yours whatsoever! Even if there is one, or a few competing ads in a newspaper that you want to advertise in, don't be intimidated! Design your ad to be just a little more eye-catching, and better looking, and you'll snag their sales! You will find that after some experience in this business, this is a very easy thing to do. Even if there are 5 ads in the same highly-circulated newspaper that are all offering the exact same program, using the exact same advertising method, there are still plenty of profits to be made by all. There will be enough people interested, that every single one of you will make money, this fact just happens to be a great bonus regarding the nature of this business.

Your Dreams Are Within Reach, Make The Effort To Grasp Them!

After you have placed a few successful ads, do not be tempted to take the money you have made and blow it on something such as the down payment for a nice new car. Liabilities such as cars can wait, for now you must build your assets and become wealthy. Re-invest your profits into more ads, in as many newspapers you can afford, until you are receiving hundreds of responses every day in the mail. Once your ad is published, it takes only 3-5 business days for responses to come in. You will be receiving huge profits in a very short amount of time. Do not spend your money on recreational things just yet! You are going to need to diligently continue expanding your advertising network day after day, week after week! If you truly want to achieve wealth, this is what you must do. Countless millionaires have been produced in this business by using this tactic of continuously pyramiding profits by expanding advertising. You are no different than they are! They are not smarter, better educated, or superior to you in any way whatsoever! They just had the will to succeed, and so do you! So, don't stop working until you never need to worry about bills again for the rest of your life! We have seen people achieve this level of success in less than one year. And again, you are no different than they are. You have no disadvantages they didn't have, many of them started with only \$50.00 to their name, and climbed up the ladder of success. You have no excuse not get to get started traveling down your personal path to financial freedom, immediately.



Your Associate I.D. Number:

You will find your personal associate I.D. number on the front of the package that this publication arrived in. Please include this number with any correspondence that you send us, as it allows us to more easily pull up and keep track of your personal information.

Keep In Touch!

We want to hear about your success story! Mail us a letter if you manage to achieve an extraordinary profit while just beginning with our program. Or, mail us your success story if you manage to achieve great wealth after many months, or years. We want to hear about it! Also, feel free to let us know if you are not achieving the level of success that you hoped for, we will do everything we can to help. Any questions you have regarding anything can be mailed to us, we will mail you a reply as soon as possible. We do not provide phone numbers because our busy company does not have the time, or manpower to answer large numbers of phone calls with inquiries about our programs every day. We keep it simple, all correspondence between us, our future associates, and our current associates, occurs through mail only.

Final Note:

Handle all of your orders promptly, and professionally. If you receive money for one of our publications, and then somehow the drop-ship form and \$5.20 doesn't reach us, then your customer doesn't get what they paid for, and it could end up causing you a lot of trouble. The postal system in America is very efficient, and virtually no orders ever get lost, so you have no excuse. One irate customer who never received their package, and essentially gets ripped off, can cause you a lot of unnecessary legal headache. All orders that we receive are promptly processed. All tax and accounting records are your responsibility, you are our valued associate, not our employee. We cannot be held responsible in any way for any failed advertising attempts that cost you money, as with every business this one also has it's small share of risk. We have done enormous amounts of research, along with trial and error perfection, to develop this program for you. You have our promise that we have done, and will do everything possible to ensure that your experience with us is a most profitable one.

Refund Policy

Like we have promised, our "Incredible Home-Mailing Program" is 100% GUARANTEED to make you \$4.00 or more for every envelope you stuff using our system, and give you an 80% commission rate on sales. If it does not you may return it for a full refund of the purchase price. Simply return our publication, completely intact and in it's original packaging, along with a photocopied receipt from any newspaper (please black out any personal, or credit card information), proving that your classified ad was printed in their publication, and you failed to make profit. We are very prompt with our return requests, however we reserve the right to refuse any return attempts that do not adhere to our strictreturn policy. Please review the information printed under the headline "Magazines: The Ultimate Printed Advertisement", for details about our iron-clad \$1,500.00 guarantee.



