



A... **NEVER ENDING** Pay Plan! (The LAST Program you will ever need!)

After you get 4... The **EASY 4** System does the work for you!

Phase-1: \$17,000. ...Mail This Program Until You Get 4 RESPONSES! (All you will ever need to do)

Phase-2: \$34,000. **NO Mailing required! NO out of pocket expense!!**

Phase-3: \$170,000. **NO Mailing! NO out of pocket expense!!**

Phase-4: \$340,000. **Still NO Mailing!**

Phase-5: \$\$\$...???

RESIDUAL Pay! Finally, a program with a clear, attainable goal that anyone can do!

→ This is **NOT** for **everyone!** The price to join **EASY 4** has been set to increase earnings and to attract only those who WILL DO what it takes to **MAKE MONEY!**

How does "NO MAILING" work? Anytime after you get 4, you can enter Phase II using money earned in Phase I. No mailing needed in Phase II, as money comes to you automatically when others pay to join Phase II after you. The program management places people as they move from each Phase to the next. Those who signed up with you in phase I, plus those who sign up with them will pay you again as they follow after you into each new phase. Once you get 4... NO more out of pocket expense! You make all payments from money paid to you in previous Phase. It truly is A Never Ending Pay Plan!

- ◆ SURE PAY: All payments forwarded from this office each Thursday!
- ◆ NO CHEATING:..... Your payments are in YOUR NAME & come thru this office. No one can join without paying you.
- ◆ PRINTING: Wholesale Printing Service with Free Delivery!
- ◆ CELL PHONE Service: NO Contract required! \$10 every 4 months! Only \$30 for an entire Year! (Computer needed)

THE KEY... Mail as many as it takes Until You Receive 4 Responses! **NEVER GIVE UP** and get paid forever!

INSTRUCTIONS:

1. Make one \$25 Money Order payable to: DM Services for Home Business Direct Mail Kit.
2. Make 4 money orders of \$50 each payable to the **Names** in positions #4, #3, #2 and #1 [\$200 total]
3. Complete the order form below and send **THIS ENTIRE PAGE** with all money orders totaling \$225 to DM Services,
4. **YOU RECEIVE:** A Marketing Kit containing: Camera-Ready originals of this program with your name in #4 position; Wholesale Printing service with Free Delivery, a Mailing List Company Price List; a copy of Money Saving 'Tips on Mailing' (\$15 Retail value); and website link of a low cost NO Contract cell phone service.

Phase-1 Order Form

Avoid mailing errors and ensure you receive your Kit.
Print CLEARLY! Money Orders only! (NO Checks!)

#1. Pay \$50 to:
CATHERINE CASTIGLIONE
San Antonio TX

#2. Pay \$50 to:
DANIEL J. FORTSON
Forest Park GA

#3. Pay \$50 to:
ERCELL MURRAY
Bakersfield CA

#4. Pay \$50 to:
GEORGE JOHNSON
Brooklyn NY

NAME: _____

ADDRESS: _____

CITY: _____

STATE: _____ ZIP: _____

PHONE: _____

Email: _____

Send to:

DM SERVICES
PO BOX 264
NAPLES FL 34106-0264

*Note: If you do not receive your Marketing Kit within 10 days, call:
Tel: 239-234-4395*

Note 2: The persons whose names appear at left in position numbers 1 thru 4 are authorized to copy this copyrighted material.

The **EASY 4** System

Phase-1

Phase-1 is the only phase that requires mailing!

Phase-1: Mail until 4 respond - \$17,000
Phase-2: NO Mailing - \$34,000
Phase-3: NO Mailing - \$170,000
Phase-4: NO Mailing - \$340,000

Like planting 4 seeds!

ONE SIMPLE THING TO DO!

4 Responses = Lifetime money!

IMPORTANT: Join only if you are willing to mail until you get 4 responses...

- ◆ A clearly defined system.
- ◆ No hype. No false promises.

▶▶ How the money adds up with the EASY 4 System!

(When you have 4, your work is done with Phase 1! Sit back and wait for money!)

You receive \$50 from each of those 4 responses = \$200.

(Your money back and it's just beginning...)

Those 4 people will mail (with **YOUR NAME** on their flyer in Position #3) until they receive at least 4 responses each = 16

Those 16 each pay you \$50 = \$800!

Those 16 people mail (with **YOUR NAME** on their flyer in #2) until they each receive at least 4 responses. (some get more than 4)

16 people x 4 responses each = 64
64 people each pay \$50 to you = \$3,200!

Continued on next column...

To keep from holding others back... your name could be bypassed if you do not receive any responses after 6 months!

Continued from column one: Those 64 mail (with **YOUR NAME** on their flyer in Position #1 until each gets at least 4 = 256 Those 256

each pay you \$50 = \$12,800

Let's add it up: \$200 + \$800 + \$3200 + \$12,800 = \$17,000!!

AND ALL EVERYONE DID WAS MAIL UNTIL THEY GOT 4!

That's how EASY it is!

More Good News...

That's just the **BEGINNING!**

In PHASE-2, Make DOUBLE MONEY!
→ **NO MAILING!! ... Why?**

Because those who join with you in Phase-1, follow you into Phase-2

Phase-2 pays DOUBLE! Enter Phase-2 anytime after you get 4 in Phase-1. Most people join Phase 2 after they've made \$1000.

How to enter PHASE-2: After you have received your 4th response from Phase-1, DM Services will send you a **Phase-2 order form**. Fill out the **Phase-2 Order-form** and send to DM Services along with the following:

NO OUT OF POCKET COST... Using money made in Phase-1:

(1) Make one \$30 M.O. payable to DM Services for your Phase 2 validation, forwarding of payments and monitoring.

