

Do you know me, Jeffrey Dobkin?

No, probably not.

I never became famous.



I never became famous because I've spent the last 25 years in the trenches, working with the little guys. I was busy helping my small business clients get rich.

No roads to instant success.

No fancy overnight schemes.

But if you hired me as a consultant, I presented some of the most powerful, easiest to follow, yet most effective and lowest-cost marketing campaigns you could find. I've helped thousands of small business owners become successful.

People who have seen my writing - I've written two books on direct marketing - know that I cut through the theoretical crap, and show entrepreneurs and small business owners exactly what to do to get more response, more phone calls and more business... and exactly how to do it.

Now I've taken my best, most successful home-based marketing programs, refined them again and again - made them easy to follow, and easy to do (so they get done, what good is a program that's too difficult to follow or too hard to do?) and combined them into one simple, spectacular audio cassette course and

workbook, "INTELLIGENT TESTING." Now I offer it to you. I promise you, you've never seen anything like it, anywhere, ever.

THE INTELLIGENT TESTING PROGRAM shows you in excellent detail how to make money, right from the privacy of your own home or office. Got a few minutes? Please let me explain exactly how this program works...

If you've read either of my books, *How To Market A Product For Under \$500!* or *Uncommon Marketing Techniques*, you know you only get fast-reading, practical, and useful information from me. Techniques that immediately help your marketing and direct marketing sizzle with results. No history, no theory, and no B.S. That's why my columns on direct marketing have been published in over 60 magazines and tough business newspapers. They're read by over 2,000,000 people.

*MY CREDENTIALS DON'T STOP THERE, EITHER.*

*I'm privileged to be on the Board of Directors for the American Society for Inventors, a non-profit help group for inventors, right here in my home town. I sit on the board of several other organizations and firms, too.*

*MY PROGRAM IS FULLY ENDORSED BY*

***The National Mail Order Association.***

*This group has been helping mail order entrepreneurs for over 20 years. I, and the groups I am proud to serve under, all have similar goals - to help the real heroes of America: entrepreneurs and small business owners.*

Now I'm offering you this opportunity to get rich right from your kitchen table. Without any big expense. Here's a few other benefits --

- *THE INTELLIGENT TESTING SYSTEM is not expensive -  
It doesn't cost a lot of money to start - or continue.  
What other real business can you **start for under \$300?***
- *Start anytime you like. · Start part time.*
- *Continue to work part time - or full time.*
- *Work **any hours** - and you set the hours*
- *Work days or nights - or a few hours of each, you choose!*
- *Work from your home, or from your office.*
- *Set your own pace: be aggressive or laid back.*
- *LOW RISK. In fact, you have almost no risk.*
- *This entire business can be run completely through the mail.*
- ***No Selling Phone Calls of ANY Kind! Ever.***
- *Never sell anything to relatives or friends.*
- *Stop when you want. Start again when you feel like it.*
- *You have no boss, and you only answer to... you!*
- *You don't need any employees.*

As you progress through the program you'll learn how to

- ***Work SMARTER, not harder or longer, to make more money.***
- *Take days off - with full pay.*
- ***Earn Unlimited Income.** Your income depends on you,  
your creativity, your products - and how aggressive you  
want to be to make more money.*

### **Here's the BEST PART:**

I guarantee you're going to look forward to every single Monday, because you'll like what you do. In fact, we have a "Thank God It's Monday!" guarantee: if you don't wake up on Mondays - every Monday - and say, "Thank God It's Monday!" then simply send this program back for a full refund! How's that for a remarkable iron-clad guarantee?

Keep reading...

It's all up to you to take the first step, which is ordering the system. You're going to learn about it right now, so make up your mind if you like what you see, you'll take a money-back-guaranteed-chance, a chance that can change your life! What I've created for you is an easy to follow, "here's-exactly-how-to-do-it" system to make money, and get cash in your mailbox, every day - except Sunday, because football is on TV on Sunday, so there's no mail. Interested?

