



**Wilsonlists**  
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Dear Fellow Business Person,

Allow me to introduce you to our mailing list service. **If you are selling anything to do with how to make money**, we are sure we can help you get the kind of response you need in order to make your mailings profitable.

It has been proven again and again that direct-mail is the cheapest way for you to reach your prospects. Studies have shown that direct-mail costs considerably less than publication advertising when cost-per-inquiry or cost-per-order is compared. Need proof?... notice all the big, successful multi-million dollar companies who are consistently marketing their products by mail - you can be assured they wouldn't be spending millions of dollars on these mailings if they weren't profitable!

Since we do most of our own marketing by direct-mail, we really understand the **vital importance of well qualified, fresh and responsive names to your success**. We also know that we would have been out of business long ago if we couldn't get your repeat business. The bulk of our sales are re-orders from satisfied customers, the reason? - we provide **superior lists at a reasonable price**.

We have made our prices as low as we possibly can for our high quality names. There is considerable expense involved in obtaining the names and maintaining them to our high standards, but by keeping our overhead at a bare minimum, we are able to offer you these hot-line names at rock bottom prices.

It is true that you can buy names at extremely low prices, but it's very dangerous to make your list purchase decisions based on price alone. Cheap lists are generally old and over-used and in many cases haven't been updated in months or even years, resulting in no responses and a very large number of undeliverables. **Remember - you always get what you pay for**.... "bargain" lists can end up costing you a lot of money in wasted printing, postage, envelopes, labor and lost business!

Keep in mind, the difference between \$40 per 1,000 names and \$70 per 1,000 is only 3 cents per name! This is a very small amount when you consider that it typically costs 75 to 95 cents per piece for printing and postage. Doesn't it make sense to spend that little bit extra to be sure that you're not wasting all that money! We can provide you with the names and addresses of **fresh, new, live, well qualified prospects who are anxious to receive your offers!**

Whether you order 200 or 10,000 names you will receive the same prompt and efficient service. We will carefully fill and record your order to avoid sending you any duplicate names when you re-order and we'll **RUSH-SHIP your names to you by first class mail at our expense**. In addition, every name we sell is backed by our **NO-NONSENSE MONEY BACK GUARANTEE** as explained on the enclosed flyer.

Won't you give our good names a try on your next mailing...: our minimum order is just 200 names and we know our prices can't be beat for names of this quality. Please take a look at our price list. I am sure you'll be pleasantly surprised!

We look forward to serving you.

Sincerely,

**SALE - 20% OFF!**

We are currently offering a 20% discount off our already low prices, so now you can try our leads at the lowest possible prices and see for yourself what a difference the right list can make to your success!

# HERE IT IS! ----- THE ULTIMATE HIGH-POWERED, SUPER HOT-LINE, ORDER-GRABBING, PROFIT-GENERATING MAILING LIST THAT CAN HELP YOU CRAM YOUR MAILBOX WITH ORDERS AND STUFF YOUR WALLET WITH CASH!!!

**SALE - 20% OFF!**

... But don't take our word for it -- Our customers say it best ...

"Recently, we ordered 500 names. 30 days later we received over 100 replies and absolutely no nixies!! We have never experienced such a high rate of replies". Michael J. Cauley, Hawkins, WI

"I always thought you get what you pay for. I only ordered 200 names from you and 1,000 from an expensive list company. Guess what! I got more response from your 200 than from the 1,000. Thank you for providing quality at an affordable price!" Marianne Lunsford, Chester, VA

"We have always received excellent response to your mailing list. Our response rate skyrocketed to over 8% with the latest mailing. Your list is the best, by far!" Fred Winterling, Baltimore, MD

"Thank you for your prompt response to my request for 5,000 names - This is my fourth order and I compliment you on the quality of these names". Don Preston, Sioux Falls, SD

"The last time I used your mailing list I received a 6% response. I thought that was great! I highly recommend your list!" A.J. Williamson, Cedar Bluff, AL

"Your names are great. I've been getting 15% response . Thanks" Sanders Scott, Detroit, MI

"I have tried some very expensive lists with little or no response - but your list draws every time" Joe Quicquaro, Greensburg, PA

"I've purchased mailing lists from various dealers at prices as low as \$20 and as high as \$100 per 1,000. Invariably, I got back loads of nixies and, in most cases, zero responses. Then I discovered your lists, which are reasonably priced, yet produce responses averaging 6% or more". William Harlee, Chattanooga, TN

"Consistently good names for the price". C. Kubis, Shirley, NY

"I have used your lists since I started my mail order business. I have tried others but they did not compare. I am impressed with the response and the fast delivery when I order". Michael De Cosimo, Gloucester, MA

"The most responsive names I have ever worked with" F. Buranek, Seminole, FL

**These are REAL comments received from REAL people who have mailed to our list! If you are marketing any kind of money-making offer you need to test these names!**

This is a list of HOT-LINE OPPORTUNITY SEEKERS. It contains the names of EAGER prospects who are actively seeking ways to make money! YOUR OFFER COULD BE JUST WHAT THEY'RE LOOKING FOR! Every name we sell is a CAREFULLY PRE-QUALIFIED PROSPECT who has inquired about or bought some type of money-making program, offer or opportunity WITHIN THE LAST 30 DAYS! This combination of buyers and inquirers (approx 50% of each) has proven to be the most profitable mix. . . It can even outpull a 100% buyers list! . . and take a look at our low minimums, low prices and our unbeatable guarantee!

**Every name we sell is backed by our 100% iron-clad, no-hassle cash guarantee as follows:** We will refund 60 Cents for each undeliverable name returned to us within 60 days of the date your order is shipped to you. Just send us the entire front panel of each undeliverable piece, along with the original label, file or disk, and we will mail you your refund!



**ORDER FORM**

Enclosed is: \$ \_\_\_\_\_

**\* IMPORTANT: PLEASE MAKE YOUR 3 SELECTIONS**

- Check
- Money-Order
- Cash
- Credit Card
- Debit Card

FORM # \_\_\_\_\_

If no selections are chosen, you will receive names with random zip codes, printed on pressure-sensitive labels - adjustments cannot be made after your order has been shipped.

US funds only please. For Postal delivery outside the United States please add 40% for air-mail delivery.

Names are sold for one-time use only & may not be copied, duplicated or resold by any means.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Email Address \_\_\_\_\_

Name of your offer \_\_\_\_\_

**PLEASE SELECT ONE:**

- 200 names - \$35 \$28
- 500 names - \$60 \$48
- 1,000 names - \$85 \$68
- 2,000 names - \$150 \$120
- 5,000 names - \$300 \$240
- 10,000 names - \$480 \$384

**PLEASE SELECT ONE:**

- Pressure-sensitive (peel-n-stick) labels.
- By email delivery (standard text file).  
\*please provide your email address
- On CD (text file).

**PLEASE SELECT ONE:**

- Random zip-codes.
- Zip-code sorted (1,000 name minimum order).

Charge Card Customers, PLEASE PRINT CLEARLY:

Please mail your order to:

Name of cardholder \_\_\_\_\_

Card # \_\_\_\_\_

Expiration date \_\_\_\_\_

Security code (last group of numbers on back of card) \_\_\_\_\_

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