

The secrets to unlimited wealth are within you...

Now Discover the Hidden Key to Creating an Unstoppable Avalanche of Cash... from Something You Already Know

From: Maclock Enterprise
The source of quality business products

“Here’s how you can become one of the very few people who can generate a full-time income for working less than part-time hours”

By now, you must have surely heard about **someone**, somewhere who is making tens of thousands of pounds each and every month for working just 2 or 3 hours a day... right? But if **you** have to work 40 hours a week just to cover all your bills and debts, then it’s quite hard to believe that some people are actually doing this... but it is true!

And now...the secret’s out... here’s how they are doing it...

When you look at all the possible ways to legally make some real money, the only obvious option is to start your own business and work for yourself. Everyone knows you’ll never get rich working for someone else. You’ll just end up making them rich and at your own expense.

When you work for someone else, you get paid what they think the job is worth. But when you work for yourself, there’s absolutely no limit to how

much you can earn, and in the **right kind of business** you could very soon become **incredibly rich**.

These days setting up a small one-person business is relatively simple. All you need is a computer, a telephone and a spare room. And you don't even have to give up your full-time job right away, because you can start a business in your spare time.

Think about it...if you allocated just 2 hours a day from Monday to Friday plus say 10 hours between Saturday and Sunday, you could be spending 20 hours a week on developing your new business. And you can achieve a great deal in 20 hours. In fact you're about to discover that you can achieve more than you ever thought possible in **only 2 to 3 hours**. More on that in just a moment.

Now, one of the problems many people think they will face when starting up their own business, which is also a misconception that prevents a lot of people from starting a business altogether, is...they don't have any products to sell. So they start thinking...

“Where can I buy cheap products to sell at a profit?”

So, before you read another word...STOP! And remove any thoughts about buying cheap products from your mind. This is not about 'buying low and selling high'. That's for eBay traders and car-booters. And that kind of mind-set will not get you the kind of money you really want. It's just retail thinking...it's mark-up mentality and it's definitely NOT the way to get rich.

Why?...

Because the profit margins are just far too small. Buying and selling goods is fine if you can sell thousands of them each and every day. But to do that you would need to open a superstore or a hypermarket, employ staff, pay massive overheads and keep stock. And how much profit will you make on each item? 40 percent? Maybe 50 percent?

You'd be lucky...you'd be **very** lucky to make just 30 percent profit and most of the time it's much, much less than that...and let's face it... that's not wealth...it's rubbish!

The kind of business that generates BIG money, and the kind of business you should be in if you want to become very rich, is a business that makes at least

100 percent profit from each product but preferably nearer to 1000 percent... or even more.

So what kind of products are going to give you that kind of return???
The answer is simple...**Information Products!**

A more accurate description would be...**information products that you create yourself.** And the best part is...

- ✓ **You don't need to be a writer!**
- ✓ **You don't need to be an expert!**
- ✓ **You don't need a lot of time!**
- ✓ **And you certainly don't need a lot of money!**

Creating and Marketing Information Products is One of the Most Profitable 'Pastimes' Ever Known to Man!

Despite what you might have heard, there are very few people in this country that have made their fortunes on the Internet and even fewer have become millionaires in the mail order business. And the cold truth is...only a handful of people have made any money at all from buying resale rights and reproducing other people's products for sale.

But...and this is **very important**, the few people who have made millions online and in Direct Mail have done it **by selling information products**. Not someone else's products and not some old rehashed 'how to' manuals, but their very **own products**. Products that they have personally created then reproduced and sold to an eager and hungry market.

When you create your own products, there's very little or even no cost involved. All it may take is a little time, and everyone can afford to invest a little time, especially if you know that it's going to pay off...**in cash**. And once the

product is created it can be sold over and over, and every penny you receive is pure profit.

