

How To Earn Thousands of Dollars Giving Away Free Valuable Gifts!

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Welcome To Your Soon-To-Be Wealthy Lifestyle!

Thank you for downloading your FREE \$99.00 Program: *How To Earn Thousands of Dollars Giving Away Free Valuable Gifts*. This program is a genuine way for you to earn a real income simply by giving away free valuable gifts!

They are so valuable and so in demand by consumers that everybody will want one of these free gifts. That means they will be super easy to give away earning you a lot of money!

So what are the Free Valuable Gifts that you give away earning you thousands of dollars?

The Free Valuable Gifts are Fabulous Vacation Certificates, each one good for FREE 3 Exciting Days and 2 Fun-Filled Nights Hotel Lodging in your choice of 20 different resort cities! Each Vacation Certificate has a value of up to \$400.00 but you simply give them away! And you earn \$10.00 for each one redeemed! What could be easier or more rewarding?

My \$400.00 Vacation Certificate is the hottest, undisputed TOP premium in the U.S.! Everybody loves to travel and everybody loves getting free hotel lodging!

This premium is so awesome and so unique it could literally make you rich!

All you have to do is give them away directly to consumers. You could earn hundreds or even thousands of dollars in your spare time. This is so easy that a kid in grade school could earn money doing it! I have included everything you need so you'll be a great success!

Of course if you wanted to work from home, I reveal several different ways you can make money with this program with NO personal contact!

My unique program is unlike any other program you have ever seen. There are no quotas and no bosses breathing down your neck. You set your own hours. Start working when you want and stop when you feel like it. You can even make money while you are on vacation or while you're sleeping!

Go ahead and print out this Manual and pour yourself a cup of coffee. Then, go to a quiet area and read this Business Operations Manual thoroughly. Read it again, underlining key information with a highlighter pen. Then, use the information you learn and put it into action to make all your financial dreams come true!

\$400.00 Vacation Certificate Information

My new Vacation Certificate has a value of up to \$400.00. This Certificate provides Free Hotel Rooms at some of the most popular and exciting vacation destinations in the United States.

Give your customers these exotic vacation destination choices (some of the destinations may change from year to year):

Las Vegas NV
Gatlinburg TN
Reno NV
Biloxi MS
Lake Tahoe NV
Niagara Falls
Laughlin NV
New Orleans LA
Anaheim CA (Disneyland Area)
Myrtle Beach SC
Branson MO
Puerto Vallarta MX
Orlando FL
Mazatlan MX
Daytona Beach FL
Cancun MX
Palm Springs CA
Virginia Beach VA
San Antonio TX
Atlantic City NJ

Ask yourself this question. Do you know anyone who wouldn't want to save hundreds of dollars on his or her next vacation? Everyone who goes on vacation would love to have their hotel rooms... FREE OF CHARGE. I know I would... and so would you!

For years, Fortune 500 Companies have used Vacation Certificates to promote sales, generate leads and get referrals from customers. Now you can distribute my Vacation Certificates and earn thousands of dollars doing it. It's one of the EASIEST ways to earn money in America today!

My Vacation Certificates can be used by anyone, age 21 or older. After someone receives a Vacation Certificate, they mail it in with a \$24.95 processing fee. In a few days, they receive their Hotel Reservation Form by return mail. They now pay the room tax (average \$7.00 to \$12.00 per night)... and their hotel rooms are NO CHARGE. They will save hundreds of dollars when they use their Free Vacation Certificate! The Hotel Reservation Form is good for one year.

Vacation Certificate Questions & Answers

(Q) Are your Vacation Certificates just “Timeshare Vacations” by another name?

(A) ABSOLUTELY NOT. No customer will ever be required to listen to any sales pitch, take a tour, or in any other way be required to consider buying anything to take advantage of the Free Accommodations offered on my Vacation Certificates.

(Q) How can the Hotels at the resort locations listed on the Vacation Certificates afford to give away Free Hotel Rooms? Aren't they losing money?

(A) There is one main reason the travel agencies and Resort Hotels participate in this Free Hotel Room Certificate program. They are willing to give the rooms away Free to get people to come and see what they have to offer. They are expecting to make money in the future when people decide to come for a return visit.

Once people have a great experience at a vacation spot, they usually return many times. And many people will tell their friends, neighbors, relatives and co-workers about it... that's valuable word of mouth advertising! It's the same as a company sending you a free sample of their new product in the mail. They want you to try it for free, hoping you'll like it, buy it in the future and recommend it to other people.

(Q) What are the Hotels like?

(A) I am affiliated with a national company that is the actual provider of my programs offered. The Hotels used for the Vacation Certificate Program are all three and four-star hotels such as Doubletree, Holiday Inn, Ramada, Marriott and other well-known franchises. In Las Vegas they are Major Casino Hotels.

The fulfillment company uses many hotels at each destination so your customer will, in most cases, get their vacation on the dates they requested. You don't have to worry about sending someone on a less than superior vacation.

On the average, if someone uses one of my Vacation Certificates, they will receive accommodations that normally sell for \$75.00 to \$200.00 per night. The money they save on their accommodations will go a long way to pay for their transportation and meals.

Q: Are there any hidden charges to get what is offered on the Vacation Certificate Coupon?

A: No. People send in the Vacation Certificate with a \$24.95 processing fee. They will receive their Hotel Reservation Form in a few weeks. When they send in their Hotel Reservation Form with the requested dates of their vacation, they send in

the room tax (average \$7.00 to \$12.00 per night depending upon the destination). That's it.

Q: What if a customer wants to take their children on vacation with them... or... go with another couple... or book their accommodations immediately... Can they do that?

A: Yes, Yes and Yes. When a customer receives their reservation form in the mail they will have all of these options to choose from on the form. They can take advantage of any or all of them by paying a small surcharge.

Consumer Bonus Program To Earn You More Money

To entice consumers to redeem their Vacation Certificate, I have a fantastic Bonus Program! This Bonus Program was implemented to earn you more money!

The Bonus is a Savings Program with a total value of \$2,000.00 and is given FREE to anyone redeeming their Vacation Certificate within 15 days. This not only persuades consumers to redeem their Vacation Certificate quicker, but the Bonus Program increases the percentage of consumers who actually redeem their Vacation Certificate. This will earn you more money.

Consumers redeeming their Vacation Certificate within 15 days will receive the following FREE BONUSES (along with their Hotel Reservation Form):

(1) \$1,000.00 in Restaurant Coupons Certificate

This is a \$1,000.00 Certificate good for \$1,000.00 in Restaurant coupons valid at favorite restaurants and fast food chains nationwide.

Includes restaurants such as TGI Fridays, Chili's, Olive Garden, Red Lobster, Applebee's, Sizzler, I-Hop, Denny's, Planet Hollywood, Austin's Steakhouse, Hooters, Longshore Steakhouse, Ponderosas, just to list a few. Also fast food chains such as McDonald's, Hardee's, Quizno's, Taco Bell, Dairy Queen, Burger King, Carl's Jr., Jack-In-The-Box, KFC, Wendy's, Arby's, Subway, Popeye's Chicken, El Chico, Boston Market, Ruby Tuesday's and many more.

When consumers redeem their certificate for a small registration fee, they will receive 100, \$10.00 vouchers (\$1,000.00 total) to redeem for savings at their favorite eateries.

(2) \$1,000.00 in Supermarket Coupons Certificate

This is a \$1,000.00 Certificate good for the \$1,000.00 Supermarket Magic program valid at any supermarket. Imagine saving \$1,000.00 on the groceries of your choice.

Have you ever been in line at your supermarket and a customer in front of you had a coupon for every item in their shopping cart? That customer was using this program. Why is it that less than 1% of American families know about this offer, yet 90% of all households use grocery coupons? Everyone thinks that local newspapers are the only source of grocery coupons. The truth is, local papers contain less than 10% of the coupons available from the manufacturers on brand name grocery products.

When consumers redeem their certificate for a small registration fee, they will receive 100, \$10.00 vouchers (\$1,000.00 total) to redeem for coupons at their local supermarkets.

