

# Bail Out Report



## The 100 Day Personal Bailout Program

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### **You are in the right place at the right time!**

Once in a blue moon, everything aligns to create an opportunity of gigantic proportions. And in our lifetime, that time is right now.

It is because of this tremendously opportune period we live in that you are going to be able to make 2.5 million dollars in 99 days or less. Then, you are going to be able to turn that same work product into a lifetime income of \$126,000 a month.

You are going to be able to do this working from your kitchen table. This can

be accomplished anywhere in the United States.

Allow me to describe the perfect storm that is upon us at this time that is going to make it possible for you to make this unprecedented amount of money in such a brief period of time.

### **Double Digit Unemployment**

Tens of millions of Americans are out of work and more are losing their jobs every day. As I write this, the official unemployment figure tops 10%. The official underemployment figure tops 17%. And many independent tracking services say that these numbers are grossly understated.

There does not appear to be any immediate relief on the job front in the upcoming future. As such, this would appear to be a powerful influence on Americans for years to come.

### **Loss in Household Wealth**

In the past year, Americans have experienced a record loss in household wealth that exceeds 11.1 trillion dollars. That is over 18% of the net worth of every man, woman and child in the United States.

This has had a devastating effects on not just Americans' portfolios but also their psyches. In addition, it has completely wiped out the retirement plans of many Americans.

The combined losses in both real estate and the stock market have left few unscathed. They are dealing with the loss of wealth on every front.

### **The Graying of America**

The graying of America may arguably be one of the single most dramatic demographic mega trends shaping our landscape.

Given that the oldest Boomers turned 63 this year, it's truly crunch time for these older Americans if they are hoping to be able to enjoy any type of retirement.

And there is no arguing with the fact that America is getting older. According to current – year estimates, the 55-and-over crowd now represents 74 million people, or 24 percent of the total u.s. population.

As you can see, the loss of household wealth could not have come at a worse time for many of these individuals. They are now in a desperate position that needs to be worked out in short order.

## **Environment of Government Subsidy**

Today everyone is talking about the government bailouts, handouts, subsidies or whatever the term they want to call it is.

The primary focus has been on the financial industry. It is here that everyone perceives the fat cats making out at everyone else's expense. However, there are many government subsidy programs active as you read this. And some of these can be accessed and capitalized on by everyday people like yourself and I.

The U.S. Postal Service posted a \$3.8 billion net loss during the fiscal year that ended in September, despite \$6 billion in cost-cutting moves. Total mail volume fell more steeply than ever – - by 25.6 billion pieces, or almost 13 percent, more than double any decline in postal history. Worse, the Postal Service expects that 2010 mail volume will drop by another 11 billion pieces.

This means that the government will be subsidizing the Postal Service for more than 5 billion dollars in 2010.

## **Capitalizing on the Perfect Financial Storm**

Double digit unemployment, historic loss of household wealth, an aging population and a climate for government subsidy are the factors creating the ultimate climate for making a fortune in a brief period of time.

It is for this reason that I have told you that you are exactly at the right place at the right time.

I'm revealing a truly startling secret that will make you an instant millionaire and supply you with a residual lifetime income you can never out live.

This secret combines two opportunities into one. Each while having the capability to earn large sums of money on their own, are not a certain road to wealth.

Combine these two opportunities into one and you create a multiplication effect where the whole is far greater than the sum of the parts.

You may have tried both of these disciplines individually in your past. And you may or may not have met with success. However, that experience has nothing to do with what I am going to share with you now.

In today's unique environment, it is the combination of these two opportunities that creates a new and unprecedented opportunity to create both instant and on going wealth.

Furthermore, you are going to be able to tailor this opportunity to suit your own interests. You will be shocked with the wide range of discretion you are going to have in regards to earning this fortune because of the comprehensive research I have done on your behalf.

You will be capitalizing on all four trends touched on earlier:

1. This opportunity is helped, not hindered, by double-digit unemployment.
2. This opportunity has been greatly enhanced by the reduction in household wealth in America over the past 2 years.
3. This opportunity is enhanced, not negatively impacted, by the baby boomers nearing retirement age without adequate savings.
4. And you will be a direct beneficiary of massive government subsidies.