So, without a doubt the 2 key elements to making a fortune are very simple:

1. Selling information products can make you rich

2. Creating and selling your own information products can make you seriously rich

In recent years, most information products have been about business opportunities. You must have come across some of the manuals and courses that promise you riches beyond your wildest dreams and all for just £19.95. And if you have fallen for any of these ‘tall stories’ and parted with your hard-earned cash, only to find the whole thing was a scam, then don’t despair...you are not alone.

As long as you have learned a valuable lesson, then the £19.95 hasn’t been completely wasted. The main point to learn is...real wealth doesn’t come from a business opportunity booklet, which has probably been written by someone who has absolutely no experience of business at all.

Whether you’re simply looking for an opportunity to make some extra money in your spare time or whether you want to build a business empire, make millions of pounds and retire early, then the answer to creating **real wealth** lies very close to home. And you might be surprised to learn that that you, your friends and your family could be the source of some **very valuable and untapped income streams**.

It’s true! And the reason is...because of what you and they know.

Your own experiences, knowledge and skills could be worth a small fortune. This is the information age and people will pay you for what you know. Experience may be cheap but knowledge is power, and there’s nothing like the power of information products for making serious amounts of money.

Sceptical? Many people are sceptical of simple ideas, but don’t dismiss this idea out of hand because you’re now going to find out **why** people will pay good money for what you and other people know.

Creating an Information Product is Easier Than You Might Think...And You Don't Even Have to Write Anything Yourself

People will and do buy all kinds of information because there's a multitude of interests out there. If you have an interest, a hobby or a sport that you're particularly good at, people will want to know your secrets. How and why, what, where and when. You have to simply provide the answers to their searching questions.

You may be exceptionally good at your job or very knowledgeable on a specific subject. All you have to do is write it down and let others know about your expertise. They'll pay you for the privilege because many people want to be better at what they do. They want to learn more and they want to know more and they want to know now!

You could write and self-publish a book on just about any subject and there will be someone, somewhere willing to buy it. Think about your hobbies, your job, and your life experiences. Or you could even get creative and write a novel, sci-fi, horror or poetry. Comedy, screenplays and scripts are other areas worthy of consideration. But by far the best option to creating an information product is to stick with **what you know**.

Information publishing is the key to real wealth. Quite simply, creating and selling information products is very, very profitable. What's more the information marketing business is the **fastest and easiest way to get rich** because it's the most lucrative and most cost-effective business there is. And all you need is just one good idea to start making some very serious money.

Here's a few ideas just to get you thinking...

- Your hobbies or interests
- **Your career or job**
- Your family relationships
- **Your pets**
- Your medical history
- **Your travel experiences**

- Your life achievements
- **Your parenting skills**
- Your goals and aspirations
- **Your feelings and emotions**
- Your love life
- **Your health and well-being**
- Your beliefs and theories

- **Fighting depression**
- Kicking bad habits
- **Healthy eating recipes**
- Buying and selling antiques
- **Buying a car**
- Reducing stress
- **Interior design**
- Selling on eBay
- **Playing golf...**
- Single parenting
- **Gardening for profit**
- Losing weight
- **How to be good at sports**

The list is endless! And to get started all you have to do is make a list of all the subjects and topics that you have some knowledge or experience in. You could also do the same for anyone you know. For example, are any of your friends or family members particularly good at or knowledgeable about any particular subjects?

And who do you know who always has the answers to any specific problems?

Now, if you're not someone who enjoys writing don't worry, because there's an easy alternative to writing anything yourself.

Hire a Ghostwriter

The advantages of hiring a ghostwriter are tremendous. You can have products created for any great idea you have, regardless of your own level of knowledge or experience in that area. The ghostwriter will do all the research, all the

writing and all the editing. You end up with the final product...ready to sell.

You could very quickly develop an entire arsenal of red-hot, in-demand products that you could sell online from a website, by email and by Direct Mail.

Easy Product Creation - Interview an expert

Another option for getting completely free content for your information product is to conduct and record an interview with a qualified expert on any interesting or desirable topic.

