

Information Entrepreneur Intensive Home Study Course

How to Create, Develop, Package, Price, and Market Information Products through Direct Mail, Display Ads, Talk Programs, Dealers, and the Internet . . .

Dear Colleague,

Would you like to be a wealthy Internet tycoon, working from home, writing from sidewalk cafes in Paris, or emailing your promotions by laptop from under a palm tree in Hawaii? (Imagine the thrill of checking your inbox each morning to find dozens of orders which came in while you were sleeping.)

Would you like to be a published author, signing your books for eager readers, and have a library of other resources like CD's, DVD's, booklets, Special Reports and digital products? (Imagine the pride you'll feel the first time you see your book in a bookstore, or your CD album on a client's bookshelf.)

Have you ever dreamed of being a professional speaker, giving workshops around the world to adoring crowds? (Imagine basking in a standing ovation, then watching the stampede of people rushing back to buy your books, CDs and videos.)

Well if you answered, "*Any or all of the above,*" pay close attention to what I am about to reveal to you. Because recently there was a very extraordinary event conducted by three extraordinary information marketing experts. . .

This event was unlike any workshop, seminar, or Boot Camp ever conducted . . . and now you can get the same intensive training that the live attendees received with the Information Entrepreneur Home Study Program.

This home study course is the most comprehensive, relentlessly-detailed, hands-on training ever produced, on how to become an information entrepreneur & build a residual income information marketing empire!

It covers the entire gamut of things you must know to start up an operation from scratch, with little or nothing out of pocket, and build it into an ongoing money machine. **If you are one of the fortunate individuals who get this program, you will learn how to:**

- Design the best product pipeline and business model for you;
- Author and create information products yourself;
- Source and contract for products from others;
- Package and price those products for optimum sales;
- Set up your backend systems and processes to handle business;
- Run the fulfillment yourself, or outsource it to others;

Information Entrepreneur Intensive Home Study Course

<http://www.HowToSellInfo.com>

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- Market your products through dealers, affiliates, and joint venture partners;
- Create and promote your own public seminars;
- Make even your small list out perform much larger lists;
- Systemize things so the business runs on autopilot without you, once it's properly set up;
- Create ongoing cash flow as well as periodic HUGE paydays that suck in more money than most people will earn in a decade;
- Develop a continuing stream of new prospects to fill both your online and offline databases;
- Discover and evaluate potential niche markets;
- Know what kind of websites you need to sell different products and services;
- Find programmers and explain how to build these sites to produce the most sales at minimal cost;
- Work the search engines, pay-per-click sites, Overture and Google Ad Words programs to generate more traffic to your site cost effectively;
- Foster the growth of "hyper-responsives" in your database, so you can make money month after month, even if you don't yet have your own products and services;
- Write emotionally-charged, throat-grabbing, sales-generating copy for your marketing materials; and,
- Effectively sell all of your products and services through direct response marketing strategies to produce a residual income information marketing empire!

Now when I say you'll learn how to market your products and services, I mean through MANY mediums. **In this powerful course you will learn how to sell your information by "remote control" both online and offline through:**

- Email newsletters (E-zines);
- Websites;
- Tele-seminars and web-inars;
- Display ads
- Classified ads;
- Coaching programs;
- Direct mail;
- Infomercials
- E-courses;
- Catalogs and "magalogs;"
- Free publicity;
- Back of room sales at talk programs;
- Consulting services; and
- Public Seminars and workshops.

The Home Study Program is perfect for:

- Writers who have finally realized that giving away all their information in \$20 books is keeping them broke;
- People fed up with the rat race, who want to start a home-based Internet business;
- Professional speakers who are stuck in the broken business model of chasing after a different audience for speeches every week;
- Computer geeks who want to know how to actually make serious money with their skills; and,
- Consultants who are trapped in the trading-hours-for money trap.

Of course you could be someone who isn't in any of these fields, but has information in a particular area you want to market. That's fine too. The most important thing is that you have experience, and knowledge that others are willing to pay for.

However, I really must warn you . . .