...☆...

*It all starts right here:*

## **“Make \$85,000 Your First Weekend!”**

We've all seen the get-rich-quick schemes and “Miracle” ads in magazines. Silly, isn't it, the figures those ads throw at you?

Ads with titles like “Make \$9,000 just by mailing this simple letter!” and “Make \$25,000 your first month.” And my favorite: “You can make \$5,000 a week for mailing this secret package.” I will now demystify all these ads for you: They're junk. What a bunch of worthless stuff. Do you really think you can make \$9,000 just by mailing a simple letter? Get real! Their directions wouldn't get you to a gas station on a turn-pike. If it was that easy, everyone would have done it long ago, and the well would be pretty dry by the time you read about it in a magazine ad, don't you think?

## ***My Own Personal Tragic Story of Success***

It's funny - those "Miracle" stories you read. You know - those long-copy, direct mail-order ads in magazines -- about how times were tough, then like magic they stumbled... on to... **sudden success**. Most are hard-hard luck stories... so if you want one from me, here it is:

*"I was raised in the south by a po' family; we had no rent money so we lived in a po' shack, on the very po' side of town. Had a train track running through the backyard. When I was 15, my wife left me for a big, big guy with slicked-back hair, and musta had 20 tattoos. He had a couple o' teeth, mostly in the back, but that there was two more than me. Times was really rough.*

*"Welp... one day she just up and left me. Her note was brief and to the point. "Jon," she said - and I could never figure out why she never could remember my name - "I'm a leavin' you for..." Well, like I said, the note was short. That was it. It was jes like her to leave me guessin. She never did say leavin me for what. Another guy? Another girl? A steak dinner for two at Sizzler's? So I guess I'll never know. Man, times was really tough, and I was down on my luck. If it wasn't for bad luck, I wouldn't have had no luck at all.*

*"I was at the end, the end I tell ya'. I was flat broke. If it cost a quarter to get to the moon, I couldn't get around the block... let alone get out of Alabama. I was so po' the people on welfare had to loan me money. And the po' box at the church? It had my name written right there on the bottom. In the dictionary the word "po" had my picture next to it.*

*"One day, all of our young folk was all a-cryin' because our old black and white TV was on the fritz and we could only get one of them two fuzzy channels we usually get. Nope, not even basic cable - man, I done told you these times was hard. The bank was itchin' to repossess my 79 Ford Falcon station wagon, if they could find the driver's side door and get it to crank up to drive it away.*

*"Well, the rent was due, I was in debt up to my receding hairline which I guess was being repossessed also... and... the sheriff was a-closin' in... when suddenly... suddenly... this miracle happened - say hallelujah - and I stumbled onto the only surviving secret of the Ancient Egyptian's mail order success... and, and, now I'm rich. Rich! Rich. I'm sitting here on my boat in my Polo shirt, Polo Jacket, and Polo skivvies. Got a new hairpiece, a couple o' new teeth, and I'm sittin' here writing this note..."*

*Jeffrey Dobkin*

Hey, that is a heck of a great story, ain't it? But...

But...

I made it all up.

I just love those hard luck stories in magazine ads! They're pretty funny, too - I just gotta smile when I read them. Truth is, they're written by tough, shrewd copywriters. Every once in a while one is sincere, but frankly - most of them are a bunch of crap. If you've read my books, you can tell I wrote this stuff myself. Same grammatically challenged style of writing. Same old jokes. Good natured, though. Always am.

### **The Real Story:**

I was born to an average, solid working class family. I learned to earn my money the hard way - work for it. And I did. I put in some long damn hours; still do. I've studied well, and worked hard. For years I've made my own lunch, brought it to work, and ate it right here at my desk. Sometimes I still do that, too. Go on, gimme a call at lunchtime, see if my mouth is full...

But you know what else? I love what I do. And that's what this program can do for you. You'll love what you do. Can you say that now?