The interviewee would answer a series of questions related to their field of expertise, which you would convert into a recorded product and sell as your own. The great thing about this technique is that it doesn't cost you a thing.

For example, find a former car salesman and interview them about ways to get the best price on a new car... or contact a dog trainer and arrange to interview them about the best ways to train a dog. Or, find someone who invests in the stock market or even someone who makes a good living from betting on horses.

Once the product has been created, you control it. You own it so you can set the price and you can repeat the process and over, so you always have a range of products to sell.

How to Make Over £300,000 a Year from Just 10 Unique Information Products

You don't need to have a "best-selling" idea. Most people have this mistaken belief that they need to come up with the "perfect" idea that no one else has ever thought of before so they can "strike-it-rich." Well that's just not the case.

You can be incredibly successful without a lot of creativity and without any blockbuster projects. All it takes is one tiny idea to get the cash flow started. Then follow that blueprint over and over to create multiple streams of income.

And remember! If you would prefer to have someone else create the product for you, then you don't need to be an expert. You don't even need to know

anything about the topic of your information product... except that people will be interested in it and willing to buy it.

And another important point is...you don't need to find millions of customers for your products because there are ways to get your customers to buy **multiple products** from you for years to come.

How? By creating a series of products covering the same or a similar topic and targeted at the same market. These are called back-end products and this is where the real money is made. To learn more about creating information products and how to make a real killing from back-end products, you need to get a copy of "**How to Change Your Information into Money**"

This exclusive 2 CD set covers everything you need to know about creating information products and features no less than **14 top information marketers**, who collectively have made **tens of millions of pounds** from information products. They will explain why it's really not that difficult to build an ever-expanding empire of information products. All you need is an idea and a system to get the money coming in. But more about this unique audio CD set in just a moment...

Take a look at this example of how to make money from your own product...

The subject matter could be about anything but for this demonstration let's assume you decide to write about your experiences of walking in the Lake District. You include a checklist of essential footwear, clothing and necessary sundry items. You include information about the best walks with the best views. You mention special places of interest and so on and so on.

So, your book or "info-product" has been created... and because the subject was interesting to you, it was a lot of fun doing it. It cost you nothing to write it and it will cost you nothing to turn it into a downloadable product, a PDF (portable document file) for instant download from a website.

You decide to set the price at say £29.95 and you sell just 3 a day. In 1 month you will have made over **£2,695**...and that's from just one product. Imagine if you had 10 products...that's **£26,950** a month! **£323,400 a year!** And all the money is yours. There's no staff to pay, no business premises to lease and absolutely no overheads whatsoever!

Is it any wonder some people have become fantastically rich by selling information products? The profit potential is truly staggering! The mark-up can be measured in 1,000's of percent.

Would you find that kind of money appealing? Would it change your life?

- ✓ **You could pay off all your debts within a few months**
- ✓ **You could buy a new house, a new car and take holidays to anywhere in the world**
- ✓ **You could retire a multi-millionaire within a few short years**

Remember, you have **no competition** because every product you create is unique and you own the full copyright.

And if you can come up with one information product then you can easily come up with more. This will give you endless opportunities to sell additional products to all your existing customers and to many new customers.

Learn the Secrets to Becoming Super Rich in the Time it Takes Most People to Commute to and From Work

- ✓ Creating information products yourself will not cost you anything and even if you use a ghostwriter you can easily recover the costs with just a few sales.
- ✓ You don't need a lot of time to create your information products, some can be produced in less than a week, but you need even less time to learn how to create them...just a couple of hours of your spare time is all you need.
- ✓ And if you do have a couple of hours to spare, you could learn how to make money from something you already know.

"How to Change Your Information into Money" is a programme that is designed to teach you how to create your own information products, what type of products to create and how to sell your products for big profits.

