

# Advertisements - Red Hot Lists

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Advertisements -- Red Hot Lists

The following contains various advertisements you may use to sell "ABC'S of RED-HOT Name Lists"

-----Full Page Circular 1 -----  
[ Editor's note: to fit the following on one 8-1/2x11 page,  
place in three columns ]

BRAND NEW ALL-PROFIT PROGRAM FOR YOU! "ABC'S of RED-HOT Name Lists" THE NEW MANUAL YOU CAN PRINT & SELL! ALL MAILERS NEED THIS TO SUCCEED!

INSIDE SECRETS REVEALED NOW! For the first time, you'll be shown exactly how the "professionals" make their money in this fascinating business. You'll be able to use all these "special secrets" and "tricks-of-the-trade" for your benefit.

You'll also learn all the angles used by mailing lists experts to make their customers order repeatedly. And you'll have the simple, but oh-so-powerful, techniques used to subtly command an order from your prospect.

PARTIAL LIST OF TOPICS COVERED Name lists and their use. What buyers look for when selecting a list. How to get started. How and where to get names. How much to pay. How the "big boys" get their names. How to use a drop-ship supplier to build your business. How to start with little money. What you should know about advertising. How to computerize your list. How to protect your names. How to correctly run your business. How to sell your lists. How to obtain and keep customers. How to insure winning ads. How to buy lists from other dealers. Name lists... A profit center for you. How to protect your lists. Plus much, much more. All the facts and figures you'll need to get started immediately!

WHY THE MAILING LIST BUSINESS IS SO PROFITABLE! Unlimited market No high start up costs No need for employees Product cost is extremely low Extremely high profit margin Large amount of re-orders Sales are not seasonal Easy to start and operate Can be run on a part-time or full-time basis No special skills or education required Yields excellent profits A business that you and your family can be proud of

DON'T WASTE VALUABLE TIME

Don't flounder around for years trying to find the right methods and systems. Learn all the facts, now, right at the start. Save time and money by using both wisely and correctly.

All instructions are written in clear, precise, easy-to-understand, and put into practice language. You'll be able to proceed at your own pace. Nothing is left dangling. You'll get practical information - no fancy theories - no amateur suggestions - strictly valuable professional pointers.

If you have a list to sell, here's your chance. If you don't have a list, this manual will show you exactly, in a step-by-step manner, how to acquire all the names you'll need.

Start on a shoestring if you wish. Build a business that will pay you an income for the rest of your life. Remember, a mailing list business can be operated from any location... any state... any city, or rural area.

GET STARTED NOW! - FOR ONLY \$10. INCLUDES FULL REPRODUCTION RIGHTS to this complete program PLUS this powerful sales circular!

BIG MONEY NEWS: When you order the "RED-HOT" program for just \$10, you also receive full reprint rights! This means you can print the entire program - as well as this dynamic circular - and earn over \$9.50 profit on every sale! A prize-winner that can spell "P-R-O-F-I-T-S" for YOU!

Bonus: Act today and we will include 8 sample circulars and ads, which you can use to sell your new mailing lists!!

( order coupon ) O.K. Enclosed is \$10. Please rush the complete "RED-HOT" program. I understand I have full reprint rights to the entire program, plus this big circular.

Copyright 1992 Bonanza  
FULL REPRINT RIGHTS INCLUDED WITH PURCHASE!!

----- 6 SAMPLE ADS -----

NAME LISTS BUYERS - NAMES LESS THAN 30 DAYS OLD! IN  
ZIP-CODE ORDER ON P&S LABELS. Shipped first-class or Priority.  
10 for 1 on any nixies. 200 - \$6, 50 - \$12, 1000 - \$18

NAME LISTS - OPPORTUNITY SEEKERS	200 - \$12	500 - \$20,	
1,000 - \$35	2,000 - \$60,	5000 - \$140	10,000 - \$260
20,000 - \$480	40,000 - \$900	100,000 - \$2,160	

GUARANTEED MAILORDER NAMES TOP QUALITY BUYERS ONLY  
150 Refund for each undeliverable. (Guarantee for 60 days) On  
Pressure Sensitive Peel & Stick Labels Buyers lists only [ prices and quantities listed in ad ]

CIRCULAR MAILING Let me mail your circulars with mine.  
200 - \$4.00 500 - \$8.00 1000 - \$15.00 Mailed monthly  
to hot-steaming opportunity seekers! Checking copy sent. All  
circulars must be approved first. Send a sample with SASE for  
shipping instructions. Circulars received without approval will  
be discarded. Rush sample and SASE today!!