### **Direct Response Network Marketing**

Two opportunities that you may have some experience with are Direct Mail and Multi Level Marketing.

Regardless of what your experience with these opportunities has been, good or bad, this is going to be something completely different.

The opportunity I share with you now involves combining the two. In doing so, you can make an immediate \$2.5 million dollars on the front end of the opportunity and set in motion a lifetime monthly income averaging \$126,000 per month, every month.

I am going to assume that you know what mail order is and what multi-level marketing is. But combining the two is a new and unique concept. Times being what they are, you are truly in the right place at the right time for this amazing opportunity.

This program will work with any multi-level marketing company that you choose. This is such a universal truth that I am not going to sway you toward anyone opportunity.

Furthermore, to keep my objectivity in this matter and not have a vested interest, I am not going to take this opportunity to try to profit myself by signing you up in any program that I myself might be involved in.

The program is quite simple. You only need to select a multi-level marketing company that you are comfortable with. Something that you like the product and feel good about the company behind the plan.

To assist you in finding the right company for you, I have compiled what I believe is the most comprehensive list of multi-level marketing companies available anywhere for you to choose from and included it in this manual.

I won't make this any more complicated than it need be. The program is as simple as any you could ever imagine.

You simply select the multi-level marketing company with the product that you believe in. You then request all the marketing literature available from that company.

You will find that all these companies have an extensive collection of effective materials detailing their opportunity. In most cases, you can reproduce or at least reference all their materials.

Once you have selected your multi-level company and collected all the needed marketing materials, you produce a book or collection of documents detailing the opportunity.

You then write a letter selling your book showing others how to earn money using the multi-level company you have chosen.

You will mail these letters and sell your manual for \$35. When people purchase your manual, they will be exposed to the multilevel marketing opportunity and a portion will sign up in your down line.

Because of the current financial crisis, response to both your solicitation for your manual and your conversion to people signing up in the opportunity will be staggering compared with anything you might have experienced in the past.

Your first 2.5 million dollars will be received as a result of your manual sales through direct mail. I will detail this shortly.

Your \$126,000 monthly income will be the result of individuals who purchased your manual signing up in the multi-level program.

Once this is established, you will do a simple maintenance mailing about once every 3 or 4 months to keep your organization growing. Additional revenues above and beyond will be generated from these maintenance mailings.

Sounds simple because it is simple. Simple but more powerful than anything you have ever experienced before.

I will now address how these income numbers are derived. You will find my projections are definitely conservative.

For the monthly income, I am only using 30% of the most realistic and conservative MLM Income Calculation method available. I will address this at length in that section.

Never lose sight of how opportune a time this is currently to be implementing this program. There may never be a better time to reap such rewards.

**\$2,499,426 in 100 days.**

***The projections are based on conservative assumptions. They are real live response rates on direct mailings of the exact form described in this manual.***

***33 separate mailings comprising 11 completely distinct packages sent to over 100 different lists were used in establishing the response rate used here.***

***Furthermore, these were conducted in the last 12 months.***

***Therefore, you could not find a better, more accurate indicator of what you can hope to achieve.***

***The actual response rate experienced in this sampling was 5.26%. The price point was \$35. The sampling included over 1,755,000 individual envelope packages so these results are definitely statistically significant regardless of what form of research methodology you subscribe to.***

We are going to examine costs, revenues, profits and income projections based specifically on the actual experience of those mailing projects of an income opportunity nature as described within the pages of this program.

The numbers discussed here are current as of January 2010.

The costs involved in a multi-level direct mail piece are expressed in costs per thousands. This being the cost of 1,000 pieces of mail at this writing. So for example, bulk rate postage is approximately .24 cents per envelope mailed .

. 24 cents x 1,000 envelopes = \$240 per thousand packages mailed.

The elements that make up the cost of a direct mail piece are printing, postage, name rental and letter shop services. Let's examine each.

Postage is quite obvious so no need for discussion beyond the fact that you receive a discount when mailing bulk as opposed to first class. The current rate is approximately \$240 per thousand.