Vacation Certificate Marketing Information

This FREE \$99.00 Distributorship Program is not about you having to sell anything personally. It's about an easy way for you to earn thousands of dollars by simply giving away FREE Vacation Certificates and earning \$10.00 for each Certificate redeemed!

Each Vacation Certificate you give away will have your Distributor Number printed on the Certificate. Your Distributor Number will be assigned to you when you place your first order for Vacation Certificates. No one else will have your Distributor Number.

When a Certificate is redeemed, your Distributor Number tells our accounting department who was responsible for distributing that Certificate and most importantly, who gets paid.

We pay you \$10.00 for every Vacation Certificate redeemed that you distributed.

If you distribute 1,000 Vacation Certificates and only 20% are redeemed, you'll be paid \$2,000.00 ($\$10.00 \times 200 = \$2,000.00$).

If 30% of the Certificates are redeemed, you'll make \$3,000.00 ($\$10.00 \times 300 = \$3,000.00$)

There is no limit on the number of Certificates you can distribute. This means there is no limit to the amount of money you can earn. The more Vacation Certificates you distribute the more money you'll make.

On the 15th and the last day of each month our accounting department adds up all the Vacation Certificates redeemed with your Distributor Number on them, pays you \$10.00 for each redemption and issues you a commission check. Your check is sent out the following business day.

So how do you give the Vacation Certificates away? With the manager's permission, you could stand outside your local Wal-Mart, Lowe's, K-Mart, Grocery Store, etc. and give a Vacation Certificate to every person coming out of the store (a free gift for visiting the business).

You could leave several Vacation Certificates on counter tops of convenience stores, in laundry mats, in hospital and doctor waiting rooms, and in many other places.

You could also give away Vacation Certificates at sporting events, malls and any place that people gather together.

However, you can earn more money more quickly by letting businesses give the Vacation Certificates away for you!! And the businesses will actually PAY YOU for the privilege for doing so! What a creative moneymaking idea!!

So how is this possible?

Businesses are constantly looking for special promotions to get new customers and increase their sales. My Vacation Certificate is the hottest, undisputed top premium in the entire U.S.!

When businesses are looking for a hot new promotion, THIS IS IT! And they can usually take the cost of the Vacation Certificates and write it off their taxes as an advertising expense. Just tell them to check with their tax professional to make sure.

Here are a few businesses you should target with Vacation Certificate suggestions:

Car and Truck Dealers: Free Certificate with a test drive.

Any type of Contractor - Swimming Pool, Painter, Interior Decorator, Carpentry, Roofer, General Contractor, Carpet, Appliance, Landscaping, Siding, Electrical, etc: Free Certificate with Free estimate.

Carpet Cleaners: Free Certificate with job.

All types of stores: Free Certificate with a specific dollar amount of sale.

Pizza Shops, Yogurt Shops, Sub Shops, Fast Food, Donut Shops, Video Stores, Convenience Stores, Movie Theaters, Dry Cleaners, etc.: Free Certificate with 5 visits (or 10 visits). In this case, the merchant gives away wallet size cards with 5 or 10 squares and punches one at every visit (with a sale). When the card has been completely punched out, the consumer redeems the card and gets their Free Certificate. This brings the promotion cost down to 10¢ to 60¢ per visit.

Malls, Flea Markets, Amusement Parks, etc.: Free Certificate to the first 100 or so people Saturday morning (or something similar).

Casinos, Greyhound and Horse Racetracks, Seminars, Conventions, Concerts, Trade Shows, Sporting Events, Auctions, etc.: Free Certificate to the first 100 or so people on a specific day or to the first 100 people who purchase tickets.

Quick Oil Change And Lube Shops: Free Certificate with oil change.

Car Repair Shops: Free Certificate with Free estimate (or with any repair job).

Pest Control, Security Alarm Companies, Lawn Care, etc.: Free Certificate with minimum contract.

Newspapers, Cable TV, Satellite TV, Internet Providers, etc.: Free Certificate with paid subscription.

Grand Openings: Free Certificate to the first 100 or so customers.

Print and Copy Shops: Free Certificate with first job.

Hotels, Motels, Campgrounds, Parks, etc.: Free Certificate with room or rented space.

Real Estate Agents: Free Certificate to the first so many people to attend an open house.

There are many other businesses that could benefit by using my Vacation Certificates. The ideas above are suggestions only. You may have ideas and suggestions of your own.

The minimum order for businesses is only 50 Vacation Certificates at \$1.00 each or \$50.00. You will earn 50% commission on every initial business order for Vacation Certificates, and 60% on re-orders. Some businesses may order 100, 200, 500, 1,000 or more Certificates at one time!

All business orders receive DOUBLE the Certificates absolutely FREE on their first order! If they order 100 Vacation Certificates, they get 200. If they order 500 Certificates, they get 1000, etc. They also get FREE First Class Shipping! This is done to get a higher volume of orders thus earning you more money!

The Vacation Certificate will be printed with the name of your customer in the "Compliments Of" space and shipped within three business days. A re-order form with YOUR Distributor Number on it is included with all Vacation Certificate orders.

Please note that since the Vacation Certificates are personalized for your customers, all sales of Certificates are final... there can be no returns and no refunds. Many customers will reorder from you for years and years!

Marketing The Vacation Certificates To General Businesses

You may market the Vacation Certificates to any type of business in your local area by visiting businesses in person and showing them a sample Vacation Certificate. Or you may market the Certificates without leaving your home! How? By using the "Want More Customers?" sales letter (Form A - sample enclosed).

Take this two-page letter and have it printed or copied on regular white paper, one side only. Fold the two pages together in thirds (like a letter). Just be sure to fold the letter so the headline will show. It's the first thing you want your prospects to see when they pull it out of the envelope.

You may send this letter and solicit orders from businesses anywhere in the United States! You may choose to target specific business categories such as car dealers or target all types of businesses.

Business names and addresses can be found in directories at your local library or on the Internet at one of the following websites:

www.yellowpages.com

www.switchboard.com

www.anywho.com

When dealing with businesses, you need to be as professional as possible. Use #10 long envelopes printed with your name and address. Also type business names and addresses on the envelopes. You could print these with your computer's printer. You don't need to enclose a reply envelope since you are dealing with businesses. Virtually all businesses have their own printed envelopes they use.

Other items to enclose with your letter include a Double Sided Certificate Fact Sheet "How Does The Vacation Certificate Program Work" – Form Z (sample enclosed), to be used as a brochure. On the other side, print the "Here Is What Our Current Clients Use The Certificates For" Brochure - Form P (sample enclosed). Have these copied on light yellow paper. Fold them so the headline shows.

You will also want to enclose a Vacation Certificate so businesses can see what they look like (and possibly redeeming their Certificate earning you \$10.00!). And make copies of the Order Form (sample enclosed). Copy these on white paper. Fold them out so the headline shows.

So an envelope you send by mail to your prospect has five components:

1. Outer #10 Long Envelope (printed with your name and the business name)

2. Two page "Want More Customers?" sales letter (Form A - printed on white paper - one side only)
3. Double Sided Certificate Fact Sheet "How Does The Vacation Certificate Program Work" - Form Z, and on the other side "Here Is What Our Current Clients Use The Certificates For" - Form P (printed on light yellow paper)
4. Vacation Certificate sample (we print these on Gold Parchment paper)
5. Order Form (printed on white paper)

All orders come to us. We type your customer's name in the "Compliments Of" space on the Vacation Certificates, print the Certificates, ship the Certificates and include a re-order form with YOUR Distributor Number. All certificates are mailed FLAT (unfolded) in a 9x12 envelope so they will arrive at the business in pristine condition.

All business orders receive DOUBLE the Certificates absolutely FREE on their first order! If they order 100 Vacation Certificates, they get 200. If they order 500 Certificates, they get 1000, etc. They also get FREE First Class Shipping! This is done to get a higher volume of orders thus earning you more money!

