

Advertisement

Advertisement

# ALMOST EVERYONE HAS A \$10,000.<sup>00</sup> IDEA. HERE'S HOW TO MAKE IT PAY.

By Ernest P. Weckesser

Are you a creative person?

If you are, let me share with you a unique and simple "money hobby" that can increase your income -

- ... at home
- ... in your spare time
- ... starting on a "shoe string".

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 put together a booklet containing some of my wine recipes. Then I placed a small ad in *Popular Mechanics*.

A few days after the ad 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! It was like a dream come true.

My experience was not unique . . .

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 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.

3. A Maryland businessman I know is self-publishing his own book of business advice. Using display ads he sold over 40,000 copies at \$7.95 each for a gross of over \$300,000.00—all within 18 months.

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 \$15.00 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.

We welcome you to share in this exciting business. It's so varied—so many subjects, ads, media—we have no fear of competing with you. Your only real limitation is your own creativity. The market for specialized information is enormous and it's growing larger every day.

You don't have to be a "writer". My first effort was only 14 pages and sold for \$1.98. I had it run off for 8¢ a copy. Even so, it pulled in thousands of dollars, month after month.

The key is simplicity—

- A friend of ours (who teaches Sunday School) compiled the **Family Bible Quizbook** by typing up a series of questions from the Bible.
- My wife wrote **101 Ways to Fix Hamburger** by raiding her recipe file and looking through her other cook books.
- Another of our books is a brief collection of profitable ideas for housewives (something perhaps you could have written). But, so far it's had gross sales of over \$243,000 . . . in only 22 months.

## HERE ARE SOME COMMENTS FROM OTHERS.

- "... Through the use of Dollars in Your Mailbox I started my own publication. It sold 402 copies in just five days . . ." J.J., California
- "Super! I'm converting 22% of my inquiries using a classified ad in *Rolling Stone* magazine." T.M., Maryland
- "Excellent! I've gotten 600 subscribers to my newsletter in the first year . . ." V.J., Missouri
- "Enclosed is a pamphlet I wrote after reading Dollars in Your Mailbox. It sold 400 copies from an ad in the *Atlanta Journal* at \$2.00 each . . ." F.A., Florida

To prove to you how profitable this business can be, we've developed a beginner's "Starter Kit" called **Dollars in your Mailbox**. It contains step-by-step instructions—plus all the lists, forms and data cards you'll need to begin.

It shows you . . .

- How to begin with virtually no money in stock or supplies.
- How to choose a subject that has maximum sales potential.
- How to save up to 50% on all your printing.
- How to publish your own newsletter.
- How to obtain "test" ads for as little as \$15.00.
- How to obtain "per order" ads—you don't pay unless you make a profit.
- How to receive a 15% discount on your ads.
- How to get "remnant" ads for 50% off.
- How to write your ad for maximum "pull".
- How to use direct mail for extra profit.
- How to copyright your booklet and your ad, quickly and easily.
- How to write your booklet.
- How to choose the right magazine for your ad.

PLUS — sample ads, test records, lists of magazines and the names and addresses of discount printers.

Everything I'll send you is unconditionally guaranteed for two months. This gives you plenty of time to evaluate it . . . and try it.

If this isn't the most enjoyable "money hobby" you've ever experienced, just return the packet at any time during the two months. Upon receipt we'll send you a full refund within three working days—no nonsense, no delays.

If you're concerned about sending money to a strange address, please feel free to check on us. We belong to the Dunkirk Chamber of Commerce, Dunkirk, New York, and our telephone number is 716-366-8300. We're there from 8 a.m. to 5 p.m. Monday through Friday.

If you're a creative person, we urge you to browse through a variety of magazines — *Popular Mechanics*, *Psychology Today*, *Mother Earth News*, *Popular Science*, *Moneysworth*, *The National Inquirer*, *Field and Stream*, etc. You'll discover what a profitable business this might be for you.

To begin, just write the words, **Dollars in Your Mailbox** on a sheet of paper, along with your name and address. Enclose a check for \$12.95 or charge it to your Visa or MasterCard account (please include your account number and expiration date). Mail your order to me, Ernest Weckesser, c/o Green Tree Press, Dept. 46-2, 10576 Temple Road, Dunkirk, New York 14048.

For extra fast service, you may call Linda or JoAnne at 716-366-8300 and place your credit card order by phone.



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