This unique audio programme is a 2 CD set, which includes some clever ideas, techniques, strategies and other important information from no less **than 14 of today's top earning information marketers**. The more often you play this quality recording the more you learn. Each time you listen to the experts discussing ways to create and market valuable information products another idea will just pop into your head.

You can't help but get excited when you hear these 'gurus' talk about how they got started in the information business and how soon after they became millionaires. Some are even multi-millionaires! All are going to reveal their secrets to amazing wealth...with you.

If you have a couple of hours to spare, then you could get in on this cutting edge, direct response, marketing masterclass and start creating your own highly profitable information products within days.

Learn from the information marketing masters...

Alan R. Bechtold. Alan founded his company, BBS Press Service Inc. in 1984. Since that time, he's been successfully publishing and marketing online, generating more than \$25 million in sales.

Alan's been making incredible sums of money publishing and marketing online since before the World Wide Web was even available to the general public! Before the Internet burst into the public eye, he was already making excellent money publishing and marketing online on dial-up computer bulletin board systems that pre-dated the Web by a decade!

In 1984 he was a struggling unpublished fiction author. He simply wanted to write the great American novel then sit back and wait for the royalties to come flooding in over and over and over again. He studied all the right books and went to all the relevant conferences but found that nothing worked. All he ever managed to get was a huge collection of rejection slips from editors.

But as soon as he made the necessary adjustments to a **tried-and-tested marketing formula**, adapting it for online use, everything fell into place. He soon found that making money online was almost like clockwork. Since then

he has turned his writing into literally millions of dollars and has never laid eyes on another rejection slip in the process.

And this same formula can work just as well for you, whether you're a writer or hate writing.



Don Bice. Don now spends most of his time writing about direct marketing and encouraging others to launch their own profitable direct marketing business. Don is very passionate about his business having sold his first product by mail before he was twenty, and he's continued to create and sell information products ever since.

He says, "A good manual or audio recording can bring you a nice income year after year". One of his ads has been running unchanged since 1987 and still earns him a nice profit.

Don says that his experience, and that of so many other successful marketers, is not difficult for anyone to duplicate. The Internet has made it so much easier for just about anyone to succeed!

Don advises you to get started now! It's a fun and rewarding way to expand your skills, enhance your reputation and visibility. And most of all ...it's very, very profitable!



For over 20 years, **Randy Charach** has been helping people achieve their goals. And he has done it in a memorable and meaningful fashion. As a professional mystery entertainer and speaker he has made over 5,000 presentations worldwide since graduating from high school in 1981. Randy is uniquely qualified as a consummate professional entertainer and an expert in the arena of communication, marketing and success.

In addition to his stage and platform skills, he has authored 18 audio learning programs ranging in topics from Goal Setting to Problem Solving. His book titles include; "50 Ways to Leave them Laughing", "Synergy Talent", "Secrets of a Millionaire Magician" and "Niche Magic" – How to maximize your net profits in small niche markets.

Randy has the ability to quickly achieve an unusually high level of success in his chosen fields. And he shares his methods in his entertaining, inspiring and practical presentations. As a rising star in the Internet Marketing world, Randy is an in-demand speaker at leading seminars throughout North America. He explains in detail how he made over \$100,000 in his first 5 months as an Internet Marketer and the principles he now applies to propel a multiple of equally profitable and diverse ventures by harnessing the power of the Internet.



Ted Ciuba is one of the world's leading Internet Marketing Consultants. He has a lot of good advice to offer and many established marketers still make use of his tips, tricks, and marketing secrets. The general public has nick-named him "Mr Mail Order of the Internet Age"

Ted Ciuba specialises in teaching beginners how to make at least \$100,000 in first year income by using his Information Marketing techniques. And he reveals how to multiply your efforts by adding some traditional Direct Response Marketing methods.

