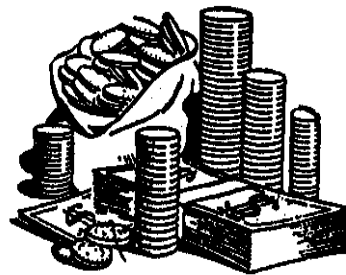


**Are You
Walking
Past A
Great Source
Of
Savings
&
Income?**

BY:
Jay Mackay



Do you get letters and cheques like this in your mail?

Hidden Income

**Mr. Genrus Super Store
Double Road
Any Town, India**

Dear Loyal and Satisfied Customer,

Thank you for shopping at Mr. Genrus Super Store this month.
Enclosed is a statement and your cheque for Rs. 900.00.

Statement

Your Total Retail Purchases:	Rs. 700.00
Your wholesale discount:	Rs. 100.00
Advertising Savings:	Rs. 100.00
Referral Income:	Rs. 700.00

Total Cheque	Rs. 900.00

Sincerely,

Store Owner

A/c No - xxxxxxxxxx

1/30/90

Payour valued customer.....OR BEARER

RUPEES..... Nine Hundred only..... Rs. 900.00

No. 1234
Signature.

Sample only

Are You Walking Past A Great Source of Savings & Income?

How many times have the stores you regularly shop at issued you cheques like this? Five times? Ten times? They haven't? Well, they should.

Every time you purchase personal care products or household items, food items or health products at your local store, you increase its sales and profits. As a **steady and loyal customer**, don't you think you deserve a **wholesale discount**? After all, they would lose the extra income if you didn't shop with them. Regular customers deserve a wholesale discount.

What about the **advertising savings** shown in the Mr. Genrus letter? Since you are already a steady customer, there is no need for Mr. Genrus to spend advertising money to convince you to purchase from their store. Mr. Genrus might as well pass this savings on to you.

And what is that Rs.700 **referral** income for? You told a few friends and neighbours you enjoyed shopping at Mr. Genrus and about their generous discount policy and the sharing of their **advertising budget** with you. They changed their shopping habits and started shopping at Mr. Genrus. You performed **word-of-mouth** advertising for Mr. Genrus. Now each month you should receive a referral cheque whenever your neighbours and friends shop at Mr. Genrus and increase their sales.

Remember, if it weren't for you they would still be shopping elsewhere.

Does all this sound far-fetched? Hard to believe? Well, it is happening everyday. Many business all over the world are now sharing their advertising dollars with individuals in search of more customers and higher sales volume and profit. It is now happening right in your neighbourhood.

Let us understand this concept from the viewpoint of the Mr. Genrus Store. When Mr. Genrus retails a Brand New model of Water Purifier at Rs. 3500.00, their profit and expenses may look like this:

Cost of basic water purifier from manufacturer	Rs. 1800.00
Company operating expense	Rs. 250.00
Store operating expense	Rs. 500.00
Advertising expense	Rs. 600.00

Total	Rs. 3150.00
Profit	Rs. 350.00

What if the manufacturer and Mr. Genrus decided to share that advertising budget with individuals who performed word-of-mouth advertising instead of spending it on Radio, TV and News paper to introduce their brand new model?

If you introduce this new product and refer a customer to the store or if the advertising media does it, the result is the same. One customer buying one Water Purifier produces Rs.3500.00 in revenue to the store. It shouldn't make any difference to the store WHO gets their advertising budget, an individual or the media.

Further, if you are willing to take the product from the company directly to the customer you just referred, they will even share their store operating expense. They don't need to rent, renovate and hire employees to operate the store. You are performing the function of getting the product to customer and collect the funds on behalf of the store! So you deserve to share in their store operating expenses as well.

Are You Walking Past A Great Source of Savings & Income?

More and more manufacturers and marketing companies are taking this concept very seriously in every industry and all over the world.

If you haven't heard about it or taken advantage of it, You could literally be ***Walking Past a Great Source of Savings and Income!***

Why it works

The Networking or referral concept is simple. Businesses and manufacturers who participate love the no risk advertising it provides. Individuals like you and I love getting our piece of the advertising budget for doing what we have been doing for free- all this time - yes! ***TALKING!***

Among the types of products and services that successfully share their advertising budget with individuals are Personal Care products, Health Care products, Auto Care products, Household products, Jewellery and Cosmetics. Recently unique electronic and high tech products and a number of services are also being marketed using this concept.

Let us expand the concept a bit further.

Remember the Mr. Genrus Super Store? If you have an average family, you may spend as much as Rs.500.00 monthly on products offered by Mr. Genrus. In one year's time, your purchases would add up to Rs. 6000.00. You can see that every family added to Mr. Genrus's customer base is very important to Mr. Genrus.