The key words there are "others are willing to pay for." When it comes to making money, academic knowledge is almost meaningless. The fact that you are the world's preeminent expert on caribou migration, solar eclipses, or know the Latin name for aardvark doesn't get it.

If you want to make money, your information must be tangible, practical, real-world stuff that someone can implement to advance their career, improve their sex life, enhance their relationships, improve their skills, train their pet, raise their kids better, or something like that. And of course the business world will pay big money for information on raising sales, handling mergers, managing employees, customer service, developing leadership, etc.

Some examples of areas already demonstrated to offer lucrative potential for information entrepreneurs are:

- Marketing;
- Sexual enhancement;
- Home-based business;
- Music;
- Recruiting;
- Sports;
- Leadership;
- Real estate investing;
- Health & wellness;
- Internet marketing;
- Weight loss;
- Sales;
- Crafts;
- Art;
- Network Marketing;
- Pets;
- Investing;
- Fashion;
- Wealth building;
- Spiritual enlightenment;
- Finding good employees;
- Marketing strategies;
- Relationships;
- Website Design
- Gardening;
- Raising a family;
- Interior design;
- Nutrition;
- Travel;
- Presentation skills; and,
- Thousands of other skills, hobbies, and areas of interest!

Now your topic does NOT have to be for the mass market! In fact, often the most lucrative situations are in tightly targeting niche markets. Because these niches are under the radar, the cost of reaching prospects is minimal, and competition is almost non-existent.

Internet marketer Frank Kern built a successful business, marketing to small niche markets like people who want to teach their parrots how to talk. Speaker Tom Antion did likewise with an eBook for people who want to know how to make toasts at dinners and social events. ***The key is having an introductory product to get prospects into the "pipeline," then keep providing new products as you also continue to build your customer base.***

Why being an information entrepreneur is such a cool, enjoyable, and profitable business . . .

Being an information entrepreneur is fun. It lets you take knowledge you have learned and experiences you have gone through, and sell them to other people for money.

For a lot of money.

Speakers can easily get \$5,000 or \$7,500 a speech. The great ones make \$20,000 and up. A one- or two-day seminar can earn you anywhere from \$25,000 to \$150,000!

And information products have a very fat margin, because people are not paying for the production cost, but the value of the content. A Special Report can cost you \$1 to produce, yet sell for \$47. A CD album may cost you \$10 in production costs, but sell all day long for \$147. Digital products (like eBooks) are created for pennies, yet can sell for hundreds of dollars!

It's not what they cost to produce; it's what people can do with the information contained.

As an information entrepreneur, you choose your own hours and where you work. Your only real concern is having a place with a good Internet connection. So you can spend the spring in Paris, the summers in Europe and the winter in Hawaii or Fiji, if that's what you like. Follow your heart and the sun, living a lifestyle most people would kill for.

And nothing can teach you better how to live this lifestyle than Information Entrepreneur Intensive Home Study Course I told you about.

So by this point you're probably wondering who the person is that can teach you how to do all this. Well frankly, there isn't a person alive today who could. But there are three guys who together, can.

These three gentlemen work in a diverse group of markets, develop new products, run coaching programs, provide consulting services, manage their own websites and direct mail campaigns, and are making millions of dollars in the marketplace.

Between them, they are personally responsible for hundreds of millions of dollars in sales. When you add in the results of their happy clients and delirious protégées, the number reaches the Billions!

Each one of these guys is a giant in his own arena. Each has built a reputation as the preeminent expert in his area of expertise. And we recorded every money-making idea, insight and technique they disclosed during the live event, and it is now available to you in a Home Study Program.

Meet the faculty . . .

[PHOTO] RANDY GAGE

Randy Gage is a brilliant marketing strategist, having twice built multi-million-dollar information entrepreneur businesses. He has authored more than 50 books, audio albums, videos, and other information products. Randy's personally sold more than \$12 million of his own information products, and hundreds of millions more for his clients and protégées. Randy's books and other resources have been translated into Chinese, Norwegian, Spanish, Korean, German, Russian, Czech, Indian, Portuguese, Slovene, Macedonian, Croatian, Indonesian, and Dutch.