A SPECIAL OFFER FOR ALL OF OUR ASSOCIATES

We are compiling vast lists of the most profitable newspapers to advertise in. This resource is invaluable to any of our associates who are very ambitious, and have a burning desire to make money. These lists, which are specially tailored and formatted to your exact needs, provide all the valuable information you need about newspapers, without you having to look each one up in the phone book, and then call them to find out. These newspapers that are already listed for your convenience, could cause you a quite a headache if you try to find them on your own, especially if you are from a different state. You'll be pleased to know that every newspaper we put in this list has a higher chance to be profitable than any random newspaper you may choose on your own, which makes your chances of placing many successful ads much greater. The vital information we include with these lists lets you scan a whole page at a glance, and decide which newspapers would be best to place your ad in. All phone numbers will be listed for you right there, which will save you a lot of time searching through phone books or paying to call information. We also will include total circulation (the number of people the newspaper reaches with each publication), frequency of publication (daily or weekly), city the newspaper is located in, and of course the newspaper's name and current phone numbers. You can be assured that all the information is current as of January, 2002. Don't miss out on this offer, as it is definitely a wise, time saving, and profitable advantage to give yourself. We charge a mere \$20.00 for this list, which includes S&H fees, and you will find the time it saves you is well worth the cost. All newspaper list orders are of the highest priority to us, and will be processed first, and rushed to you via first class mail so you can get started with our program immediately. Remember, you must order on a state by state basis, new order forms can be sent to you upon request.

☐ Enclosed is \$20.00, rush me my newspaper list so I can get started immediately. If I have made the smart decision to order several state's listings, I have enclosed enough funds to cover each one.	Enclosed is \$20.00, rush me my newspaper list so I can get started immediately. If I have made the smart decision to order several state's listings, I have enclosed enough funds to cover each one.	
☐ Check ☐ Cash ☐ Money Order	☐ Check ☐ Cash ☐ Money Order	
State(s) Wanted:	State(s) Wanted:	
Associate I.D. No. :	Associate I.D. No.:	
Name:	Name&:	
Address:	Address:	
State/City/Zip:	State/City/Zip:	

CUSTOMER'S NAME/ADDRESS:

CUSTOMER'S NAME/ADDRESS:



DROP-SHIP ORDER FORM

*Remember, once we receive your first 50 orders, a check for \$52.00 will be sem to you, doubting your original registration fee.					
*Once you start receiving large numbers of orders, you may type your customer's names up and print them out, to avoid having to hand-write each one. Make sure to include all of the information that we need on this form.					
☐ Enclosed is \$5.20 to cover the cost of printing, in Please immediately fill these orders, and rush a copy below:	nailing, and handling each customer's publication order. of the Incredible Home-Mailing Program to the addresses				
(Have your address printed here to save time.) Your Associate I.D. Number: Your Name/Address:	CUSTOMER'S NAME/ADDRESS:				
CUSTOMER'S NAME/ADDRESS:	CUSTOMER'S NAME/ADDRESS:				
CUSTOMER'S NAME/ADDRESS:	CUSTOMER'S NAME/ADDRESS:				

Exhibit C (Page 15 of 15)

Case 3:08-cv-01877-JP Document 1-4 Filed 08/07/2008 Page 15 of 15 YOU WILL EASILY EARN <u>UP TO \$1,500 A DAY</u>, OR WE WILL MAIL YOU A CHECK FOR \$1,500 JUST FOR TRYING OUR PROGRAM!!

WE ARE LOOKING FOR HOME-WORKERS TO HELP US MAIL OUT OUR OFFERS TO MILLIONS OF PEOPLE, WHO WE COULD NEVER REACH WORKING ALONE! IF YOU ARE ACCEPTED INTO OUR PROGRAM, YOU WILL BE PAID THE INCREDIBLE RATE

OF \$4.00 FOR EVERY ENVELOPE YOU STUFF FOR US, AND RECEIVE A 80% COMMISSION RATE ON EVERY SALE GENERATED BY YOUR MAILED ENVELOPES!!

<u>Special Offer!</u> For a limited time, you can get paid \$4.00 for every envelope you stuff, and **NEVER** have to pay for **ENVELOPES** or **POSTAGE FEES** for as long as you continue working for us!

Congratulations! You could be among the lucky few who will soon have their lives changed forever! I am very excited to announce that the Home Mailing Connection, a reputable mail-order company based in Colorado, is looking for homeworkers to help them mail their offers



out to millions of people, who they could never possibly reach working alone! People of every age and gender, with no previous experience or any special skills at all, report earning up to \$1,500 every day, working as "Associates of the Home Mailing Connection", under the expert guidance of this successful company! What is so great, is that their associates happily inform them that they only choose to work a few easy hours a day, but yet they generate this tremendous extra cash flow, month after month!

