

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 hobby that has 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 stopped 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 their own "how-to" booklet. They put a small display ad in one newspaper. Within only 45 days that one ad pulled \$9,450.00 in cash orders.

Don't misunderstand. This isn't a get-rich-quick scheme. It's a business, and, as such, it's speculative. But test ads are cheap (as low as \$13.50 for a national ad) 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 magazine beside the new magazine.

★ 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 money at it.

WHY NOT YOU?

Consider these facts:

• It's simple to begin — just an hour a week can get you started at home.

• It's inexpensive to begin. I'll show you how to place a test ad in a national magazine for only \$13.50. Your total starting investment can be less than \$25.00.

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

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

• Your profit margin may exceed 1,000%! My wine book cost 36 cents to print yet sold \$3.98.

• It's private. Even if you begin making \$75,000.00 a year you can run your entire business from your home or apartment.

• It's safe. Information booklets and newsletters aren't breakable, mechanical or chemical. They're easy to mail in small envelopes and can be stored in a closet.

• The market is almost infinite. My own "best-sellers" include: **101 Ways To Fix Ham-burger, How To Win Contests, How To Stop Smoking, How To Make Champagne At Home**, and others.

I want you to see this for yourself. That's why I put everything — every secret — in a simple, easy-to-follow beginners guide. It's entitled, **Dollars In Your Mailbox**.

You'll discover . . .

- Where to get hundreds of books wholesale.
- Where to advertise . . . which magazines and newspapers are most profitable.
- Where to get national ads for less than \$15.00.
- How to have your own booklets printed for less than 12¢ each.
- How to save 40% on all printing.
- How to get "free" advertising and publicity.
- How to start with no money in stock or supplies.
- How to word your advertisement.
- How to start a newsletter.
- How to rent your mailing list for extra profit.

PLUS

All the forms, lists, and details you'll need to begin.

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, no nonsense. There is absolutely no risk to you.

You can begin this unusual money hobby for less than \$25.00. And if you're creative, it might make you rich.

Let me show you how to begin in just a few days. First Class mail reaches us overnight.



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

Send me Dollars In Your Mailbox right away. I understand I may keep it for 14 days. If I'm not delighted, I may return it for a complete refund sent to me within three working days.

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)

Please Print

Name

Address Apt. #

City State Zip

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

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