Randy's online coaching program boasts clients in more than 40 different countries, at fees from \$277 to \$75,000 annually. He is one of the most sought after speakers in the market, pulling down from \$20,000 to \$40,000 per speech, and filling up seminars and Boot Camps with tickets as much as \$10,000 a person. He has conducted trainings in more than 25 nations around the globe.

As a corporate consultant, he gets six-figure initiation fees, and monthly retainer contracts of \$10,000 to \$40,000. A month. *(And he doesn't even look for this business. He has no brochure, doesn't have a business card, and his phone number is unlisted!)*

It wasn't until 2001 that Randy began marketing information products on the Internet. Unlike many Internet marketers, Randy doesn't write code, and couldn't build a website if his life depended on it. He simply conceptualizes sites on a yellow legal pad, and then turns them over to Tenor Number Two.

Randy currently has over 300 URLs, linking to nine major destination sites, which then feed off to more than 75 sales letter and other simple sites. ALL of these sites have recouped their development costs and are ongoing profit centers. Randy has proven that the technical knowledge is secondary to creating a strong offer, compelling copy, and understanding direct marketing principles.

Randy is a self-taught student of direct response marketing. Although he rarely works for others, he is considered by many people in the know to be the world's foremost copywriter. He was a pioneer in utilizing "magalogs" to dominate specific market segments, and he's quite well versed in direct mail, space ads, and other direct marketing strategies.

Most importantly, Randy didn't do all this by selling kits on how to be an information entrepreneur. He actually works in other markets.

In the *Information Entrepreneur Intensive Home Study Program*, Randy reveals how he came to dominate those markets.



FORD SAEKS

An Entrepreneur almost since birth, when he tried to sell tickets to his kindergarten class for recess, Ford Saeks is positioned as one of America's Top Marketing Mentors. For over twenty years, Ford has been actively involved in the successful growth and operation of multiple business ventures in a variety of industries. He built his first business at age 16, reaped the profitable rewards and was labeled "A True Entrepreneur."

For more than 25 years, **Ford Saeks** has been actively involved in the successful growth and operation of multiple business ventures in a multitude of industries. He has founded more than ten successful companies, received three U.S. Patents, and developed a sizable collection of intellectual property. He has authored four business plans that received SBA financing and successfully repaid each of them.

Ford doesn't just talk about information and Internet marketing solutions, he lives them every day. Ford is the behind-the-scenes genius who manages all website and online operations for Randy Gage. One of the early pioneers in online marketing, he started his first corporate site in 1993, is certified to train on numerous software and programming topics, and designed the websites and e-commerce programs for many of today's most successful information entrepreneurs.

Ford has conducted more than 500 Internet and marketing related seminars in all 50 U.S. states and Canada. His consulting and training programs include work for Fortune 500 companies, small businesses, universities, non-profit organizations, and associations. Obviously Ford is a brilliant entrepreneur, but it's important to know that he has a gift for presenting information in a simple straightforward way that anyone can understand.

As President of Prime Concepts Group, Inc., Ford has a 17-year track record of providing successful backend support services for other high profile speakers such as **Les Brown** and **Tom McCarthy**. Ford's company publishes the majority of Randy Gage's English language information products.

Ford's patented products have sold millions of units and still sell worldwide today, through retail stores, mail-order catalogs, mass merchants, and the Internet. (Ford was the marketing consultant who helped the designers of children's floating swimwear take their product line to market and produce more than \$10 million in sales. And you have no doubt seen the floor to ceiling, tension mount bike rack in numerous catalogs. That was Ford's invention, which has sold more than \$28 million dollars worth, and counting.)

Ford has consulted and trained thousands of people in the areas of sales, marketing, and the Internet.

In the Home Study Program, Ford reveals the methods, strategies, and systems he uses successfully, so you can apply them in your own business!

JOSHUA SHAFRAN



When he was a small child, the parents and teachers of Joshua weren't quite sure if he was a problem child, or just "slow." He had a difficult time grasping certain things and didn't learn to read until he was almost 13 years old. Well it turns out he was brilliant, because once his learning disorder was diagnosed, **Joshua Shafran** went on to carve a swath through Internet marketing circles that left insiders and veterans breathless. (Not to mention being the only Tenor who actually graduated from college.)