(2) Make 4 money orders in amount of \$100 each payable to persons on the **Phase-2 Order-form** in positions #1, #2, #3 and #4. (Total: \$430) Send Phase 2 order form and payments to DM Services.

PHASE 2 IS PAID AUTOMATICALLY!
NO mailing required! \$34,000!

Once you have joined Phase-2, you qualify to receive \$100 payments* **automatically** from the 4 (or more) you sponsored, and all those they sponsored as they join Phase-2. No need to mail!

Nothing else to do except count money!

NOTE: Only persons who have *joined* Phase-2 are eligible to receive \$100 Phase-2 payments.

(Phase-3 information in Phase-2 Market Kit)
(Phase-4 info in Phase-3 Kit)

If you are looking to make some real money, then this is for you.

No more guessing how and if you can make money. This program spells out exactly how you WILL make money. It gives you a specific step that is simple to do and will result in you making money. Could it get any simpler than that?

This is the one program where you can actually measure your progress and realize that you are making money without wondering if it will happen.

Mail this program until you receive 4 responses, and you will make money. That's a fact! Continue mailing to get 4 is what everyone who signs up is committed to do. After you receive 4 responses, you are done! All you do is sit back and wait for the money. Hard to believe? Read the program carefully. The logic is based on real numbers. Numbers don't lie.

Unlike other programs, there are virtually no quitters in EASY-4. Why? Because the cost to join eliminates the Weak Link that hurts so many programs. EVERYONE who enters this program is committed to get at least 4, or they would not pay the price to join in the first place!

It may cost more to enter, but the money adds up fast when you receive \$50 for each response from *hundreds* of people in Phase-1, and in the next phase 2, you receive payments of \$100 with NO mailing and... **NO more postage costs!**

Repeat... The EASY-4 System spells out exactly how you will make money. No guessing or hoping. Do what the program says and you make money. Period!

Successful people join successful programs. One of them sent this to you. It's your move...

*** Important message on reverse!**

Sincerely,

George Johnson

PS: I could kick myself for not acting sooner on this program after receiving it from many different sources! I know from experience that when I receive an offer from multiple people in the same program, it tells me that the program is working.

"THERE ARE TWO INGREDIENTS TO SUCCESS IN AMERICA:

1. THE ABILITY TO RECOGNIZE AN OPPORTUNITY WHEN YOU SEE ONE,

AND...

2. THE ABILITY TO ACT ON THAT OPPORTUNITY"

Ray Kroc ... Founder of McDonalds



STOP Spending MONEY on programs that DON'T pay!
BEFORE you join **ANY** program..., read the following info
compiled from **Successful** mailers who are making money!

IMPORTANT: IF YOU DO NOT UNDERSTAND THE INFORMATION ON THIS PAGE, IT IS UNLIKELY THAT YOU WILL EVER MAKE A PROFIT!

◆ This information is **FREE**, but **NOT** reading it can **COST** you Money!

➔ There are 500+ programs in the mail system and most of them do NOT pay. This message shows how to select a plan that pays those who participate!

➔ Don't fall for the programs that promise riches for only \$5, \$10 or \$20!

... I have seen testimonials stating that they made \$1,000 with a program that pays \$5! You will need 200 responses @ \$5 each to make \$1000. ($5 \times 200 = \$1000$). HAS **ANYONE** EVER gotten 200 responses from any program? NOT likely! At 1% response a mailing of 1000 flyers gets 10 responses. $10 \times \$5 = \50 . Postage cost: $0.60 \times 1000 \text{ flyers} = \600 to make \$50!

➔ **WHY** do people quit programs and go for the next shiny object? Because in Low Cost programs they have little invested to lose! They forget the postage \$ they spent.

The **TRUE** numbers ... (Get your calculator if you want to prove these numbers)

With a program paying \$20 per response, it would take 50 responses to pay you \$1000. ($50 \times \$20 = \1000). To get 50 responses it would require mailing 2500 @ 2% response rate = 50 responses. Mailing 2500 x 55¢ postage adds up to: \$1375.00 to make \$1000!

The **KEY**...

The **ONE TIME** sign up fee **DETERMINES** the **AMOUNT YOU GET PAID** from **ALL** programs!
...Small pay in = Small Pay return. The **COST to JOIN** is the **KEY**. The **POSTAGE COST IS THE SAME** for a program that pays \$5 as it is for one that pays \$100! Low entry cost means **LOW PAY** to you! If you join a Low Cost Program, you will not receive enough pay from each response to cover postage. You will **NEVER MAKE** a PROFIT.

\$ ➔ A program that **DOES PAY**... The **EASY 4!**

➔ Some **RED FLAG** items to watch for:

- #1. **NO PHONE?** ...Programs with no phone #? How can you check order status/pay?
- #2. **MILLION \$DOLLAR** programs? They **DO NOT PAY \$1,000,000!** They are misleading and dishonest! If they were really making \$millions, we would all be millionaires.
- #3. **KISS OF DEATH: MULTIPLE OFFERS** in the **SAME ENVELOPE**. Which one pays?
- #4. **HIGH RESPONSE RATES?** Promises of high response rates like 5% or 8% and higher are a lie! It does **NOT HAPPEN!** The industry standard is 1% or 2%. At very extreme 3%.
- #5. **FREE SPACES?** **NOT FAIR!** An unfair advantage for those who have them and an enticement to attract those who cannot get them.