HOT MAILING LISTS All spenders, updated Some have  
responded to part or full time opportunities including  
multi-level or chains. Guaranteed deliverable on peel and stick  
labels. 5 million names available! [ prices and quantities  
listed in ad ]

LIFETIME MAILING LISTS MEMBERSHIP JUST \$10.00

Receive 198 names each and every month on peel and stick labels for just 1 cent per name! All updated spenders - some have responded to part or full time opportunities - including multi-level or chains!

Your membership card guarantees fixed price of 1 cent each per name - on peel and stick labels - anytime you want - each and every month - long as you live.

Member can mail or publish this circular with your name on it. Simply send your orders to us to fill. Keep \$8.00 each new member!

-----Full Page Circular 2-----

FRESH RESPONSIVE MAILING LISTS THAT DELIVER OPPORTUNITY SEEKERS - CASH BUYERS All proven mail order buyers Our names are excellent for any type of money-making offer including multi-level marketing

These people have spent for \$20 to \$500 and more, on Mail Order MONEY-MAKING OPPORTUNITIES...

Show these people how to make money or sell something that makes money and they will respond.

IF YOUR OFFER DOESN'T PULL TO THESE NAMES IT JUST WON'T PULL

OUR LISTS ARE DIFFERENT We gather out our own BUYERS, OPPORTUNITY SEEKERS... Accurate records are kept. Repeat buyers NEVER receive duplicate names. Most important, WE make a LIMITED number of copies so the names are NEVER overworked...

We maintain and collect our own lists - NO brokers fees - No middle-men... We pass all these savings on to you at extremely LOW PRICES for such high quality names.

WE CONSIDER THE RENTING OF OUR MAILING LISTS TO BE A VITAL PART OF OUR BUSINESS. OUR PRICES ARE RIGHT. OUR SERVICE IS PROMPT AND ACCURATE: AND YOU CAN TEST AS FEW AS 100 NAMES.

GUARANTEED 100% DELIVERABLE: Return any undeliverable piece, front face of envelope within 45 days and we will replace with 10 fresh names for each one returned... (please note) Our names are rented for ONE TIME USE ONLY... They may not be copied, duplicated or resold under any circumstances. Names are on pressure sensitive "PEEL & STICK" labels. All Sharp, Clear and Zip-Coded.

If you are a mailer, you owe it to yourself to test these names. Once they work for your offer, you will have a whole new market for your product or service..

SEND US A TRIAL TEST ORDER TODAY, and you be the judge. We know of no better lists that you can get anywhere at any price. When you place your order for a trial test, we suggest you send a copy of your mailing piece(s) so as to avoid conflicting offers mailed to the same group of names.

Complete order form below, detach and enclose in the convenient return envelope.

[order form to left - at the bottom says:] Personal checks warmly accepted - all orders filled same day received. Orders shipped FIRST CLASS U.S. PRIORITY MAIL)

[price list to right as follows:] TEST TRIAL OFFER 100 names - \$9.00 200 names - \$14.00 500 names - \$25.00 etc.

----- Full page Circular 3-----  
[ Editor's note: to fit the following on one 8-1/2x11 page,  
place in three columns ]

#### COMPUTERIZED LISTS OF MAIL ORDER BUYERS IN DOZENS OF CATEGORIES

That's right! Thousands of firms and individual express their confidence in us each year by allowing us to satisfy their most discriminating mailing list needs.

CATEGORIES OF BUYERS 201 - Opportunity seekers - actual buyers  
202 - Novelty buyers 203 - Mail order enthusiasts - buyers 204 - Sales agents - buyers 205 - Catalog buyers 206 - Adult product buyers 207 - Mail order jewelry buyers 208 - Education buyers 209 - Home working buyers 210 - Religious product buyers 211 - Membership buyers 212 - Record and tape buyers 213 - Music lovers who are mail order buyers 214 - Collectors who are mail order buyers 215 - Antique buyers 216 - Executives 217 - Diet program buyers 218 - Automotive buff buyers 219 - Vacation and travel buyers 220 - Boating product buyers 221 - Demonstration agent kit buyers 222 - Indoor hobby buyers 223 - Outdoor hobby buyers 224 - Art buyers 225 - Small business buyers 226 - CB radio buyers 227 - Charge account buyers 228 - Club membership buyers 229 - Contributors 230 - Fund raising prospects 231 - Gift buyers 232 - Photography mail order buyers 233 - Electronic buyers 234 - Franchise prospects 235 - Sports enthusiasts 236 - Book buyers 237 - Gourmet food buyers 238 - Gambling system buyers 239 - Car stereo buyers Special Categories Available Upon Request.

The key to your future success could very well be the right source for mailing lists, and our mailing lists are our specialty. In fact, we are one of the largest mailing list suppliers in the entire nation. We have achieved this status by honing our mailing lists to pinpoint precision. This means we can zero in on the exact type of individual that is most likely to respond to your offer. This type of service is very uncommon in the list business and we want to serve you!