Let us say you referred your neighbour Ram to products and services you like at Mr. Genrus. Ram's family purchases an additional Rs.6000 from their store. You are now responsible for Rs. 12000 in sales for Mr. Genrus. Surly, you deserve a nice cash bonus.

But what if Ram refers his brother's family to Mr. Genrus? That is an additional Rs.6000 in sales.

Of course, Ram will receive a Word-of Mouth advertising bonus for referring his brother, but what about you?

You didn't actually refer Ram's brother. However, if it weren't for you referring Ram, his brother would never have known about Mr. Genrus. You are indirectly responsible for introducing Ram's brother to Mr. Genrus. Now you are responsible (directly and indirectly) for Rs.18000 in annual sales for Mr. Genrus.

YOU	Rs. 6000.00
Ram	Rs. 6000.00
Ram's brother	Rs. 6000.00

Total	Rs.18000.00

What do you think you deserve for referring Rs.18000 in annual sales to Mr. Genrus?

5 percent? 10 percent? Mr. Genrus would have a plan - called ***Revenue Sharing Plan*** - according to which you get your share.

What if Mr. Genrus could stop their advertising altogether and let a few people like you and I be responsible for finding customers for their products and services? Does this sound so difficult? It really isn't. You see you wouldn't have to do all the referring yourself.

Imagine spreading the news of the products and also this new way of advertising where one can not only obtain some savings but also earn some extra income, to five of your friends and relatives. If these five people are not hermits, they could spread the news to five or ten of their friends. These individuals could pass the news along to their friends etc.

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You have just given yourself a salary increase of between 5 to 10%. By referring just 25 loyal and regular customers, directly or indirectly, you would increase Mr. Genrus's sales by at least Rs. 1.5 Lakhs. A 5 percent cash bonus for you will amount to Rs. 7500. It is like you purchased your monthly products from Mr. Genrus for free and received some extra cash.

How much extra income you can earn depends on how many loyal customers you can add to Mr. Genrus's customer base, directly or indirectly.

Remember all those loyal customers who you introduced to Mr. Genrus also get their share of the word-of-mouth advertising budget as well. You have helped (directly or indirectly) your friends and relatives to get some savings and earn an extra income and give themselves a salary increase as well.

Where does all this money come from? Just look around you to see all the advertising money spent by manufacturers and business owners in your area. Billboards, Television, Radio, News Papers, Magazines and flyers. The advertising budgets of some companies are so huge it runs into multiple Crores of Rupees.

In addition, none of the above methods are as effective as word-of-mouth advertising. Potential customers will give far more credence to a friend's recommendation than to a message on a Rs. 50,000 billboard. It does not matter to them as to who gets this money, you or the media, as long as they can sell their products and services.

Are you beginning to see the value of this opportunity that is available to you? Can you make a full time career out of this?

IS THIS SOMETHING NEW?

Yes and No. Yes it is somewhat new in India. Especially in marketing consumer products. The concept, however, has been in use in Insurance and Financial industry for some time now.

In the rest of the world the concept of Network Marketing has been very widely used in practically every industry. According to the editor of **SUCCESS** magazine, USA, Mr. Richard Poe, the Network Marketing industry is in its **THIRD WAVE**. The **First Wave** started as early as 1950 and matured and reached the **Second Wave** in the 80's, when the concept was widely accepted and a large number of manufacturers adopted the referral marketing as their sole means of advertising the products and services.

Aided by the innovation of technology (computers and communication) and information revolution, Network Marketing has entered the **Third Wave** and become a highly organised, well managed Business Opportunity and is widely used to market products and services Internationally. There are over 2000 companies offering opportunities in Network Marketing. (Also known as Multilevel Marketing, Referral Marketing or Cooperative Marketing).

The **Fourth Wave** has just begun. With the wide use of **Internet** and **Web Sites**, reaching **Global Markets** from one's home is becoming very much a reality.

Millions of people are choosing this as their part time, second income business. Thousands have made this their full-time career and developed an international team of Network Marketers or Distributors, as they are commonly called.

SUCCESS magazine says "More **MILLIONAIRES** are being created in this industry than any other industry"

Are You Walking Past A Great Source of Savings & Income?

In our opinion, *“There will be two groups of people in the next five to ten years. Those who get a Word-of-Mouth advertising bonus cheque monthly and those who don’t.”*

Which group would you like to be in?

WHAT TYPE OF PEOPLE DO NETWORKING?

Just about any one who can use the products and services and is not a hermit and talks to other people can be successful in Network Marketing. Seriously, this is the only industry that I know of, that offers a truly **EQUAL OPPORTUNITY** to any one who wants it.

No discrimination against race, colour, sex, class, nationality or your background or social status. If you lack certain skills, you even get training for almost nothing.