Printing will vary depending on the package mailed. We will assume the parameters of the perfect package discussed in a report to come. The cost of this is approximately \$75 per thousand.

Name rentals are a very important element that will be addressed shortly. For discussion purposes, assume list rental costs of \$75 per thousand.

A Letter shop is the company that stuffs and mails the envelopes on your behalf. Assume a cost of \$45 per thousand.

Using these estimates, you can assume your cost per thousand for mailings to be:

Postage \$240

Printing \$75

Name Rental \$ 75

Letter shop \$45

Total Cost Per Thousand \$435

### **Revenue**

Your revenue per thousand will be based on two items, the response rate experienced from your mailing and the price point of the MLM Company Report you are sending.

We will assume the price that you will be charging is \$35. In today's market, income opportunity reports are selling for anywhere from \$25 to \$199 for the most part. If we were to choose the most used number, we would use \$59 as that seems to be the most prevalent rate. However, the survey pool that we used to establish the income figures in this book was \$35. Therefore, we will use this lower, \$35 figure in all projections.

Because we have such relevant and recent empirical data concerning response rates, we can comfortably make the following assumptions as a most powerful indicator of what your actual results will be in this regards. This is what makes our income projections for this first stage so much more accurate than those for the second stage, the lifetime monthly income generated from the multi-level opportunity.

Therefore, you can anticipate the following revenues per thousand:

$$1,000 \times 5.26\% = 52.6 \text{ orders per thousand}$$

$$52.6 \times \$35 = \$1,841 \text{ per thousand revenue}$$

Now given these numbers, lets look at the income projections and how we get to our eventual reward.

### **\$2,499,426 in 100 Days**

The math here is pretty simple to follow. (however, adjust to today's cost of stamps etc.)

We will assume 20 days for each mail cycle. A mail cycle meaning the time between sending out a piece of mail and receiving the bulk of the revenue that it is going to generate to use for the next mailing.

Day 1. Mail 1,000 pieces at a cost of \$435. This will return \$1,841.

Day 20. Mail 4,232 pieces of mail at a cost of \$1,841. This will return \$7,791.

Day 40. Mail 17,910 pieces of mail at a cost of \$7,791. This will return \$32,972.

Day 60. Mail 75,798 pieces of mail at a cost of \$32,972. This will return \$139,544.

Day 80. Mail 320,791 pieces of mail at a cost of \$139,972. This will return \$590,576.

Day 99. Mail 1,357,646 pieces of mail at a cost of \$590,576. This will return \$2,499,426.

I could go on with filler but at this point, the cat is out of the bag. These are real numbers being experienced by individuals just like yourself mailing the exact form of income opportunity mailing that you yourself will be mailing.

This is the real deal. This is what is actually being experienced right now in real time. There really is very little more to say except get ready for the money. Let's look at the next step.

### **\$126,000 A Month, Every Month, For Life.**

Multi-level marketing as it is traditionally practiced is not for everyone and is very arduous. You talk to one person at a time and try to get them involved in your program.

Most of the people you are soliciting are not looking for an income opportunity so you are always fighting a slow, uphill battle.

It is very different when you are hitting thousands of hot prospects through direct mail. Here are the real numbers you are looking at.

Remember, your prospects for your multilevel marketing company have already paid \$35 to receive your manual on the actual program. They are pre-qualified to say the least.

From your direct mailings, here are the prospects you have just generated.

Day 1. The First 1,000 pieces you mailed generated 53 buyers of your book on your multi-level opportunity.

Day 20. The next 4,232 pieces you mailed generated 223 buyers of your book on your multilevel opportunity.

Day 40. The next 17,910 pieces you mailed generated 942 buyers of your book on your multi-level opportunity.

Day 60. The next 75,798 pieces you mailed generated 3,987 buyers of your book on your multi-level opportunity.

Day 80. The next 320,791 pieces you mailed generated 16,873 buyers of your book on your multi-level opportunity.

Day 99. The final 1,357,646 pieces you mailed generated 71,412 buyers of your book on your multi-level opportunity.

In less than 100 days, 93,490 people bought your book detailing your multi-level opportunity.