And it's actually because of his learning disability that Joshua has developed his reputation as such an amazing coach and teacher. Because essentially he had to teach himself how to learn-he is capable of chunking down even the most complex subjects to understandable concepts you can immediately grasp and act on.

His love of coaching and development led him into the sales arena where he took a position in a national seminar and education company and found himself traveling all over the US, training and coaching over 100,000 small business owners and aspiring entrepreneurs every year.

Joshua outlined and documented some of this training experience into a book, which he self-published and printed 10,000 copies. This presented a slight problem because he then had to figure out how to sell all 10,000 copies himself. This led Joshua to learn all he could about the science of Direct Response Marketing.

Not even knowing what email or the Internet was, he registered his first website and started his online exploration. Joshua learned through trial and error and within 12 months, that site became the top in its category, doing over \$17,000 a month in sales-at a time when it was widely believed that you couldn't make money online.

Needless to say, Joshua sold all 10,000 copies of his book using this online systemized sales system, and that system is still in place today, selling the second digital edition of that book.

As word of his success grew, Joshua was recruited to develop several of his "Systemized Sales Processes" for a small, start-up Internet company. Joshua's direct marketing and sales systems grew that company to over \$6 million a year in annual sales in less than 24 months-and the company became one of the top 50 web properties in the world, trafficking over 18 million unique visitors every month!

Because of the high traffic lab he had to work with, Joshua did literally thousands of different side by side marketing tests (A/B split testing) to discover what worked and what didn't. He masterminded and pioneered all sorts of innovative new online marketing methods as a result of this work. Some of these are now considered standard operating procedure in the online world today, but were completely undiscovered before he started exploring them.

Just one of the several systems Shafran pioneered for this company sold over 200,000 downloadable digital information products (that's UNITS, not dollars... 200,000 CUSTOMERS) over a three year period.

During this time, Joshua also created lead generation and conversion systems for many clients in all sorts of industries ranging from mortgage refinancing to MLM, from financial planning to satellite TV, and from new home construction to Real Estate investments. His legendary "Fred, the Flat Headed Flea" campaign generated over one million leads, which produced millions of dollars in sales.

It was that experience that led Joshua to come out from behind the scenes and create his own education, training and business development company. He released his "Net Profits On Demand" (N-POD) home study system and it instantly became a best seller, earning him the moniker "Mr. N-POD" in online circles.

In less than two years he successfully trained almost 2,000 people with his unique N-POD system and methods (and that's no small feat considering that he again was starting from zero and the N-POD training system was priced at \$500). This product was later integrated into his fast selling "*Income For Life*" product line, built around his proprietary 9-step business development process.

In the Home Study Course, Joshua provides numerous Case Studies and examples of how you can apply these principles to increase sales in your own business.

What Attendees of the Live Event Say . . .

"These 3 men **held nothing back and shared in depth ideas and experiences**. I want to thank all 3 of you. I have been to and listened to literally hundreds of events over 22 years, and **this event was extremely content-rich, very genuine and useful.**"

--Ender Ilkay

*Sales Performance Coach
www.EnderIlkay.com*

"Randy is a rock-star, Ford is the anchor, organizer and clarifier, and Joshua is brilliant. It was like having 3 **of the most brilliant minds in Information Marketing mainlined into your system**. My **entire business will change due to** these 3 men and what I learned."

--Judith Parker-Harris

*Professional Speaker, Author
www.HealthEsteem.com*

"I like that Randy, Ford and Joshua **worked together as a team**, focusing on group interaction and learning. They **presented professionally and played each subject full out**. This event was a **great opportunity for information entrepreneurs to enhance and build their businesses successfully** through the breakthrough experiences of these 3 men."

-Khalid Al-Zanki
Founder, Leaders Enterprises
www.LeadersEnterprises.com

"The information presented was **clearly explained and I learned money-making strategies** from people how have been there, done it – big time! Thank you Randy, Ford and Joshua for being so brilliant."