WHAT IS A QUALIFIED NAME? Simply stated, there are basically three types of names used when a mailing list is compiled. First, there are saturation names. These are names in a given geographic area and usually consist of every household. Lists of this nature are often used by churches or political parties, but are never successful for mail order offers because the interests of the recipients re too varied. Second, there are

lists of people who have inquired about various products or services. Inquiry mailing lists, although far superior to saturation lists or phone book names in mail order offers, often do not produce the results that are necessary to obtain an adequate profit. Third, there are actual buyers of products or services. These people have spent their hard earned money before on mail order offers. It is, therefore, logical to assume that they will do so again. Thus, buyers lists are the best and most responsive. WE CARRY ALL TYPES OF MAILING LISTS, but we recommend and specialize in MAILING LISTS OF ACTUAL BUYERS OF DOZENS OF DIFFERENT CATEGORIES.

MAILING LISTS AND THE COMPUTER We are a custom list house. Each mailing list is fully computerized and personally designed for the specific type of mailing to be done. Most of our mail order lists are built from actual orders and are 100% buyers. All of our mailing lists are printed on labels in the standard four across format and are in zip sequence for bulk mailing without hand sorting. Plus, all mailing lists supplied by us are put on an exclusive 90 day reserve at no extra cost. In essence, this means that our lists are mailed a maximum of 4 times a year and never more than once in a 90 day span. This procedure protects the quality of our lists and makes each offer more profitable.

Our mailing lists are guaranteed to be 95% deliverable and any nixies (undeliverable names) are replaced 2 for 1 at no charge. We not only offer you mailing lists, but a comprehensive list service.

BEWARE OF CHEAP MAILING LISTS! Sometimes you'll see mailing lists offered at extremely low prices. Believe me, you'll get exactly what you paid for. In almost all cases, the names you get will be photocopied on 33 up labels and not in zip order (you need a computer to do that). The print will be of poor quality and some names will be illegible. And most important, without a computer you cannot update a mailing list or delete the nixies. Consequently, you'll waste a lot of money on printing and postage for undeliverables.

BUYING OR RENTING? Every day we get several telephone calls from customers who say, "I want to buy some names". We would like to take this opportunity to convey that we, like all quality list sources, rent names for one time use. Each list that we ship to a client has a few "dummy" names on it. This is how we protect our lists from being duplicated and reused. This "salting" procedure not only keeps our lists from being stolen, but it ensures the quality for all our customers.

WHAT ABOUT THOSE WHO RESPOND TO YOUR OFFER OFF OF OUR MAILING LIST? Those individuals who order from you when you use our mailing list remain your customers and you can remail to those names as often as you please. Eventually you have enough names to build your own mailing list. This list will be your best list because these people are already acquainted with you, your company, and your product.

WHAT IS THE SIZE OF OUR UNIVERSE OR HOW MANY NAMES ARE AVAILABLE FOR ME TO MAIL? Each category has a universe of about 1/2

million names. This figure fluctuates as lists are updated, nixies are deleted, and new names are added. If your need for names is greater than 500,000, then contact us for special arrangements. There is no doubt we'll be able to satisfy your needs no matter what they may be.

HOW DO WE KEEP TRACK OF THE NAMES WE SEND YOU SO YOU DON'T GET DUPLICATION OF FUTURE ORDERS? We use a computer process to avoid sending the same names to a customer when he reorders. This procedure is called "Nth name select". Here is how it works. Suppose you place an order for 5000 names and the total file in that category is 500,000 names. When we fill your request we will print every 100th name of the file. Now, assume you order 10,000 names a month later. At that time, we will print every 97th or 99th name of the same file. Thus we avoid giving you duplicate names under any circumstances.

PRICING DATA Our prices are very reasonable and our minimum order is only 1000 names. All lists are printed in zip sequence on cheshire, gummed cheshire, or pressure sensitive labels (Cheshire labels are for machine application. Gummed cheshire can be applied by hand, but must be moistened like postage stamps. Pressure sensitive labels are specially designed for hand application. They are peel and stick labels on a wax backing. Pressure sensitive labels are \$5 additional per thousand regardless of quantity.) Here are our prices for buyers lists:

[ Rate Table here ]

- NOTES: 1. 9 track 800 bpi mag tape is available upon special request and minimum order of 5000 names.
2. It is necessary to contact our office by telephone to order more than 100,000 names in one category at one time.
3. The prices above reflect the quantity per category price. Mixing of categories to increase quantity and receive volume discounts is not permitted.

Zip and Geographic Selection Available with Orders of 5,000 or more!

[ Order Form here ]

==== The End =====