It is not unusual to experience in excess of 20% conversion of \$35 buyers of a first stage mailing to a higher priced second stage product in a direct mail campaign.

However, for our illustration, we will assume only a 5% conversion rate. That may not seem like a lot. But you just put your manual in 93,490 hot prospects hands. Look at how many people that signs up into the multilevel opportunity.

**93,490 x 5% = 4,675**

4,675 enrolled is a huge number for any multi-level marketer to put on their first level. Here is what others in the business would tell you this would convert to in terms of future dollars.

This chart is from marketing material used by Donald Trump's multi-level company now called the Trump Network. Here is what they project in income based on just signing up 6 individuals.

### **Trump Network MLM**

| To Join | # of People | Total People | Your Check/Mo. * |
|---------|-------------|--------------|------------------|
|---------|-------------|--------------|------------------|



**We've modeled hundreds of organizations to create a highly accurate model of MLM growth. It is still only a model – not a rule or crystal ball. Look for trends in the calculation rather than focus on specific numbers.**

The MLM Income Calculator will demonstrate that a minimum activity of 3 new distributors a month is required to find reasonable growth over a 24 month period. The ideal recruiting number is 5 to 20 new distributors a month.

**(Higher numbers reduce personal interaction, which can increase attrition.)**

The calculation is based on uni-level compensation plans with up to 5 levels. If your plan differs significantly from this, the compensation part of the calculation may not be accurate, but the total number of down line distributors will still be accurate based on your past performance.

### **The Science Behind The Accurate MLM Income Calculator:**

Based on real world data and actual organizations:

Most MLM income examples are based on a good idea that simply doesn't work in real life: geometric progression. Geometric progressions (5 who sponsor 5 who sponsor 5, etc.) show the potential of network marketing and illustrate the power of duplication. Yet they do not account for the many factors of actual organizational growth.

In a geometric growth example of 5 who get 5 (ad infimum), one would end up with an organization equal to the ENTIRE population of the United States of America within 12 levels! Furthermore, one would end up with the entire population of the world (over 7 Billion People) within 14 levels! Considering how long network marketing has been around (over 100 years) this should have happened many times over by now, but it hasn't. Why not?

Real organizations grow based on a variety of factors. These include but are not limited to your personal action, the development of leaders, and the leadership skills of those leaders. The company, product or service, and the ease of duplication all play into the long-term success of an organization.

Other factors such as attrition (people quitting), lack of skills and distributor laziness are always working against the growth factors and can actually cause organizations to collapse over time.

### **Limitations of this calculator:**

This calculator is based on observing over 1000 organizations, successful and unsuccessful, over a 15-year time frame. The organizations represented multiple network marketing companies. While this makes for a very realistic calculation of what is POSSIBLE, it is not necessarily what WILL happen for you. Only you can take steps to fulfill your potential!

Long-term calculation of organizational growth is rather like long-term weather prediction. It's possible to get a general idea, but difficult to get an accurate picture due to the enormous number of ever changing variables. Keep in mind that much of what you get out of network marketing is based on what you put into it. This calculator is the first and only one to show this fact realistically.

### **How to use this calculator and what you should look for:**

Use this calculator to help you assess the potential of your present level of action. One primary factor in the growth of your own business will be your level of action. The idea that you can make a lot of money doing nothing is false. You can make a lot of money in network marketing, as this calculator accurately shows, but how much you make will depend on how much you put in and for how long.

You will notice that with a certain level of action, it is entirely possible to create a growing and thriving network marketing business almost indefinitely. However, when you fall below a certain level of action you will fail to gain momentum in your organization. Too high a level of personal action will result in a lack of leadership development, which will translate to a high dropout rate that will eventually destroy the business.

Use this calculator to determine what a realistic goal is for you. Use it to determine how long it will take you to reach your income goals and what level of personal action it will take.

Your success will ultimately rest on your consistent action over a longer period of time. Most people sponsor less than 1 per month and quit their MLM business by month 4. They move on to what they feel will be an easier opportunity. This calculator illustrates why this is a guaranteed road to long-term failure.

**When we plug your numbers into the ACCURATE MLM INCOME CALCULATOR, here are your results:**

**Statistics**

How many people have you personally recruited into your MLM program over the past 100 days?