Then, we send you a commission check for 50% of the order on the 15th and last day of the month. The minimum order is 50 Certificates earning you a minimum of \$25.00. Of course you could earn much more depending upon the quantity of Vacation Certificates ordered. And on re-orders, you will earn 60% commission. Remember that you can do this program locally or anywhere in the country by mail.

Marketing The Vacation Certificates To Sales People

Sales people are always looking for promotions and attention-grabbers to increase their sales so they can earn more money! My Vacation Certificates are perfect for this occasion!

You approach these people in a way similar to general businesses. Simply mail out "Want More Sales?" letters (Form B - sample enclosed) by mail from your home.

Sales people may use the Vacation Certificates for different reasons than a store would. Sales people will use the Certificates to close sales, make appointments, or use as door openers.

Here are a few sales people you should target with this letter:

Vacuum Cleaner Sales, Encyclopedia Sales, Insurance Sales, Auto Clubs, Mobile Home Sales, RV Sales, Time-Share Sales, Door-to-Door Sales, Telemarketing Sales, All Types of Wholesale Distributors, Computers, Copiers and Other Office Equipment Sales, etc. You can probably think of many, many more!

To find sales people locally, look in the Yellow Pages and scan each classification for sales people prospects. Your local library has out of town directories. Also you can find classifications of sales people on the Internet at the following websites:

www.yellowpages.com

www.switchboard.com

www.anywho.com

Also, Mail Order Companies and Internet Companies are ALWAYS looking for new, hot and exciting promotions to give away as a free gift to persuade people to order from them.

It's a proven fact that a free gift drastically increases orders and gets larger size orders! And the more valuable the free gift is, the greater the increase in orders! What freebie have you seen that is more valuable and exciting than the Vacation Certificates that lets recipients get FREE hotel rooms for 3 days and 2 nights at 20 resort locations?

To find Mail Order Companies, go to your local library and look in magazines they subscribe to. Or, purchase as many magazines as you can afford and send a "Want More Sales?" letter to all mail order companies advertising in the magazine.

Take this two-page letter and have it printed or copied on regular white paper, one side only. Fold the two pages together in thirds (like a letter). Just be sure to fold the letter so the headline will show. It's the first thing you want your prospects to see when they pull it out of the envelope.

Be sure you send letters to MAIL ORDER companies... NOT consumer companies. Mail order companies always sell something or ask you to inquire for more information. Examples are companies selling clothing, vitamins, novelties, books, and thousands of other items DIRECTLY to consumers. Some of these companies may purchase the Vacation Certificates in HUGE volumes!

Consumer companies usually advertise one of their products but don't sell directly. Companies may advertise food products, cosmetics, and thousands of other items. However, these companies do NOT sell directly to consumers but through wholesale companies who in turn sell to retail outlets. Consumer companies would be a waste of your time to contact.

You may also want to market to Internet companies (there are several HUGE companies like Amazon.com, eBay.com, etc).

Now listen carefully... if you send SPAM (mass marketing by email to individuals or companies) your Distributorship will be immediately and forever terminated! Spamming is against the law! Yes, I know people still do it... I get emails from spammers every day, but it's only time before they get caught and fined or imprisoned or both!

The proper way (and the ONLY way) to market to Internet companies is to look on their website for a link that says, "About Us" or "Contact Us". Click on that link and find a MAILING address for the company. Then, send those companies a letter in the mail.

When dealing with sales people, mail order or Internet companies, you need to be as professional as possible. Use #10 long envelopes printed with your name and address. Also type your prospects' names and addresses on the envelopes. You could print these with your computer's printer. You don't need to enclose a reply envelope since you are dealing with businesses. Virtually all businesses have their own printed envelopes they use.

Other items to enclose with your letter include a Double Sided Certificate Fact Sheet "How Does The Vacation Certificate Program Work" (sample enclosed), to be used as a brochure. On the other side print the "Here Is What Our Current Clients Use The Certificates For" - Form P. Have these copied on light yellow paper. Fold them so the headline shows.

You will also want to enclose a Vacation Certificate so businesses can see what they look like (and possibly redeeming their Certificate earning you \$10.00!). And make copies of the Order Form (sample enclosed). Copy these on white paper. Fold them out so the headline shows.

So an envelope you send by mail to your prospect has five components:

1. Outer #10 Long Envelope (printed with your name and the business name)

2. Two page "Want More Sales?" sales letter (Form B - printed on white paper - one side only)
3. Double Sided Certificate Fact Sheet "How Does The Vacation Certificate Program Work" Form Z, and on the other side "Here Is What Our Current Clients Use The Certificates For" - Form P (printed on light yellow paper)
4. Vacation Certificate sample (we print these on Gold Parchment paper)
5. Order Form (printed on white paper)

All orders come to us. We type your customer's name in the "Compliments Of" space on the Vacation Certificates, print the Certificates, ship the Certificates and include a re-order form with YOUR Distributor Number. All certificates are mailed FLAT (unfolded) in a 9x12 envelope so they will arrive at the business in pristine condition.

All business orders receive DOUBLE the Certificates absolutely FREE on their first order! If they order 100 Vacation Certificates, they get 200. If they order 500 Certificates, they get 1000, etc. They also get FREE First Class Shipping! This is done to get a higher volume of orders thus earning you more money!

Then, we send you a commission check for 50% of the order on the 15th and last day of the month. The minimum order is 50 Certificates earning you a minimum of \$25.00. Of course you could earn much more depending upon the quantity of Vacation Certificates ordered. And on re-orders, you will earn 60% commission. Remember that you can do this program locally or anywhere in the country by mail.

Marketing The Vacation Certificates To Non-Profit Organizations

All non-profit organizations have one thing in common. They all need money... lots and lots of money... they never seem to have enough money to carry out their mission.

Most non-profit groups are ALWAYS seeking to raise funds... searching for new ways or various angles to force potential donors to open their wallets and give to their cause.

My Vacation Certificates are the perfect solution to the non-profits' fundraising problem. Giving a contributor a Vacation Certificate in exchange for a \$20.00 or \$25.00 donation... will make wallets open faster than a blink of an eye!

And since the Certificates cost the non-profits only \$1.00 each... it's a LOW cost incentive as well... earning the non-profits up to 95% gross profits... which by the way, is an extremely high profit ratio in fundraising! Some non-profit groups net only 20% to 40% of the funds raised!

There are several HUGE non-profit organizations that are well known such as American Heart Association, American Cancer Society, United Way, etc. However, there are THOUSANDS of lesser-known non-profit groups all across the country. In fact, there are many non-profit organizations located in EVERY town!

Some of these organizations include Elk Lodge, Moose Lodge, Kiwanis, Masons, pee wee football teams, schools, school pep clubs, school bands, churches, youth groups, boy scouts, girl scouts, women's clubs, and many, many more! A search through your local Yellow Pages will find you even more non-profit organizations as your prospects.

And if you wanted to work at home, all you do is mail out "Need More Money?" letters (Form C – sample enclosed) to non-profits in any area of the country.

Take this two-page letter and have it printed or copied on regular white paper, one side only. Fold the two pages together in thirds (like a letter). Just be sure to fold the letter so the headline will show. It's the first thing you want your prospects to see when they pull it out of the envelope.

Your local library has directories of non-profit organizations. You can also find names and addresses of non-profit organizations on Internet websites as listed previously. You can target specific groups like churches or schools, or you can target all types of groups.

When dealing with your prospects, you need to be as professional as possible. Use #10 long envelopes printed with your name and address. Also type your prospects' names and addresses on the envelopes. You could print these with

your computer's printer. You don't need to enclose a reply envelope since you are dealing with businesses. Virtually all businesses have their own printed envelopes they use.

Other items to enclose with your letter include a Double Sided Certificate Fact Sheet "How Does The Vacation Certificate Program Work" (sample enclosed), to be used as a brochure. On the other side print the "Here Is What Our Current Clients Use The Certificates For" - Form P. Have these copied on light yellow paper. Fold them so the headline shows.

You will also want to enclose a Vacation Certificate so businesses can see what they look like (and possibly redeeming their Certificate earning you \$10.00!). And make copies of the Order Form (sample enclosed). Copy these on white paper. Fold them out so the headline shows.