--Oscar Recouso
Geneva, Switzerland

The Home Study Course format . . .

The Information Entrepreneur Intensive Home Study Course includes 48 audio CD's, massive 500+ page follow-along study guide and Randy Gage's 12 lesson Copywriting Course. This intensive course includes powerful sessions on:

Product authorship and development. This session is perfect for people that: don't have product to sell yet; have product, but want to develop more; and, want to know how to package, price, and position their products better. It covers things like:

- Book writing versus ghost writers
- How to get product development costs covered
- How to work in audio studios and working with camera crews for videos
- The psychological price points to use for pricing
- Packaging tips that increase sales and reduce returns
- The best sources for production
- How to manage in-house fulfillment or outsource it; and lots, lots more.

It also includes a segment on how to create the perfect "product pipeline" and business model for you.

Marketing products. In these sessions you will learn:

- How to find and evaluate lucrative niche markets;
- How to set up and manage reseller, affiliate, dealer, and joint venture programs to have others marketing your products;
- The different types of websites for information entrepreneurs and how to use each ("Starfleet Command" main site, sales letter sites, viral marketing "hub" sites," e-course sites, coaching program sites, membership sites, etc.);
- Managing the backend and administration;
- Tracking stats and testing for max results and profits (Understanding the math, so you know how to make duds work and when to cut your losses with an idea because it doesn't have legs);
- How to develop and market a coaching/mentoring program;
- Copywriting sessions (including opening templates, capturing emotion in copy, story detectors, creating strong sales hooks, etc.);

- How to set up and market public seminars;
- Real-Life Case Studies (So you learn the exact process that produced the result, not just the result!)
- How to sell through catalogs and "magalogs: "
- Direct mail strategies;
- How to get your share of no cost/low cost publicity;
- How to know you're ready for an infomercial, and what that entails;
- Selling through display and classified ads; and,
- How to market consulting services.

But that's not all. Not by a long shot. Because you'll also learn how to handle the business side of the marketing equation. Things like selecting the right vendors, knowing what to outsource, when to go with digital products versus hard products, how to negotiate the best pricing, and what is the best business structure for you.

Most people neglect to teach you these things. So you know just enough to be dangerous. (Or in other words, just enough to go into business and lose everything!) These guys won't let that happen to you.

They will be including the complete business management aspect of the business as well. This will protect you from the common danger of copying just one element of a successful business model, but missing how everything works together to create the true success. When I say this is the most intense, complete and all-encompassing program ever offered—I mean it!

Not only will you learn how to write "killer" marketing copy from the CD's -- but we are also including Randy Gage's 12 Lessons on Copywriting Home Study Course. These lessons will catapult your writing skills to produce serious money-making results.

There is no business skill more important than the ability to write powerful, compelling copy. It is the engine that drives your websites, brochures, sales letters and everything else. And you will actually be writing copy with guidance and feedback from arguably the greatest copywriter in the world.

You'll learn the secrets of writing "cash copy" such as:

- Which power words instantly increase response;
- How to write headlines which seize the prospect's attention;
- Pulling the reader through the copy with "bucket brigade" devices;
- How to sell more through an "internal" message;
- Weaving in effective testimonials;
- How to highlight client benefits;
- Structuring compelling offers; and
- Writing at the prospect's emotional and comprehension level so they buy!

You'll go through some copywriting creative exercises, and you will learn how to take features about your products and services—and present them as benefits to your prospects. You'll learn how to decipher the emotion of each situation, and convey that emotion in a compelling way that gets the prospect to act.

You will also learn a simple strategy to eliminate "writer's block" from your vocabulary forever. *Randy will give you five opening templates that can help you start any brochure, sales letter, or even your next book at the drop of a hat!* This strategy will allow you to instantly get into a stream of consciousness, so the writing will just pour out from you. It never fails. Ever.

Even if you have never been able to write in your life, you will leave this program knowing how to write compelling copy. Really.

Once you learn these creative writing and copywriting techniques you can:

- Write books, e-books, and Special Reports;
- Create compelling sales letters, brochures, catalogs, and other marketing materials;
- Increase the sales from your website;
- Cross sell between your products better; and,
- Write "killer" copy to sell everything you have!