Unlike similar programs that you may find advertisements for, Home Mailing Connection's incredible home-mailing program is guaranteed to make you the kind of money they are promising (at least an easy \$1,500 a day), or they will personally mail you a check for \$1,500. THAT'S RIGHT, by using this program, if you do not make the kind of money this company is promising, then they will mail you a check for \$1,500 JUST FOR TRYING the program. We know that you must be thinking something like this: "Why would they offer a guarantee like that? This either can't be true, or this company has gone insane!!". Well, this successful, and rapidly expanding company is most definitely not insane. This totally unheard of guarantee is offered because they are absolutely 100% sure that you will be delighted with the program. They know that the last thing you would ever want to do, is return the program and lose your amazingly lucrative, and valuable position as their associate.

Do not be scammed by other companies that claim they will show you how to make large amounts of money, but never even tell you exactly what you will be doing! I have done huge amounts of research and testing, and you can be assured that this money making program is the ABSOLUTE BEST AVAILABLE.

Just think about this for a second, how long would it take you to put a stamp on an envelope, write 2 addresses on it, and stuff one piece of paper inside? HOW MANY TIMES COULD YOU DO THIS IN ONE HOUR ALONE?! Your income potential is absolutely mind-blowing. If you stuff just 20 envelopes an hour, that means you're making \$80.00 an hour, 40 envelopes means \$160.00 an hour, how hard you choose to work is up to you! Some associates report stuffing over 100 envelopes an hour! The greatest satisfaction this company gets from giving people this opportunity to make incredible amounts of money, is the letters they receive from people all around the country explaining how they've drastically changed their lives for the better.

For you to achieve the kind of financial freedom that is enjoyed by Home Mailing Connection's current associates, they charge a small one-time startup fee of \$26.00, which includes all applicable S&H fees, for you to secure your own associate position. Is that a fair price to pay to know that you will never worry about paying your bills again? I most certainly think so, and I'm sure you will as well.

On top of the \$1,500 guarantee, once the Home Mailing Connection receives the first 50 envelopes that you have stuffed, your full purchase price of \$26 will be REFUNDED IN DOUBLE. That's right, once you have put in a small amount of work, and they receive only 50 stuffed envelopes from you, you will be sent a check for \$52, which essentially

pays you a 100% return on your original investment. They are sure that by giving you this incredible offer, it will help to motivate you even further to get right to work!! This is because they sincerely want you to achieve financial freedom, it's as SIMPLE AS THAT!!

You are probably thinking that this offer just sounds way too good to be true. I cannot stress this enough: DO NOT LET FEAR AND DOUBT DRIVE YOU AWAY FROM THIS OPPORTUNITY!! This program is 100% LEGITIMATE, and 100% GUARANTEED. You will receive \$4.00 in U.S. funds for every envelope you stuff, and you will get an unheard of, locked-in commission rate of 80% for every sale your mailed envelopes make. If you use this program, and you find that it does not contain everything we have promised, you may send back your startup kit within one full year and receive a check made out to you for \$1,500.

We regret to inform you that there is a good chance you could miss out on this incredible opportunity, if you hesitate, or procrastinate in mailing your order. Once the set limit for associates is reached, THIS OFFER WILL BE WITH-DRAWN IMMEDIATELY. We are sorry to say that once this happens, a lot of people will miss out on what is likely the best opportunity of their lifetime. We urge you to act quickly so this doesn't happen to you, however on the unformate occasion that it does, your order and money will be promptly sent back to

"I can't give enough praise to the Home Mading Connection. I only stuff envelopes for about an hour or so in my spare time everyday, and I am currently making enough money to pay for my 5 bedroom house, my new BMW M3, and I have plenty of money left over to sweet! I just with I had found this opportunity much cooner in my life!"

-Geoff Brown, Scottsdale, AZ

"We had never seen a program that counted this great, and of course we were very skeptical at first, but now it has become the most valuable thing we ever purchased! Thanks to this program, we are putting our 2-kels through college, and putting more money away for retirement than we ever dreamed possible!" -Brisanns Rowland, Riverside, Ch.

Clip and Mail to:				
\$\square\$ \$226.00 in U.S. funds is enclosed, which includes all S&H fees. I can't afford to miss out on this opportunity, so rush me my starters kit! I understand that if by using this program I do not make the kind of money that is promised, I may return the startup kit anytime within one full year and receive a check made out to me for \$1,500.00.				
□ Check	□ Cash □	Money Order		
NAME		PHONE		
ADDRESS				
CITY/STATE/ZIPTHIS OFFER IS GOOD IN THE U.S.A. AND CANADA				
Please allow two to	four weeks for delivery.	☼ Home Mailing Connection, 2006		