So an envelope you send by mail to your prospect has five components:

1. Outer #10 Long Envelope (printed with your name and the business name)
2. Two page "Need More Money?" sales letter (Form C - printed on white paper - one side only)
3. Double Sided Certificate Fact Sheet "How Does The Vacation Certificate Program Work" Form Z, and on the other side "Here Is What Our Current Clients Use The Certificates For" - Form P (printed on light yellow paper)
4. Vacation Certificate sample (we print these on Gold Parchment paper)
5. Order Form (printed on white paper)

All orders come to us. We type your customer's name in the "Compliments Of" space on the Vacation Certificates, print the Certificates, ship the Certificates and include a re-order form with YOUR Distributor Number. All certificates are mailed FLAT (unfolded) in a 9x12 envelope so they will arrive at the business in pristine condition.

All business orders receive DOUBLE the Certificates absolutely FREE on their first order! If they order 100 Vacation Certificates, they get 200. If they order 500 Certificates, they get 1000, etc. They also get FREE First Class Shipping! This is done to get a higher volume of orders thus earning you more money!

Then, we send you a commission check for 50% of the order on the 15th and last day of the month. The minimum order is 50 Certificates earning you a minimum of \$25.00. Of course you could earn much more depending upon the quantity of Vacation Certificates ordered. And on re-orders, you will earn 60% commission. Remember that you can do this program locally or anywhere in the country by mail.

Marketing The Vacation Certificates To Newsletters

Another lucrative industry you should target is the newsletter industry. There are many thousands of newsletters... over 10,000 at last count and new ones getting started every week... and all marketed by mail to specific people or specific companies.

Most people have never heard of 99.99% of these newsletters. Some of these newsletters have a few hundred subscribers. Some have more than 100,000 subscribers.

But they ALL have the SAME PROBLEM... how to get a constant stream of NEW subscribers at an affordable cost! My Vacation Certificates are the ace in the hole that newsletter publishers need to sign up hundreds or thousands of new subscribers quickly and easily!

Simply send the newsletter publishers a "Want More Subscribers?" letter (Form D – sample enclosed) in the mail and earn easy money!

Take this two-page letter and have it printed or copied on regular white paper, one side only. Fold the two pages together in thirds (like a letter). Just be sure to fold the letter so the headline will show. It's the first thing you want your prospects to see when they pull it out of the envelope.

Once a publisher decides to use the Vacation Certificates as a subscription premium, most will reorder from you on a steady basis for many years!

To find newsletter publishers, check with your local library. They usually have a newsletter directory listing thousands and thousands of them. You can also find names and addresses of newsletters on the Internet websites already listed in this manual.

When dealing with your prospects, you need to be as professional as possible. Use #10 long envelopes printed with your name and address. Also type prospects' names and addresses on the envelopes. You could print these with your computer's printer. You don't need to enclose a reply envelope since you are dealing with businesses. Virtually all businesses have their own printed envelopes they use.

Other items to enclose with your letter include a Double Sided Certificate Fact Sheet "How Does The Vacation Certificate Program Work" (sample enclosed), to be used as a brochure. On the other side print the "Here Is What Our Current Clients Use The Certificates For" - Form P. Have these copied on light yellow paper. Fold them so the headline shows.

You will also want to enclose a Vacation Certificate so businesses can see what they look like (and possibly redeeming their Certificate earning you \$10.00!). And

make copies of the Order Form (sample enclosed). Copy these on white paper. Fold them out so the headline shows.

So an envelope you send by mail to your prospect has five components:

1. Outer #10 Long Envelope (printed with your name and the business name)
2. Two page "Want More Subscribers?" sales letter (Form D - printed on white paper - one side only)
3. Double Sided Certificate Fact Sheet "How Does The Vacation Certificate Program Work" Form Z, and on the other side "Here Is What Our Current Clients Use The Certificates For" - Form P (printed on light yellow paper)
4. Vacation Certificate sample (we print these on Gold Parchment paper)
5. Order Form (printed on white paper)

All orders come to us. We type your customer's name in the "Compliments Of" space on the Vacation Certificates, print the Certificates, ship the Certificates and include a re-order form with YOUR Distributor Number. All certificates are mailed FLAT (unfolded) in a 9x12 envelope so they will arrive at the business in pristine condition.

All business orders receive DOUBLE the Certificates absolutely FREE on their first order! If they order 100 Vacation Certificates, they get 200. If they order 500 Certificates, they get 1000, etc. They also get FREE First Class Shipping! This is done to get a higher volume of orders thus earning you more money!

Then, we send you a commission check for 50% of the order on the 15th and last day of the month. The minimum order is 50 Certificates earning you a minimum of \$25.00. Of course you could earn much more depending upon the quantity of Vacation Certificates ordered. And on re-orders, you will earn 60% commission. Remember that you can do this program locally or anywhere in the country by mail.

Marketing The Vacation Certificates To Associations

Most people fail to think of associations (also non-profit) when marketing premiums or incentives. However, associations are ALWAYS looking for ways to get NEW members to not only increase their revenue but also gain more influence and power!

My Vacation Certificates are the perfect incentives for associations to raise their membership roster through the roof! Simply send the associations a "Want More Members?" letter (Form E – sample enclosed) in the mail and earn easy money!

Take this two-page letter and have it printed or copied on regular white paper, one side only. Fold the two pages together in thirds (like a letter). Just be sure to fold the letter so the headline will show. It's the first thing you want your prospects to see when they pull it out of the envelope.

Once an association decides to use the Certificates as a membership premium, most will reorder from you on a steady basis for many years!

Like organizations and newsletters, there are many thousands of associations, everything from the gigantic AARP (American Association of Retired Persons) to realty and homebuilder associations... to convenience store and grocery associations... to teacher and educator associations... even law enforcement associations... and everything in between.

Associations exist to lobby state and Federal legislatures in passing or vetoing bills on behalf of their members (and to BENEFIT their members) and updating their members through the associations' magazines, newsletters or bulletins.

Another group that closely resembles associations are employee unions. Unions lobby employers on behalf of the members (employees of the employer). In exchange for the union's efforts in getting their members pay raises and better benefits, they charge their members a fee called Union Dues. These are deducted from the employees' paycheck.

Unions also want to increase their membership roster to gain more influence and power (look at how powerful the Teamsters Union is or the United Auto Workers). My Vacation Certificates are the perfect incentive for unions also. The Certificate's cost is a small drop in a large bucket compared to the union dues charged to members.

You can find association and union names and addresses in your local Yellow Pages or on the Internet websites listed previously. Your local library may have directories of these also.

When dealing with your prospects, you need to be as professional as possible. Use #10 long envelopes printed with your name and address. Also type prospects'

names and addresses on the envelopes. You could print these with your computer's printer. You don't need to enclose a reply envelope since you are dealing with businesses. Virtually all businesses have their own printed envelopes they use.

Other items to enclose with your letter include a Double Sided Certificate Fact Sheet "How Does The Vacation Certificate Program Work" (sample enclosed), to be used as a brochure. On the other side print the "Here Is What Our Current Clients Use The Certificates For" - Form P. Have these copied on light yellow paper. Fold them so the headline shows.

You will also want to enclose a Vacation Certificate so businesses can see what they look like (and possibly redeeming their Certificate earning you \$10.00!). And make copies of the Order Form (sample enclosed). Copy these on white paper. Fold them out so the headline shows.

So an envelope you send by mail to your prospect has five components:

1. Outer #10 Long Envelope (printed with your name and the business name)
2. Two page "Want More Members?" sales letter (Form D - printed on white paper - one side only)
3. Double Sided Certificate Fact Sheet "How Does The Vacation Certificate Program Work" Form Z, and on the other side "Here Is What Our Current Clients Use The Certificates For" - Form P (printed on light yellow paper)
4. Vacation Certificate sample (we print these on Gold Parchment paper)
5. Order Form (printed on white paper)

All orders come to us. We type your customer's name in the "Compliments Of" space on the Vacation Certificates, print the Certificates, ship the Certificates and include a re-order form with YOUR Distributor Number. All certificates are mailed FLAT (unfolded) in a 9x12 envelope so they will arrive at the business in pristine condition.