After you learn the opening templates and practice some writing exercises, you will actually work on your own materials.

Practical Application . . .

By the time you are finished with this course, you will know the right product and marketing mix for you. You'll know what you can outsource, and what you can NEVER send out, because it will set you up for certain failure. And you'll discover the secrets of self-funding, and how to grow your business from the cash flow if you need to.

Now perhaps you're concerned with having "information overload" because of the intense nature of this course. Don't be. Because these three marketing masters have devised some powerful and unique methods to practically install these techniques into your central nervous system. You'll soon start to think like they do, and respond in the same way to market opportunities.

Ford and Joshua include special sessions to help you process the information and break it down into specific Action Steps for your business. This will protect you from feeling overwhelmed and allow you to actually get started on some projects right away.

What Attendees of the Live Event Say . . .

"The single best event I've been too. If you are serious about selling information, you have to get this program. If you don't, you are costing yourself millions of dollars."

--Scott Goodfellow

"The study guide was simply outstanding. I enjoyed the sequencing of the topics and expertise of each speaker. The synergy and power of the MM was outstanding. Get this course—No excuses. I came away from the IEI event with several million dollar ideas!"

--Dr. Jo An Pina

"This event was amazing. I feel like I enough ideas and action steps to make at least \$1,000,000 in the next 12 months. Before this event, my goal was only a measly \$250,000."

--Luz Brissett

"I would pay 4-times the fee to attend this event again. There were so many money-making ideas and strategies. I almost broke a pen trying to get them all written down. Thanks Randy, Ford and Joshua."

--Janine Cargill
Switzerland

"This event was the right place to come to if you're starting out in the info-preneur biz. But it's also great if you are seasoned in business. The ideas, sessions and money-generating tips – it was outstanding. Thank you for putting on this event, and giving so much of yourself, I will see this event as a major turning point in my life."

--Lise Gilbert

"I just took my first step into a HUGE world of opportunity. It was well worth the journey from the land of OZ."

--John Blake
Australia

"I've been in marketing for over two decades . . . even I was humbled into realizing there are lots and lots of cool ways to harness information and make mega-bucks."

-Roberta Stack

You'll Learn both the Online and the Offline Stuff . . .

Everyone is enamored with the Internet these days. For good reason. As Joshua has demonstrated, it is one of the sexiest, cost effective ways to market information. It's lucrative, fun, and fairly simple to learn. But the Internet is just one slice of the pie . . .

Randy has made millions of dollars from his consulting and coaching services. He makes more money in one weekend seminar than some people make in years! And ask Ford how much he rakes in from product sales from magalogs, direct mail and display ads! If you are just marketing online, you're missing out on more sales than you are making! Really.

This is the complete, comprehensive, and total package.

You can go to a list building seminar. But what's the use if you don't know how to market to the list once you have it?

You can go to a traffic generation seminar. But why would you, if you don't know what type of site you should be sending people to, and what or how to sell them once they get there?

You can attend an Internet marketing seminar practically every weekend. But what's the use if you don't know how to develop products, or how to price and package them?

You get my point.

There are seminars, Boot Camps, and workshops taking place all the time. They have topics like copywriting, list building, Internet marketing, direct mail, search engine strategies, traffic generation, pay-per-click, public speaking, subscription sites, and countless other possibilities.

But each of these gives you one *tiny* little piece of the puzzle. The Information Entrepreneur Intensive Home Study Course is the only program that gives you a congruent, comprehensive blueprint of the whole process.

What's the investment?

Let me give you a hint: *This is not one of those programs that sells for \$267 and supposedly comes with \$3,527.54 worth of bonus premiums!* I wouldn't insult your intelligence or the credibility of the faculty by even suggesting such nonsense. If you need 10 e-books, 12 downloads, and 27 Special Reports to see the value of this program, it certainly isn't right for you.

This is a very serious program for people who want to become successful information entrepreneurs.

