

If you're creative, here's a "money-hobby" that might make you rich.

By Edward C. Lane, Ph.D.

Several years ago, while I was teaching college in Indiana, I stumbled across a business that has since changed my life.

Oddly enough, I discovered it while browsing through magazines in a drug store. In almost every magazine there were dozens of small ads selling one basic thing — printed information.

The financial magazines contained small ads for newsletters, reports and booklets. The science and mechanics magazines were loaded with classified ads for all sorts of "how-to" books, instructions, plans, etc.

I was most surprised by the fact that almost all the ads were placed by individuals — not by large companies.

This was too fascinating to resist. I decided to place two small ads myself.

I put together a booklet containing some of my best wine recipes and another about Australia. A few days after the ads appeared I decided to stop by the post office.

When I looked through the little glass window on my P.O. box, I almost dropped my key! The box was stuffed — jammed — packed full of envelopes. Hundreds of orders containing cash and checks! I couldn't believe it.

\$9,450.00 IN 45 DAYS

When the dust finally settled around our house, I talked with other successful advertisers. I discovered . . .

1. A young graduate student in Texas markets a body-building manual for \$3.00. He uses one classified ad in six magazines. It's strictly a spare-time activity but he reports earnings of \$300.00 monthly.

2. A retired U.S. Army sergeant in Arizona wrote a 24-page booklet. His three \$17.00 classified ads brought him \$300.00 in cash orders.

3. A Kentucky woman selling a 15-page travel booklet for \$1.00 was literally swamped with orders. In 87 days her classified ad running in six magazines made a net profit of \$2,230.00 from a gross of \$3,250.00. She was 69 years of age, widowed and living alone in her apartment at the time.

4. A husband-wife team in Oregon compiled some of their experiences and financial advice in a modest booklet. They had it printed locally and priced it at \$10.00. Then they put a small display ad in one newspaper. That one ad pulled \$9,450.00 in cash orders in only 45 days!

Don't misunderstand. This isn't a get-rich-quick scheme. It's a business and, as such, it's speculative. Some ads are profitable and some aren't. But test ads are cheap. And the profit potential is staggering! An Ohio man I spoke with put a large display ad in a national Sunday supplement. A few days later the orders started

pouring in — mail sacks full of cash! Within the next two months he received over \$220,000.00 in CASH orders for his \$3.00 booklet!

I realize this all sounds too good to be true. But here's a way you can actually verify what I'm saying in your home or office.

TRY THIS TEST

★ First, obtain several magazines containing classified ads. You don't have to buy them . . . just borrow them from the library.

★ Second, get old copies of the same magazines — at least 10-13 months old.

★ Third, turn to the classified sections of each and place the old copy beside the new copy.

★ Fourth, compare both. Cross-check each one to see how many ads in the old magazine are still running in the new edition.

THIS IS AN ABSOLUTE PROFIT TEST. It has to be. People don't continue running ads for over a year unless they're making a profit!

WHY NOT YOU?

Consider these facts:

• You don't have to write a book yourself. I'll show you an easy way to get hundreds of different books wholesale.

• Your profit margin may exceed 1000%! My wine book cost 36 cents to print yet sold for \$3.98.

• You can start a "shoestring"! I'll show you how to place a "test ad" in a national magazine for as little as \$13.50.

• If your test ad produces even a modest profit you can run wild with it! The whole nation is yours!

• Fulfilling orders takes only an hour or so each week, unless you hit the jackpot . . . then who cares!

• It doesn't require a lot of capital. I'll show you how to begin without spending a penny on books or printing.

• It can be confidential. Even if you begin making \$75,000.00 a year, you can run your business entirely from your home or apartment.

• It's so simple you can keep everything in a spare closet. Information booklets aren't breakable, mechanical or chemical. They're safe and easy to mail in small brown envelopes.

• The market is almost infinite. There are so many specialty magazines . . . so many topics. For example, my own "bestsellers" include, *101 Ways To Fix Hamburger*, *How To Win Contests*, *How To Make German Beer At Home*, *How To Get A Job In Europe*, *How To Stop Smoking* . . . and others.

I want you to see this for yourself. That's why I put everything . . . every secret . . . every detail . . . in a simple book entitled, *The Beginner's Guide To Selling Information By Mail*.

It shows you —

- Where to get hundreds of books wholesale.
- Where and when to advertise.
- Where to get "bargain" test ads.
- How to save 40% on printing.
- How to use mailing lists.
- How to word your ads for maximum "pull."
- How to start with no money in stock or supplies.

- How to conduct tests and keep records.
- How to interpret test results.
- How to start a newsletter

It even includes simple tear-out forms you can use for advertising.

MONEY-BACK GUARANTEE

When your book arrives, take two weeks (14 days) to examine it. If you're not delighted, just return it. We'll send your refund check within 3 working days — no delays! There is no risk to you.

Don't take as long as I did to get started in this fascinating business. Let me show you how to begin in just a few days. Mail the coupon today. First Class mail reaches us overnight.



THE GREEN TREE PRESS.
 615 CARROLL ST. Dept. B R
 AKRON, OHIO 44304

Dear Ed,

Your book sounds great! Please rush me *The Beginner's Guide To Selling Information By Mail* right away. If I'm not delighted with it, I may return it to you for a full refund.

On that basis, here's my \$9.95.

☐ Enclosed is my check or money order.

☐ Charge Master Charge

☐ Charge BankAmericard

Account #

Expiration Date (month, year)

Master Charge Interbank #

Please Print

Name

Address Apt. #

City State Zip

☐ Enclosed is an extra \$1.00 . . . send it First Class (Air).

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