All business orders receive DOUBLE the Certificates absolutely FREE on their first order! If they order 100 Vacation Certificates, they get 200. If they order 500 Certificates, they get 1000, etc. They also get FREE First Class Shipping! This is done to get a higher volume of orders thus earning you more money!

Then, we send you a commission check for 50% of the order on the 15th and last day of the month. The minimum order is 50 Certificates earning you a minimum of \$25.00. Of course you could earn much more depending upon the quantity of Vacation Certificates ordered. And on re-orders, you will earn 60% commission. Remember that you can do this program locally or anywhere in the country by mail.

Letters, Brochures And Forms And How To Use Them

You will receive camera-ready copies of all sales letters and forms you'll need with your first order of Vacation Certificates of 100 or more. Camera-ready simply means the letters and forms are ready to print or copy. Always keep these camera-ready copies unfolded and clean of fingerprints, food, etc.

When you receive them, take a look at all the different forms and letters. The number at the bottom left identifies the form.

When you mail out letters to prospects, make sure that the HEADLINE is the first thing the letter recipient sees when they pull the letter out of the envelope (so fold the letter out so the headline shows). Also, make sure you send the right letter to the right prospects (by matching up the form numbers).

If you want to get a super fast start, visit local businesses in person, show a sample Vacation Certificate and take orders.

Now, my program is NOT about making personal calls. It's about doing easy, enjoyable work at home and earning a good living. BUT... if you need money right away, this is one way of getting it. Then, follow up in a few weeks to see how their promotion went. If results are satisfactory, ask for another order!

If you have questions, please email me at jercarbra@aol.com

Thank you and good luck!

Jerry Byler

FREE BONUS!

Kicking Your Income Into Overdrive

Thus far, I have been discussing giving away Vacation Certificates directly to consumers and also marketing Vacation Certificates to various businesses.

The Vacation Certificates each have a processing fee of \$24.95 that consumers mail in with their Certificate in order to receive their Hotel Reservation Form. You earn \$10.00 for each Certificate redeemed. We print checks twice per month on the 15th and the last day of the month. They are put into the mail on the next day.

NOW, I want to share with you about how YOU can earn a lot of money on the BACK-END. Here is how this back-end program works:

When a consumer redeems a Vacation Certificate, we send them their Hotel Reservation Form, their two free bonuses (\$1,000.00 Restaurant Coupons Certificate and \$1,000.00 Supermarket Coupons Certificate) and a thank you letter.

Along with the items above, we also enclose FIVE ADDITIONAL VACATION CERTIFICATES FREE WITH YOUR DISTRIBUTOR NUMBER ON THEM!! This gives YOU an excellent opportunity to earn an additional \$50.00!!

Let me explain.

A person that redeems their Vacation Certificate is excited about receiving their information and reward. They have probably told OTHER PEOPLE about it. This works in your favor.

The letter tells the consumer to give the five Vacation Certificates away to their relatives, friends, neighbors, co-workers, etc. And the truth is... most of them will do just that (because they are EXCITED about their reward)!

Then, many of those people will redeem their Vacation Certificate too (because the person who gave it to them REDEEMED theirs and basically ENDORSED it) and YOU earn \$10.00 for every one of those Certificates redeemed too!

There is NO work and NO expense for you to benefit from this Bonus Program. We print the five Vacation Certificates free, we print your Distributor Number on each one free and we pay the postage in mailing them. You reap the benefit by earning \$10.00 on each one of these Certificates redeemed also!

And everyone who redeems their Vacation Certificate (given to them by your customer) we simply REPEAT the process!! They also receive a thank you letter with five additional Vacation Certificates with your Distributor Number on them. This makes the program self-perpetuating... it keeps going and going, with your income going higher and higher!

For example, if 100 Vacation Certificates are redeemed with your Distributor Number on them, in addition to paying you \$1,000.00 in commissions... we will send out 5 new Vacation Certificates for each one redeemed (5 x 100 = 500). Now you have 500 additional Vacation Certificates with your Distributor Number printed on all of them without you doing anything. And you will be paid \$10.00 on each one redeemed as well.

If 200 Vacation Certificates are redeemed, you will have an additional 1000 Certificates in circulation for you free of charge. If only 20% are redeemed, that means 200 are redeemed and 5 new Certificates goes out or another 1000 total. Another 20% are redeemed and another 1000 go out, over and over, again and again!

All you have to do is take the first step... order a supply of Vacation Certificates... and get going! Order and distribute your first order of Vacation Certificates with your Distributor Number on them. You may order as few as 100 but 1000 Certificates will get you going fast.

In this manual, I have given you everything you need to begin an exciting part time business on a shoestring, working from the comfort of your home that could quickly and easily blossom into a very large income, and making all your financial dreams come true! There's only one thing left for you to do... GO FOR IT!!

Company Policies and Procedures

1. A Distributor is not an agent, employee or legal representative of **Info Now**. A Distributor is an Independent Contractor or Agent and as such, agrees to pay any and all local, state and federal taxes incurred in the course of his/her business as a Distributor for Info Now. Distributors may not use the proprietary trade name or trademarks of **Info Now**.
2. Distributors agree to make no statements, claims, representations or warranties regarding **Info Now**, which are not contained in promotional materials or products offered by **Info Now**.
3. **Info Now** is a national company dedicated to serving the needs of its Distributors and its customers.
4. **Info Now** assigns no exclusive territories or rights to any Distributor. Distributors are free to distribute Certificates anywhere in the United States of America.
5. **Info Now** agrees to pay to Distributors in the amount of \$10.00 for each Certificate redeemed.
6. Distributors agree not to copy, sell or reveal any of the marketing information contained in the Distributors Manual to any person or company that may compete with **Info Now** in any way. To do so would violate the copyright of **Info Now** and violators would be subject to prosecution.
7. The income of an **Info Now** Distributor is solely determined upon his/her own effort and no representation of guaranteed earnings has been made, expressed or implied.
8. **Info Now** reserves the right to increase or decrease the prices for Vacation Certificate Redemptions, or any other material with a 30 day notice to active Distributors.
9. **Info Now** will give first notice to active Distributors of new Certificates to distribute. An active Distributor is defined as someone who generates Certificate Redemptions of \$100.00 per month or more.
10. **Info Now's** Distributors agree to conduct themselves in a professional and dignified manner at all times using sound business and accounting practices. Distributors further agree to undertake no transactions that do not benefit all whom it affects.
11. **Info Now** reserves the right to terminate the Distributorship of any person or persons without further compensation if he, she or they send Spam over the Internet using Company materials or claiming to represent **Info Now**.

12. Understanding of and adherence to these policies and procedures is a requirement to act as an **Info Now** Distributor. Failure to follow these policies and procedures would result in the termination of the Distributors Distributorship and without further compensation.

By implementing your Distributorship, you agree that you have read and will comply with **Info Now's** policies and procedures.

To order an initial supply of Vacation Certificates with your Distributor Number printed on them, please print out and use the order form on the last page in this Manual. Camera-ready copies of all letters and forms are sent free of charge with your first order.

Letters And Forms

Here, you will find samples of all the letters and forms you will need in conducting your business.

“Want More Customers” Sales Letter - Form A

“Want More Sales” Sales Letter - Form B

“Need More Money” Sales Letter - Form C

“Want More Subscribers” Sales Letter - Form D

“Want More Members” Sales Letter - Form E

“How Does The Vacation Certificate Program Work” Brochure - Form Z

“Here Is What Our Current Clients Use The Certificates For” Brochure - Form P

Vacation Certificates Order Form - Form O

“Want More Customers” Sales Letter - Form A

You will find this letter on the next 2 pages. It is also Form A.

You may send this letter and solicit orders from businesses anywhere in the United States! You may choose to target specific business categories such as car dealers or target all types of businesses.