Kathy Denison chose Network Marketing to take her from scrubbing bathroom floors on her knees to become a Millionaire.

Dr. Edgar Mitchell, Apollo 14 lunar module pilot and the sixth man to walk on the moon, a Wave one networker says “I’ve been a pioneer and explorer all my life, in my military career as an astronaut and in the Network marketing industry. I get into things during the tough, pioneering stage, when you’re still trying to find out what the rules are and make them work.”

The list of people who do networking is too numerous but includes, Lawyers, Engineers, Doctors, Accountants, Insurance sales people, Business people, Real estate agents, Priests, School teachers and House wives.

CAN I DO THIS BUSINESS?

Yes, if you like the products and services offered and you are willing to be a loyal customer and share them with your friends and relatives. It must be evident by now that you don’t need to set up an office or a store and don’t need to hire any employees and the WAVE THREE companies will even take care of inventory, order processing, shipping, and keeping track of your referrals and their referrals and the volume of sales generated by everyone etc. Once a month you get a statement with all the details and a cheque.

The low investment and practically no risk makes this opportunity attractive to every one. There are only two reasons why people don’t take advantage of this fabulous **Savings and Income** opportunity.

1. They don’t completely understand the concept
2. They are so hard up for money, they can’t even afford few hundreds of Rupees required to join and start their own business.

However, if you want to make it big in this business, you **don’t have** to be a super salesman or have an MBA degree or be a great accountant. But you must either have or willing to acquire the following qualifications:

1. You must have a desire to earn some extra income. Do not confuse **NEED** with **DESIRE**. Every one needs extra income, however, only few of us have the desire to earn it!

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2. You must be willing to set aside some time. At least 5 to 10 hrs a week to first learn and then teach this business to others.
3. Leadership and people skills are a great asset in this business.

THE KEY DIFFERENCE!

What makes this Network Marketing Business so exciting that millions are getting involved all over the world?

Three words can summarise it:

***MULTIPLICATION
DUPLICATION
RESIDUAL INCOME***

MULTIPLICATION:

Most of us learned that by adding more hours or by adding more efforts or by adding more services, we add more to our personal earnings. This is true, but very limiting. There are only 24 hours in a day. We just can't have any more.

Multiplication of our efforts through networking can literally compound our results. Having 24-hour days limits the number of individuals we can personally refer. However, our referrals have 24 different hours in their days to make personal referrals. Our network can compound our personal effort to produce staggering, combined results. In this business ***one plus one is really four or more!***

The president of MARUTHI cars receives a salary based upon the power of multiplication. If he earns Rs.50 Lakhs per year in compensation, it isn't because he can build cars 1000 times faster than the assembly line workers. No, the president is not only compensated on his personal efforts, but on his ability to multiply his efforts through the work of thousands of Maruthi employees.

Of course, we can't all be presidents of some big company but you can have the same power to multiply your efforts and income through referral marketing. Your personal network will extend far beyond the people you personally introduce, beyond your local area, city or even country.

DUPLICATION:

A very simple concept. You learn it, do it and then teach others to do exactly what you did. No more, no less. This business is so simple if we can just master the basic concepts and keep it simple and just duplicate, our success is guaranteed.

RESIDUAL INCOME:

It is this residual income aspect of Network Marketing that gets most of us excited. Simply put, ***One time effort, and life time income.*** You only need to refer an individual to Mr. Genrus once and teach them what you learnt. For the rest of your life, whenever that individual purchases any products or services from Mr. Genrus, you get your referral income as long as you remain a loyal customer of Mr. Genrus.

Once you have referred few individuals and built a large enough network- which could take a year or five years depending on your effort- you could literally retire and continue to enjoy the products and services and continue to get your monthly word-of-mouth advertising cheques and in the mean time have the satisfaction of having helped hundreds of people obtain some savings and extra income too!

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DOES THIS REALLY HAPPEN?

You better believe it! I have been in Canada for the past six months, 30,000 miles away, taking care of some health challenges, spending time with my husband, family & friends and re-training myself with the latest developments in the Network Marketing Industry. I have not only received my monthly cheques for the past six months, it kept on getting larger by the month! And so did my Network. What all I did was to maintain constant communication with my team through Telephone, Fax and E-mail and offer any advice they needed or resolve some minor issues from the comfort of my home.

Can you imagine being able to take six months leave and still continue to earn? Can you imagine being away from your store or other business for that long and still expect to make a profit?

My ten months of dedicated and persistent efforts in India and few years prior to that getting myself educated in Network Marketing is paying off and will continue to do so as long as I maintain my Network and help the rest of them achieve their dreams.

WHAT'S IN IT FOR YOU?