Ted explains how to adapt them and super-charge these older methods to achieve high performance results on the Internet. He is also well known for teaching his students how to use basic every day tools like the phone, the fax, a computer, along with the copy machine down the street to make over \$3,000 in less than an hour.

Ted has students that claim they have made over \$18,000 in five weeks and done close to two million dollars in sales since they began studying Ted Ciuba.



Jeff Gardner is the man who built a million dollar business, using blockbuster free advertising, and joint venture strategies

Jeff is a highly successful marketing maverick who hates to spend his own money on ads or mailings. So what does he do to keep a huge, daily cash flow pouring into his business?

He uses both free advertising and joint ventures to let others make him a ton of money. This man is brilliant! But best of all, he hasn't lost the ability to communicate his ideas with ordinary people. Jeff wants to help you make your dreams come true.



Russ von Hoelscher is the author of over 40 books with sales of over 2 million copies. He has published many more books and reports, written by others, and has written ads and direct mail packages for clients, resulting in tens of millions of dollars in "paper and ink" sales! Russ will tell you that... "This is fun, and very, very profitable. Try it, you'll like it"

Russ says... "To make big money selling printed matter by mail, think in terms of packaging and selling information. I have discovered that 90 percent of the many millions of people, who buy information by mail, are not really book readers.

A large percentage of these buyers will never be found browsing in bookstores. They buy only when highly motivated from an ad or direct mail package that is filled with potential benefits for them".

Russ tells us that most of the mail order buyers really couldn't care less how the "valuable information" is packaged and whether it's presented as a standard hardcover or paperback book, a large or small manual or a report. The **information**, not the vehicle it comes in, is what is important to the buyer.

Russ cannot stress enough the importance of giving your customers value for money. He says that you should strive to ensure that the information you provide is of real value and that it is always best to over deliver. Giving your customers more than they expect will lead to happy customers and repeat orders.



Chris Hollinger is an Internet and MLM marketing magician, and he's also the newest bright star in the 100 Million Dollar Roundtable Group

Chris is a man who loves marketing and who gets things done. He is a former high school history teacher, who is now making money-making history by

helping others achieve their money-making degree. Now Chris is ready to share with you the success secrets you richly deserve. Chris. Hollinger is better known as the “Professor of Profits.”



Ken Pedersen is better known as the “Killer Copywriter!” He is the killer ad copy king (ads, sales letters, postcards, etc.) that practically force people to buy now! He writes killer ad copy and direct mail pieces that will make your head spin . . . and leave your knees wobbling. Not only that, but his talents are mega-effective when it comes to selling products – forcing people to rip open their wallets . . . frantically grabbing credit cards and cheque books. “The man knows how to tell it, so you can sell it!

His copywriting tricks, tips, and strategies can generate a boatload of money!



Michael Penland is a “Super Entrepreneur” For over 25 years, Michael has been a superstar in mail order marketing and network marketing. Now he’s added mega-success on the World Wide Web to his accomplishments.

Michael teaches from actual winning experiences, not from textbooks. Long considered one of the “heavy hitters” in MLM and network marketing, as well as being a mail order money-making professional, Michael is now also making shed loads of cash on the Internet.



Kris Solie-Johnson is Chancellor and President of the American Institute of Small Business, best-selling author, educator, and speaker, and is an energetic and passionate entrepreneur.

Her books are in public libraries, high schools, colleges and military bases both nationally and internationally.

Kris founded the largest, licensed school to train potential and current small business owners how to increase profits through joint venture partnerships, creative marketing programs and innovative financial options.



Chris Lakey is the Internet brain-thrust behind the M.O.R.E., Inc.'s Empire, and is the man behind much of this company's recent huge successes. Chris brought the M.O.R.E. Company into the Internet age, by tying T.J. Rohleder's powerful direct mail marketing strategy with the incredible power of Internet marketing.

Chris is one of today's top Internet marketing professionals. You won't find anyone more eager to help you get from where you are now to achieving a bright, secure, and successful future.