When you print this letter, sign your name in blue ink on the second page. Then fold in thirds with the headline out (showing).

Want More Customers? Get All You Want Using My Low-Cost Vacation Certificates!

**You Get 3 Exciting Days & 2 Fun Filled Nights
FREE Hotel Lodging in your choice
of 20 fabulous resort cities!
Only \$1.00 Each!**

Dear Business Owner who wants more customers and increased business;

- ✓ Would you like to INCREASE your business 25%... 50%... 100% and MORE?
- ✓ Would you like to DOUBLE your customers with NO additional effort?
- ✓ Would you like to CRUSH the competition before he realizes what hit him?
- ✓ Would you like to MAKE EXTRA sales simply because people want the Premium or Thank You Gift?

My Vacation Certificate Program is the only tool you need... **GUARANTEED!**

**These Vacation Certificates Are Personalized With Your
Business Name And Valued Up To \$400.00 Each...
And Offered To You At An Amazing Price Of Only \$1.00 Each!**

When you see what I have to offer, you will realize that my Vacation Certificates are without a doubt, the most powerful tool ever to gain **NEW CUSTOMERS and INCREASE YOUR BUSINESS literally overnight!** (Please see the brochure enclosed.)

This is the first time that an incentive of this magnitude has been made available...

(please go to page 2)

at such an astonishingly low price.

Each Vacation Certificate is of professional quality and printed on fine paper... and has no expiration date for redemption.

The great part is... your PERSONALIZED Certificates cost only \$1.00 each... but **actually have a REAL VALUE of up to \$400.00 each... Guaranteed!!** And you can order as few as 50 or as many as you wish!

Your First Order Is Doubled FREE

When you order within the next ten days only, **your order is doubled absolutely FREE and you also get FREE Shipping!** Order 50 Vacation Certificates, you get 100. Order 250 Vacation Certificates, you get 500. Order 1000 Vacation Certificates, you get 2000, etc.

This "Double Your Order FREE" offer is good for the next ten days only! Fill out the order form enclosed and drop it in the mail today! Your Vacation Certificates will be sent to you within three business days, unfolded and shipped by **FIRST CLASS MAIL FREE!**

You can make your business *EXPLODE* through the roof with my Vacation Certificates but only if you take action. But you must hurry! **This Special offer is good only for the next ten days!** Order now!

Best Regards,

P.S. My Vacation Certificates are what you need to bring new customers into your business by the *hundreds!* **Who could resist such a fantastic Premium or Thank You Gift?**

Imagine, offering a **valuable FREE gift** for each new customer doing business with you... or thanking your current customers with a free gift... and increasing your business **tremendously!**

And for the next ten days only, your order is DOUBLED FREE with FREE Shipping!

Please look over the brochures enclosed and rush your Vacation Certificate order form to me today!

"Want More Sales" Sales Letter - Form B

You will find this letter on the next 2 pages.

Use this letter to target sales people. Sales people will use the Vacation Certificates to close sales, make appointments, or use as door openers.

Here are a few sales people you should target with this letter:

Vacuum Cleaner Sales, Encyclopedia Sales, Insurance Sales, Auto Clubs, Mobile Home Sales, RV Sales, Time-Share Sales, Door-to-Door Sales, Telemarketing Sales, All Types of Wholesale Distributors, Computers, Copiers and Other Office Equipment Sales, etc. You can probably think of many, many more!

When you print this letter, sign your name in blue ink on the second page. Then fold in thirds with the headline out (showing).

**Want More Sales?
Get All You Want Using My
Low-Cost Vacation Certificates!**

**You Get 3 Exciting Days & 2 Fun Filled Nights
FREE Hotel Lodging in your choice
of 20 fabulous resort cities!
Only \$1.00 Each!**

Dear Salesperson who wants more customers and increased business;

- ✓ Would you like to INCREASE your sales 25%... 50%... 100% and MORE?
- ✓ Would you like to DOUBLE your customers with NO additional effort?
- ✓ Would you like to CRUSH the competition before he realizes what hit him?
- ✓ Would you like to MAKE EXTRA sales simply because people want the Premium or Thank You Gift?

My Vacation Certificate Program is the only tool you need... **GUARANTEED!**

**These Vacation Certificates Are Personalized With Your
Business Name And Valued Up To \$400.00 Each...
And Offered To You At An Amazing Price Of Only \$1.00 Each!**

When you see what I have to offer, you will realize that my Vacation Certificates are without a doubt, the most powerful tool ever to gain **NEW CUSTOMERS and INCREASE YOUR SALES literally overnight!** (Please see the brochure enclosed.)

This is the first time that an incentive of this magnitude has been made available...

(please go to page 2)

at such an astonishingly low price.

Each Vacation Certificate is of professional quality and printed on fine paper... and has no expiration date for redemption.

The great part is... your PERSONALIZED Certificates cost only \$1.00 each... but **actually have a REAL VALUE of up to \$400.00 each... Guaranteed!!** And you can order as few as 50 or as many as you wish!

Your First Order Is Doubled FREE

When you order within the next ten days only, **your order is doubled absolutely FREE and you also get FREE Shipping!** Order 50 Vacation Certificates, you get 100. Order 250 Vacation Certificates, you get 500. Order 1000 Vacation Certificates, you get 2000, etc.

This "Double Your Order FREE" offer is good for the next ten days only! Fill out the order form enclosed and drop it in the mail today! Your Vacation Certificates will be sent to you within three business days, unfolded and shipped by **FIRST CLASS MAIL FREE!**

You can make your sales *EXPLODE* through the roof with my Vacation Certificates but only if you take action. But you must hurry! **This Special offer is good only for the next ten days!** Order Now!

Best Regards,

P.S. My Vacation Certificates are what you need to make your sales go into overdrive! **Who could resist such a fantastic Premium or Thank You Gift?**

Imagine, offering a **valuable FREE gift** for everyone purchasing your product or service... or using it as a door opener... and earning you **thousands of additional dollars!**

And for the next ten days only, your order is DOUBLED FREE with FREE Shipping!

Please look over the brochures enclosed and rush your Vacation Certificate order form to me today!

"Need More Money" Sales Letter - Form C

You will find this letter on the next 2 pages.

Use this letter to target non-profit organizations.

There are several HUGE non-profit organizations that are well known such as American Heart Association, American Cancer Society, United Way, etc. However, there are THOUSANDS of lesser-known non-profit groups all across the country. In fact, there are many non-profit organizations located in EVERY town!

Some of these organizations include Elks Lodge, Moose Lodge, Kiwanis, Masons, pee wee football teams, schools, school pep clubs, school bands, churches, youth groups, boy scouts, girl scouts, women's clubs, and many, many more! A search through your local Yellow Pages will find you even more non-profit organizations as your prospects.

When you print this letter, sign your name in blue ink on the second page. Then fold in thirds with the headline out (showing).

Need More Money? Get All You Want Using My Low-Cost Vacation Certificates!

**You Get 3 Exciting Days & 2 Fun Filled Nights
FREE Hotel Lodging in your choice
of 20 fabulous resort cities!
Only \$1.00 Each!**

Dear Organization that wants to raise more money quickly and easily;

- ✓ Would you like to INCREASE your funds 25%... 50%... 100% and MORE?
- ✓ Would you like to DOUBLE the money with NO additional effort?
- ✓ Would you like to COMPEL people to give \$20.00 instead of \$5.00 or \$10.00?
- ✓ Would you like to raise EXTRA money simply because people want the Premium or Thank You Gift?

My Vacation Certificate Program is the only tool you need... **GUARANTEED!**

**These Vacation Certificates Are Personalized With Your
Organization's Name And Valued Up To \$400.00 Each...
And Offered To You At An Amazing Price Of Only \$1.00 Each!**

When you see what I have to offer, you will realize that my Vacation Certificates are without a doubt, the most powerful tool ever to **gain new contributors and INCREASE YOUR FUNDS literally overnight!** (Please see the brochure enclosed.)

This is the first time that an incentive of this magnitude has been made available...

(please go to page 2)

at such an astonishingly low price.