1. A simple change in buying habits could mean a monthly savings.
2. If you find the products or services, don't keep it a **SECRET**. Others will like them too, and you'll earn extra income for referring them!
3. If you take advantage of our two stage training, Classroom informational sessions and on the job hand holding sessions, you could possibly find an exciting career change. Many people enjoy the great second income this opportunity provides. Others like myself and many, many new friends I have met recently enjoy Network Marketing as a full time career.

MY PERSONAL VISION

"In the next five to ten years, one member in each family will be a full time Network Marketer."

Reasons are obvious. The difficult economic conditions have forced both spouses to leave home and find gainful employment if they desire a decent standard of living. This in turn has its effects on the quality of family life and time available to pursue and enjoy other aspects of healthy social life.

Secondly, the same technological and information revolution, which is aiding the explosion of Network Marketing, is also eliminating a number of blue collar and recently some white collar jobs making it difficult to find suitable employment.

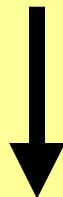
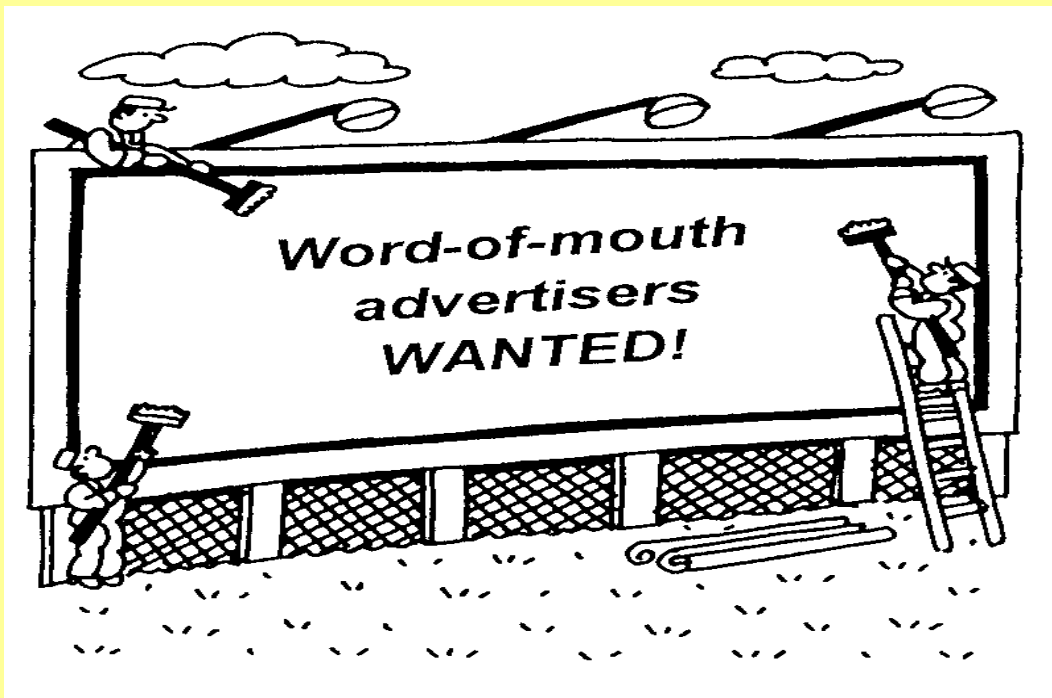
Thirdly, now-a-days, we are enjoying good health and living longer and stronger. Retiring at age 58 leaves us with a lot of free time all of a sudden but with a substantial reduction in pay cheque!

Network Marketing, I believe is the perfect solution!

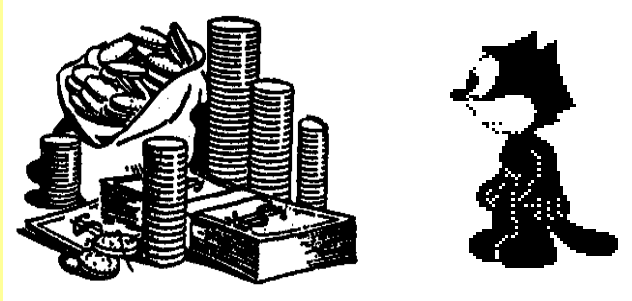
HOW DO I GET STARTED?

The company I am associated with is offering you this opportunity you can't afford to ignore. To get more information about the excellent line of products, one of the best Revenue Sharing Plans and the training and support program, contact the person who shared this booklet with you or visit their Web Site.

GOOD LUCK & BEST WISHES



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**IF YOU
DON'T WANT TO
WALK PAST
THIS GREAT SOURCE
OF
SAVINGS
AND
INCOME,**

CONTACT ME

CHANGE AND GROW RICH!

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