**4,675 (Your Actual Number)**

What is the average commissionable volume per distributor in your organization?

\$130 (This is very conservative)

Compensation Plan Details: (enter the percent paid by level)

Level 1

12 %

Level 2

8%

Level 3

7 %

Level 4

7%

Level 5

5 %

(These percentages reflect the low end of the commission levels offered.)

You will note in the total chart just shown that you \$5,074,217.77 in your first out to \$422,851 per month.

earnings by year can anticipate year. That works

Remember, this is a real world conservative projection using actual results of millions of participants in 1,000's of organizations over a 15 year period.

That \$422,851 compares to the \$44 MILLION DOLLAR MONTHLY PROJECTION from the Trump Network materials. But for our purposes, I wanted to go even further in my representations to you so that you would not be disappointed.

I took the conservative \$422,851 monthly figure and reduced it by a full 70% leaving a monthly projection of just \$126,855 per month.

So you can see, my \$126,000 a month number is by no means an unfair representation of what you can hope to actually experience when you employ this system.

Better yet, that only addresses your initial 100 days of mailing. You will recall that I spoke of a maintenance program that would generate additional incomes. Let's look at this now.

### **Quarterly Maintenance**

You will recall that I spoke of a maintenance program when I contacted you. At that time I gave a wide range in the anticipated additional income you could hope to receive as a result.

This variation in income will be completely dependent on the volume of maintenance that you decide to undertake.

The maintenance works like this. Once every 90 days or so, you should do one mailing of your solicitation offering your book on the multi-level marketing opportunity you have selected.

By doing this, you will continue to add new individuals into your multi-level organizational down line. In doing this, you will negate the effects of attrition and may actually grow your business beyond any of the figures earlier represented as these only considered your initial mailing.

I recommend you mail anywhere between 50,000 and 250,000 packages. I will leave this completely up to your discretion. You can adjust this number according to the real time results you are experiencing within your multi-level marketing organization.

But in addition to keeping your monthly income of \$126,000 a month steady or even growing, you will also reap the rewards of the actual sales of your manual as you did in the first 100 days.

**These are the numbers that you should remember for this additional income.**

**The mailings cost you \$435 per thousand.**

**Your response rate averages 5.26%.**

**That generates 52.6 orders per thousand at a sales price of \$35.**

**$52.6 \times \$35 = \$1,841$  gross per thousand**

**$\$1,841 - \$435 = \$1,406$  profit per thousand**

Knowing these numbers, you can approximate the additional income you would derive as a direct result of your maintenance mailings every 90 days or so.

50,000 x \$1,406 profit per thousand would realize additional income of \$70,300 per maintenance mailing.

250,000 x \$1,406 profit per thousand would realize additional income of \$351,500 per maintenance mailing.

Given these numbers and the real time growth you are experiencing in your multilevel organization, you can gauge how often and how large of maintenance mailings you require or desire as the case may be.

**All that's left is choosing your Multi-Level Marketing organization.**

This is an ever-growing field. Here you will find one of the most comprehensive listings of MLM organizations anywhere.

It is important that you select the right company for you. I advise choosing a company with a product that you find exciting personally and that you believe in. In this way, you will never become bored or disenchanted with this opportunity.

By choosing the right company for you, this grand endeavor will be more than just about the money. You will get a far greater personal satisfaction if all your income is derived through the sharing of a product that you personally use and believe in.

Just remember some of these companies on the following list could be out of business, so you need to check them out.

You may want to check my own company; because it's one of the most effective Health Educational Company in the world. There are no lotions, potions, powders or pills, and no gadgets or gimmicks to buy. You can check it out at: <http://www.truthinhealth.com/shwicc-dk/> also we already have all the marketing products you need to use the above marketing strategy.

And because you have purchased this report, we will even let you test drive our health Educational program for \$1.00 for 7 days. But only if you check it out within the next 7 days. This offer is by Internet only. You can go directly to the following website: <http://www.truthinhealth.com/shwicc-dk/>

However, if you still want to check the other companies, please remember that some of these companies may no longer be in business or changed their names. Please do your own research also.

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