T.J. Rohleder is one of the greatest rags-to-riches success stories of all time. T.J. and his wife, Eileen, started a home-based mail order business 17 years ago with only \$300.00 and one little ad in a business opportunity magazine. That little ad launched, what today is a **£80 million dollar empire**, located in the tiny town of Goessel, Kansas. T.J. Rohleder now brings in more money per month than some people earn in a lifetime.

Eileen worked as cashier in a filling station and T.J. was a self-employed carpet cleaner. T.J. was just an ordinary everyday guy struggling to make enough money to pay his bills and keep his one-man business on the road.

Like most people today, he was sure that there was an easier way to make a living and he knew that somehow there was an easy way to make a fortune, if only he could find and apply the right **formula**.

T.J. finally realised that he had found the answer when he bought and read a book entitled **'Selling Information by Mail'**, written by acclaimed copywriter Russ von Hoelscher. Throughout the book, Russ highlighted the importance of

adopting certain direct response marketing strategies, which would virtually guarantee financial success in the mail order business.

These same strategies have been used by thousands of successful marketers both in the US and right here in the UK, including the 'big hitters' referred to earlier. And it's these very same strategies and principles that have accounted for every marketer's success today, regardless of their enterprise and regardless of whether it's an online operation or a **Direct Mail** business.

T.J was now convinced that the secret to true wealth, which had eluded him for so long, had been uncovered and he was certain that he could apply the principles he had learned in the book to his new business venture...the **Direct Mail** business.

With what was considered a very precious \$300, T.J and Eileen placed a small display ad in one of the Business Opportunity magazines and a few days later...bingo! A few positive responses starting to bring in orders. From the surplus cash they made, they repeated the ad in other similar publications and more orders came in.

- ✓ **Within 8 months they were bringing in \$16,000 a month**
- ✓ **A few months later, with the help of Russ, they were pulling in \$100,000 a month**
- ✓ **Within just 4 years, his company, M.O.R.E Inc, was turning over more than \$10 million dollars**

Today, that figure has escalated to \$80 million dollars!

He is truly one of the most remarkable entrepreneurs on the planet. T.J. loves people, and sincerely wants to help you achieve the wealth-success you want, and so richly deserve.

With so many experts on hand to help and advise you, just listening to them will inspire you to start your very own information marketing business right away.

The "**How to Change Your Information into Money**" CD set is yours for just £57 + £4.95 postage, packing and insurance. A very small price tag for an exceptional quality product, which could help change your life forever.

Just complete the enclosed Priority Order Request and return it to us within the next 72 hours and you'll receive a special early bird bonus...

Free Bonus

Order today and we'll give you a copy of 'Wizard Talk', featuring Glenn Dietzel, one of the world's top Internet marketing experts.

Glenn can help you create a best selling product in an afternoon. His expertise has helped hundreds of people make huge incomes from information products.

You'll hear Glenn describe how you can create high in-demand products for the most popular subjects. He'll also explain how you should research your market and how to get a website high into the search engine ranking through blogging.

If you want to make real money from your publications then Glenn is the man to guide you to success. He explains how to find out what people are looking for on the Internet today, how to produce an information product for those markets and how to deliver your product to your customers.

He also throws in many useful writing tips including how to overcome writer's block, along with many useful marketing tips like, selling your products online without a website and how to get free publicity for your products.

Glenn's recording is a 'must have' in your arsenal of marketing tools.

**Order "How to Change Your Information into Money"
today and get this great CD absolutely FREE!**

Guarantee



We want you to be completely satisfied with your purchase, so that you have much more than just our assurance of quality, you have our **100% unconditional money back guarantee.**

Order "**How to Change Your Information into Money**" today and examine these quality recordings in your own home over the next few weeks.

If for any reason you are not completely satisfied with your purchase, simply return the whole package to us within 30 days for a full, no-quibble and no questions asked refund.

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