



Gifts From The Heart!

A Heartfelt Partnership With A 100% Payout...

You Receive \$50.00 and Your Partner Receives \$50.00!

When You Give Because You Care, Others Will Give To You Because They Care.

You are not alone! There is no shame in needing and asking for financial help. Ninety five percent of us are financially strapped, living paycheck to paycheck and trapped in our situation by crippling debt. Gifting can be the way to financial relief.

Hi, as the author of this gifting letter, I prefer to remain anonymous, as I am not looking for recognition, nor do I wish to profit from the participation of everyone else. The purpose of this letter is to help introduce people who understand the strains of financial hardship and who are willing to help each other with a small financial gift...because they care!

The problems with most gifting programs and my solutions:

Problem 1—The first and biggest problem is that they are created and run for personal gain. You know what I mean. The originator, who is usually the so called monitor, expects to get paid by everyone, on every transaction. Their plans are designed to enrich them.

Solution—A program where only the participants get paid with 100% of the monies going to them. (No monitors getting paid on every transaction.) But, to insure a long-term plan, use a third-party, professional direct-mail marketing firm to manage the plan.

Problem 2—The cost is either too little and won't even cover the costs of promoting, or the cost is too much and the average person can't afford to participate, so the plan quickly comes apart.

Solution—A plan designed for success. The cost of our plan is set so most anyone can afford to participate, but more importantly the cost is calculated to insure success, by simply requiring a low 1% response rate to produce amazing results. The direct mailers motto says it all: "Some will, some won't, it's all in the percentages!" 1% is 1 person out of every hundred who receive this letter and grasp my vision. So, you only need 1 out of a hundred who WILL!

Problem 3—Too many people in the plan. You have to pay 5 to 10 people, sometimes more, then you rotate through to get paid. Yes, the money looks good on paper, but it doesn't work because most people don't do their share of promoting. They simply sit back and wait for others to promote.

Solution—A simple partnership of just two (2) people each sharing 50%-50%. If you don't promote, you don't benefit. But when everyone just mails a little, the results are fast and rewarding!

Problem 4—In many plans, gift payments are mailed directly to participants. This may sound like a good idea, but creates a huge privacy risk, exposing your name and address to thousands. And anyone can simply remove and replace your name with theirs without making any gift payments, leaving you and everyone else with no possible chance of receiving your gift payments.

Solution—All gift payments are made payable to participating members but are mailed to our third-party management firm, who then forwards them daily to appropriate members. This protects your privacy and insures receipt of your gift payments, since all gift payments are made payable to members and not the managing firm.

Expectations—I designed this plan based on the cost of today's postage (by far the biggest promotional cost) and a realistic response rate of just 1%. Based on these factors, the \$50.00 gifts from your personal mailing pretty much cover your promotional costs. Then the \$50.00 gifts from your partners mailings...well, that's your pay off!

Now, I can't guarantee any kind of return, but let me illustrate the possibilities if:

Everyone just mails 300 letters each, expect up to **\$600.00 or more** in \$50.00 gifts.

Everyone just mails 500 letters each, expect up to **\$1,500.00 or more** in \$50.00 gifts.

Everyone just mails 1000 letters each, expect up to **\$5,500.00 or more** in \$50.00 gifts.

These figures are based on a 1% response rate. You can do the calculations based on 2% or 3%. Now, think of the possibilities if some of your partners mail 5,000 or 10,000 letters...you'll be surprised at how many will do just that! Then, every time you or your partners need a little extra cash, you just do another mailing...it's like you have a never ending \$50.00 gifting machine. You are in control. You can keep the \$50.00 gifts coming in indefinitely!

THE COST TO PARTICIPATE: The cost is just a 1-time \$100.00—two (2) \$50.00 gifts, plus \$10.00 for your custom camera ready letter.

GETTING STARTED:

1. Make two (2) money orders for \$50.00 each, payable to the partners listed below:

Partner No. 1: **J. C. Brown = \$50.00** Partner No. 2: **J. L. Litchfield = \$50.00**

2. Return this letter with: Your name & address, the two money orders, \$10.00 for your camera ready flyer and four (4) Forever Stamps to forward money orders and mail you your camera ready flyer. (Your camera ready letter will list Partner No.1 as Partner No. 2 and YOU as Partner No. 1.)

Your Name _____

Address _____

3. Mail everything to: **Smartz Marketing, PO Box 971618, El Paso TX 79997**

4. Upon receipt of your letter, simply print a few hundred copies and mail to other income opportunity seekers and soon you should start receiving your \$50.00 gifts. Then, once you start receiving your \$50.00 gift payments and have recouped your initial costs, start investing a portion of additional gifts in more mailings. Remember, the more you mail, the more you will receive!

That's it! It doesn't get any simpler than this. But remember, give your gifts freely from the heart because you care and want to help others in financial need and your generosity will be repaid many times over. Give and you will receive—it's gifts of kindness that fuel the universal circle of hope!

PLEASE NOTE: Smartz Marketing has been chosen to administer the program because they have been in the direct-mail, income opportunity industry for over twenty years, have proven to be reputable and can be depended on to support the program for years to come. However, other than providing administration, leads and printing services, they are not involved in this program.

Need Printing Or Quality Leads Of Income Opportunity Enthusiasts To Mail To?

Smartz Marketing maintains a database of over 350,000 proven income opportunity seekers and do their own printing in-house. So, if you do not already have of source of quality leads or a preferred printer, you might consider ordering from them.

Ordering Leads or Printing from Smartz Marketing is Optional!

Special Pricing for "Gifting From The Heart!"

Leads on labels: 300 = \$25.00 500 = \$35.00 1,000 = \$50.00

2-sided custom printed letter: 300 = \$30.00 500 = \$45.00 1,000 = \$60.00

Cash Money Order payable to **Smartz Marketing** Visa MasterCard accepted for Leads and Printing ONLY!

It must be your card: Card # _____ - _____ - _____ - _____ Exp _____ / _____ CVV _____

If ordering leads and/or printing with your enrollment, include payment to: **Smartz Marketing.**

Need quality leads for another opportunity? Visit **www.SmartzLeads.com**

Note: Only mailers printed from originals provided by Smartz Marketing are permitted. Altered mailers will not be accepted or fulfilled.