Attendees paid \$7,500, plus expenses, and they came from all over the world to attend the live event. They were not disappointed. Those attendees have since gone on to produce many millions of dollars in sales. Some have reached the pinnacle of success in their industry.

As I said before, we recorded the entire event as it took place, and you can purchase the *Information Entrepreneur Intensive Home Study Course* for only \$1,997. (You can even choose our Monthly Payments finance it for 3 months.)

One more thing . . . and it's important . . .

This course is not offered with the publisher's usual 60-day guarantee.

Why? Because this program was designed to guide you and instruct you on becoming an information marketer. But we don't have the control to make you listen to the CDs, do the exercises in the study guide, and take the necessary action steps to implement it in your own business. So, this time it's up to you . . .

The Legal Stuff . . .

Now normally you find all the legal disclaimers at the bottom of the page in tiny type. Not here. Because I will tell you this up front:

We are making no income claims for this training. We are not guaranteeing that you will make a certain amount of money. The monetary results we have described that these guys have achieved were unique to them. Some people could make more, some people could earn less. Your results will depend on the work you do. We are not going to force you to be successful or build your business for you.

But I will tell this:

If you can't make a few hundred thousand dollars, euros or pounds (or a few million) with what you can learn from these guys, better sell the Toyota and join a monastery!

I don't want to be rude, but let's be serious here. If you have ANY doubt that you won't be able to take what you learn from the home study course and apply it to make a fortune, you should simply save your money.

If you're the kind of person this course is designed for, you already have a very solid idea what it can mean for you, and you realized you had to have this home study course at least five pages ago!

Sincerely,
-John Galt

P.S. *There has never been a program produced of this magnitude before.* Never has the complete curriculum-everything from finding a niche market to building your database, from developing products to getting affiliates, from creating magalogs to selling through e-zines, from selling on your site to working with direct mail, from copywriting to backend, from fulfillment to promoting public seminars, from offering coaching programs to selling consulting services-all been presented in one, intense and powerful program such as this. Information marketing may be the greatest way available today to get rich. And this is the program to teach you the complete A to Z; exactly how to do it!

Order now by filling out the order form or visit us online at:
www.HowToSellInfo.com

Here's How To Order:

Our staff is ready to answer your questions and assist you with your mail or phone order. Please use this order form to organize your phone order before you call our toll-free number.

Your Name _____
 Company _____
 Address _____
 City _____ State/Prov _____
 Postal code _____ Country _____
 Phone _____ Email _____
 Special Instructions _____

Payment Method

Check or Money Order payable to:
Prime Concepts Group
 1807 Eisenhower St.,
 Wichita KS 67209-2810 USA

No cash or COD's please.

Visa M/C AMEX Discover Card

Card Number _____

Expiration Date _____ / _____ CVS code _____
3 or 4 digit card validation code

Signature _____

Item Number	Description	Quantity	Price Each	Total Price

Shipping Chart

Economy Small Package
Shipping U.S. Priority Mail

If your order totals	Please Add
\$10.00 and under	\$4.50
Fed Ex	Ground 2nd Day
\$25 and under	\$8.00 \$19.00
\$25.01 - \$50.00	\$9.00 \$20.00
\$50.01 - \$100.00	\$11.00 \$24.00
\$100.01 - \$200.00	\$15.00 \$30.00
\$200.01 - \$300.00	\$19.00 \$40.00
\$300.01 - \$400.00	\$24.00 \$55.00
\$400.01 - \$500.00	\$34.00 \$70.00
\$500.01 and over	\$49.00 \$100.00

For Alaska, Hawaii and Canada, Figure the total of your order, plus the regular shipping cost, and add 10%.
 For foreign and overseas orders, figure the total of your order, plus the regular shipping cost and add 20%.
 60-day 100% money back guarantee on items returned in resalable condition.

For shipments to an address other than your own, fill in below:

Name _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____
 Gift Card To: _____

Sub-Total

7.3% Sales tax for Kansas Residents

Shipping
(See Chart)

Sub-Total

Add 10% for Alaska, Hawaii and Canada
Add 20% for Foreign and Overseas

Total

Shipping Charges Subject to Change.

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