Each Vacation Certificate is of professional quality and printed on fine paper... and has no expiration date for redemption.

The great part is... your PERSONALIZED Certificates cost only \$1.00 each... but **actually have a REAL VALUE of up to \$400.00 each... Guaranteed!!** And you can order as few as 50 or as many as you wish!

Your First Order Is Doubled FREE

When you order within the next ten days only, **your order is doubled absolutely FREE and you also get FREE Shipping!** Order 50 Vacation Certificates, you get 100. Order 250 Vacation Certificates, you get 500. Order 1000 Vacation Certificates, you get 2000, etc.

This "Double Your Order FREE" offer is good for the next ten days only! Fill out the order form enclosed and drop it in the mail today! Your Vacation Certificates will be sent to you within three business days, unfolded and shipped by **FIRST CLASS MAIL FREE!**

You can make your sales *EXPLODE* through the roof with my Vacation Certificates but only if you take action. But you must hurry! **This Special offer is good only for the next ten days!** Order Now!

Best Regards,

P.S. My Vacation Certificates are what you need to make your sales go into overdrive! **Who could resist such a fantastic Premium or Thank You Gift?**

Imagine, offering a **valuable FREE gift** for everyone giving \$20.00 or \$25.00 to your organization! (You set the dollar amount.)

And for the next ten days only, your order is DOUBLED FREE with FREE Shipping!

Please look over the brochures enclosed and rush your Vacation Certificate order form to me today!

“Want More Subscribers” Sales Letter - Form D

You will find this letter on the next 2 pages.

Another lucrative industry you should target is the newsletter industry. There are many thousands of newsletters... over 10,000 at last count and new ones getting started every week... and all marketed by mail to specific people or specific companies.

When you print this letter, sign your name in blue ink on the second page. Then fold in thirds with the headline out (showing).

Want More Subscribers? Get All You Want Using My Low-Cost Vacation Certificates!

**You Get 3 Exciting Days & 2 Fun Filled Nights
FREE Hotel Lodging in your choice
of 20 fabulous resort cities!
Only \$1.00 Each!**

Dear Publisher who wants new subscribers and to earn more money;

- ✓ Would you like to INCREASE subscriptions 25%... 50%... 100% and MORE?
- ✓ Would you like to DOUBLE your subscription base with NO additional effort?
- ✓ Would you like to get NEW subscribers simply because people want the Premium or Thank You Gift?

My Vacation Certificate Program is the only tool you need... **GUARANTEED!**

**These Vacation Certificates Are Personalized With Your
Newsletter's Name And Valued Up To \$400.00 Each...
And Offered To You At An Amazing Price Of Only \$1.00 Each!**

When you see what I have to offer, you will realize that my Vacation Certificates are without a doubt, the most powerful tool ever to gain new subscribers and INCREASE YOUR BUSINESS literally overnight! (Please see the brochure enclosed.)

This is the first time that an incentive of this magnitude has been made available...

(please go to page 2)

at such an astonishingly low price.

Each Vacation Certificate is of professional quality and printed on fine paper... and has no expiration date for redemption.

The great part is... your PERSONALIZED Certificates cost only \$1.00 each... but **actually have a REAL VALUE of up to \$400.00 each... Guaranteed!!** And you can order as few as 50 or as many as you wish!

Your First Order Is Doubled FREE

When you order within the next ten days only, **your order is doubled absolutely FREE and you also get FREE Shipping!** Order 50 Vacation Certificates, you get 100. Order 250 Vacation Certificates, you get 500. Order 1000 Vacation Certificates, you get 2000, etc.

This "Double Your Order FREE" offer is good for the next ten days only! Fill out the order form enclosed and drop it in the mail today! Your Vacation Certificates will be sent to you within three business days, unfolded and shipped by **FIRST CLASS MAIL FREE!**

You can make your newsletter subscriber list *EXPLODE* through the roof with my Vacation Certificates but only if you take action. But you must hurry! **This Special offer is good only for the next ten days!** Order Now!

Best Regards,

P.S. My Vacation Certificates are what you need to make your subscriber base go into overdrive! **Who could resist such a fantastic Premium or Thank You Gift?**

Imagine, offering a **valuable FREE gift** for everyone subscribing to your newsletter... and earning you **thousands of additional dollars!**

And for the next ten days only, your order is DOUBLED FREE with FREE Shipping!

Please look over the brochures enclosed and rush your Vacation Certificate order form to me today!

"Want More Members" Sales Letter - Form E

You will find this letter on the next 2 pages.

Like organizations and newsletters, there are many thousands of associations, everything from the gigantic AARP (American Association of Retired Persons) to realty and homebuilder associations... to convenience store and grocery associations... to teacher and educator associations... even law enforcement associations... and everything in between.

Another group that closely resembles associations are employee unions. Unions lobby employers on behalf of the members (employees of the employer).

You can find association and union names and addresses in your local Yellow Pages or on Internet websites.

When you print this letter, sign your name in blue ink on the second page. Then fold in thirds with the headline out (showing).

Want More Members? Get All You Want Using My Low-Cost Vacation Certificates!

**You Get 3 Exciting Days & 2 Fun Filled Nights
FREE Hotel Lodging in your choice
of 20 fabulous resort cities!
Only \$1.00 Each!**

Dear Association who wants to increase membership and gain more influence;

- ✓ Would you like to INCREASE your membership 25%...50%...100% and MORE?
- ✓ Would you like to DOUBLE the members with NO additional effort?
- ✓ Would you like to get NEW MEMBERS simply because people want the Premium or Thank You Gift?

My Vacation Certificate Program is the only tool you need... **GUARANTEED!**

**These Vacation Certificates Are Personalized With Your
Business Name And Valued Up To \$400.00 Each...
And Offered To You At An Amazing Price Of Only \$1.00 Each!**

When you see what I have to offer, you will realize that my Vacation Certificates are without a doubt, the most powerful tool ever to gain NEW MEMBERS and INCREASE YOUR REVENUE literally overnight! (Please see the brochure enclosed.)

This is the first time that an incentive of this magnitude has been made available...

(please go to page 2)

at such an astonishingly low price.

Each Vacation Certificate is of professional quality and printed on fine paper... and has no expiration date for redemption.

The great part is... your PERSONALIZED Certificates cost only \$1.00 each... but **actually have a REAL VALUE of up to \$400.00 each... Guaranteed!!** And you can order as few as 50 or as many as you wish!

Your First Order Is Doubled FREE

When you order within the next ten days only, **your order is doubled absolutely FREE and you also get FREE Shipping!!** Order 50 Vacation Certificates, you get 100. Order 250 Vacation Certificates, you get 500. Order 1000 Vacation Certificates, you get 2000, etc.

This "Double Your Order FREE" offer is good for the next ten days only! Fill out the order form enclosed and drop it in the mail today! Your Vacation Certificates will be sent to you within three business days, unfolded and shipped by **FIRST CLASS MAIL FREE!**

You can make your membership *EXPLODE* through the roof with my Vacation Certificates but only if you take action. But you must hurry! **This Special offer is good only for the next ten days!**

Best Regards,

P.S. My Vacation Certificates are what you need to make your membership roster go into **overdrive! Who could resist such a fantastic Premium or Thank You Gift?**

Imagine, offering a **valuable FREE gift** for everyone joining your association... and earning your treasury **thousands of additional dollars!**

And for the next ten days only, your order is DOUBLED FREE with FREE Shipping!

Please look over the brochures enclosed and rush your Vacation Certificate order form to me today!

“How Does The Vacation Certificate Program Work”
Brochure - Form Z

You will find this form on the next page.

This is the brochure you send with your choice of letters to businesses, sales people and others. This should be a double-sided brochure. On the other side, print a copy of “How To Increase Your Business Using These Certificates” Brochure - Form P

Print this brochure on light yellow paper.

How Does The Vacation Certificate Program Work?

This Vacation Certificate provides **Free Hotel Rooms** at some of the most popular and exciting vacation destinations in the United States.

And it has a value of up to \$400.00... Guaranteed!

The Hotels used for the Vacation Certificate Program are all **three and four-star hotels** such as DoubleTree, Holiday Inn, Ramada, Marriott, and other well-known franchises. In Las Vegas they are Major Casino Hotels.

Give your customer these 20 exotic resort choices:

Las Vegas, NV
Reno, NV
Lake Tahoe, NV
Laughlin, NV
Anaheim, CA (Disneyland Area)
Seattle, WA
Branson, MO
Orlando, FL
Daytona Beach, FL
Palm Springs, CA
San Antonio, TX
Gatlinburg, TN
White Mountain, NH
Honolulu, HI
New Orleans, LA
Myrtle Beach, SC
Puerto Vallarta, MX
Mazatlan, MX
Cancun, MX
Victoria, BC
Atlantic City, NJ
Pocono Mountains, PA

Ask yourself this question:

Do you know anyone who wouldn't want to SAVE HUNDREDS of DOLLARS on his or her next vacation?

Everyone who goes on a vacation would love to have their hotel rooms... **FREE OF CHARGE**. I know I would... and so would you!

For years, Fortune 500 Companies have used Vacation Certificates to promote sales, generate leads and get referrals from customers.

Now you can use my Vacation Certificates in your business and **you can get all the new customers you want!**

This is NOT Time-Shares and There Are NO Meetings To Attend!

No customer will ever be required to listen to any sales pitch, take a tour, or in any other way be required to consider buying anything to take advantage of the Free Accommodations offered on the Vacation Certificates.

How can the hotels at the resort locations listed on the Vacation Certificates afford to give away Free Hotel Rooms? Aren't they losing money?

No. There is one main reason the travel agencies and Resort Hotels participate in this Free Hotel Room Certificate program.

They are willing to give the rooms away Free to get people to come and see what they have to offer. They are expecting to make money in the future when people decide to come for a return visit. **Once people have a great experience at a vacation spot, they usually return many times.**

It's the same as a company sending you a Free Sample of their New Product in the mail. They want you to fl~ it for FREE, hoping you'll like it and buy it in the future.

On average, if someone uses a Vacation Certificate, they will receive Deluxe Accommodations that normally sell for over \$100.00 per night.

The money they save will go a long way to pay for their transportation and meals! Rush your order to me today!

**“How To Increase Your Business Using These
Certificates” Brochure - Form P**

You will find this form on the next page.

This brochure gives your customer ideas on how to use the Vacation Certificates to increase their business.

This is the “other side” of the double-sided brochure you send with your choice of letters to businesses, sales people and others. On the other side, print a copy of “How Does The Vacation Certificate Program Work” Brochure - Form Z

Print this brochure on light yellow paper.

How To Increase Your Business Using These Certificates

Insurance Companies

Lead generator
Incentive to keep appointment with sales rep
Referral gift
Incentive to send back questionnaire

Mortgage Companies

Lead generator
Referral gift
Incentive to send back questionnaire
Gift for re-financing a mortgage

Telemarketers

Lead generator
Referral gift
Incentive to fill out questionnaire
Gift with purchase
Contest prizes
Special promotion give-a-ways
Gift for attending presentation
Sales closing tool
Appointment setting

Door to Door Companies

Gift with purchase (sales incentive)
Sales closing tool
Referral Gift

Car Dealerships

Gift for test-driving vehicle
Filling out loan application
Weekly drawing for just visiting showroom
Extended warranty sales
Referral gift

Retailers

Grand openings
Special Sales
Increase floor traffic
Increase in-store spending
Anniversary sales event
Customer retention gift
Extended warranty sales
Employee incentives

Websites / Internet Businesses

Increase effectiveness of banner
Advertising by offering vacations to website visitors
Motivate consumers to sign up for online services or memberships.
Gift with online purchase or a minimum dollar amount
Incentive to fill out questionnaire or take survey
Incentive to sign up for mailing list
Gift with ad purchase
Incentive to sign up for eZine
Incentive to sign up for newsletter

Bulk Mailers. Mass Mailers

Incentive to send back questionnaire
Incentive to buy products

eBay Sellers

Use them as an added bonus with each auction
If customers buy more than 1 item, they get a free gift
If customers use "Buy it Now" they will receive a free gift

Network Marketing Companies (MLM)

Offer to people to sign up as a distributor
Offer to people hosting a home party
Offer as a referral gift to those who bring a guest to a home party or meeting
Offer to those who buy products or sign up for "auto ship"
Special promotion give-a-ways
Drawings at home parties or meetings

Fundraising

Promotional Companies
Use to sell any product or service
Incentive to fill out questionnaire
Incentive to sign up for mailing list

Travel Agencies

Referral gift
Gift for booking a flight
Gift for booking a cruise
Great offer to put in newsletter or "Hot Deals" section

Banks

Incentive to increase CD deposits
Gift for opening an account
Customer loyalty gift
Employee rewards
Employee incentives

Clubs/Associations

Refer a friend
Increase memberships
Renewal bonus
Member benefit

Service Providers

Gift for new clients
Upgrade bonus
Gift for completing survey

Trade Show Companies or Companies

Going to Trade Shows

Drawing for just visiting booth
Incentive to fill out questionnaire
Sales closing tool
Gift with purchase (sales incentive)

Use them for many other Ideas and promotions to build YOUR business!

Vacation Certificate Order Form - Form O

You will find this form on the next page.

This is your money form... where customers send in big orders for Vacation Certificates! Print this on white paper.

We always enclose an order form with every order of Vacation Certificates. We also print YOUR Distributor Number on every order form going with your orders.

Vacation Certificates Order Form

Your First Order is Doubled FREE!

Section One **YES!** Please rush me the quantity of Vacation Certificates I have checked below. I understand that the Certificates will be personalized with my name or my business name absolutely FREE and also shipped to me by First Class Mail at NO extra charge. On that basis I have enclosed my business check for payment in full. Please process my order immediately!

Quantity Ordered: 50 for \$50.00 100 for \$100.00 250 for \$250.00
 500 for \$500.00 1000 for \$1000.00

Or, please write in the quantity you need _____ x \$1.00 each = \$_____

Section Two **Name to be imprinted on Certificates**
 (Please print or type):

Business Name _____

Important - Since the Certificates are personalized, they cannot be returned for a refund.

Section Three

Please Print Your Name_____

Business Name_____

Mailing Address_____

City_____ State_____ Zip_____

Telephone with Area Code_____

Section Four

Please make your check payable to: Info Now

Mail to:

Info Now
PO Box 1618
Northport AL 35476

Thank you once again for downloading this FREE \$99.00 Business Opportunity.

On the next page, you will find an order form to order your initial supply of Vacation Certificates to give away. With your first order, you will receive all business letters and forms you'll need in conducting your business. Your Distributor Number will be printed on each Vacation Certificate in the lower right corner.

Remember, nothing ventured, nothing gained. This is an easy to operate business that could earn you serious money and could perhaps make all of your financial dreams come true. But you've got to take the first step in sending in your order today!

If you have questions that this manual has not answered, please email me @ jercabra@aol.com

Thank you and good luck!

Info Now
PO Box 1618
Northport AL 35476

Distributor Vacation Certificates Order Form

Print Out, Fill In and Mail Today

Section One

YES! Please rush me the quantity of Vacation Certificates I have checked below. I understand that the Certificates will be personalized with my name absolutely FREE and also shipped to me by First Class Mail at NO extra charge. On that basis I have enclosed my business check for payment in full. Please process my order immediately!

Quantity Ordered:

100 for \$25.00 200 for \$50.00

400 for \$100.00 1000 for \$250.00

Or, write in the quantity you need _____ x 25¢ each = \$_____ minimum 100

Section Two

Name to be imprinted on Certificates
(Please print or type):

Business Name _____

Important - Since the Certificates are personalized, they cannot be returned for a refund.

Section Three

Please Print Your Name _____

Mailing Address _____

City _____ State _____ Zip _____

Telephone with Area Code _____

Section Four

Please make your check payable to: Info Now

Mail to:

Info Now
PO Box 1618
Northport AL 35476