If you buy this course, I'll guarantee you'll love it. If you don't - hey, send the program back. It's satisfaction guaranteed. Everything I create is 100% satisfaction guaranteed. My books, too. My first book came out in 1996. Let's see... I've gotten three of them back so far. Talking about guarantees...

*How about this for one of the most unusual  
guarantees you've ever seen anywhere:*

**“THANK GOD, IT’S MONDAY!”**

**~ GUARANTEED! ~**

**You’ll say this Every Monday.  
Every Week. No Kidding.**

Let me ask you, do you love what you do?

I mean really love it? Do you look forward to going  
to work every morning?

Do you jump out of bed with enthusiasm and can’t  
wait - just can’t wait - for the day to start? If you do,  
I’m happy for you and quite frankly, you don’t need to  
buy this money-making system. Because if you feel  
that way, don’t change a thing. You are truly one of the  
Blessed Few.

But if you don’t jump out of bed looking forward to  
going to work with excitement in your heart, you can!  
Yes, you can - in the very near future. And you can do  
something - to make this happen right now. You can  
call me right now, and order this course - this remark-  
able system of placing and testing ads and testing and  
sending direct mail.

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*To Place an order*

**Call TOLL FREE: 1-866-AWESOME**

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I'll tell you about this entire incredible course - including exactly the way it all works - on the following pages. Because I want you to know exactly what you are buying. Why shouldn't you know what you're buying? Think about it. It would be silly not to know, wouldn't it?

On the other hand, I can get kind of long winded, so just bear with me for a couple of pages... because first I'm gonna tell you what it isn't.

## **THE INTELLIGENT TESTING SYSTEM**

*THE INTELLIGENT TESTING SYSTEM* is very different from anything you've seen in other ads. It's a completely new program, and no one offers it but us -



The Danielle Adams Publishing Company. If you're thinking "MLM- been there, done that,"- it has nothing to do with MultiLevel Marketing. Nothing at all. No, it's definitely not Network Marketing. Yet it works WITH every MLM product and company!

MLM is not for everybody. Most network marketing programs are centered on phone calls. Call everyone, call every friend and call every relative you have... and surely, some people will sign up. In *THE INTELLIGENT TESTING SYSTEM* program you call NO ONE. No calls to sell anything to anybody.

**THE DANIELLE ADAMS PUBLISHING COMPANY**

Post Office Box 100 ☆ Merion Station, PA 19066  
610-642-1000 ☆ Fax 610-642-6832

**[www.dobkin.com](http://www.dobkin.com)**

It fact, it's particularly NOT multi-level marketing. If you're thinking about joining another MLM marketing program, I have one thing to say to you:

## **“Hey, MLMer!”**

Yea, I'm talking to you.

You know who you are. You've been in one Multi-Level Marketing program or another for quite a while now. Never seem to make any money, do you? Put somebody in your downline - if you get that far - just in time to watch another fall off the top. Don't you just hate when that happens?

### **THE BIGGEST DOWNSIDE OF NETWORK MARKETING?**

Your upline doesn't tell you a **huge fault** of network marketing: that's all you'll ever talk about for the rest of your life is your MLM company and its products. Every phone call you make, every time you speak with someone... Everyone you meet. Don't believe me? Call a few multilevel marketing friends and poke around. See just what the conversation ALWAYS turns to -- and stays with. Go on - make a few calls, I'll wait.

I can tell you something else about seriously signing on with one of the MLM programs. You'll lose all your friends.

That's right: You'll lose all your friends.

You'll lose all your friends because all you ever talk about is your MLM products, and how much money you're going to make when everybody signs up under you, and how much money they're going to make if they sign up....

Every conversation you ever start, or join into, turns into a selling opportunity. But what the heck, if your old friends didn't sign up to be in your downline, you didn't need them as friends, anyhow, did you? Isn't MLM fun?

*THE INTELLIGENT TESTING SYSTEM* is 100% direct response. Works with every MLM firm and products, but here's the difference: No selling phone calls, ever. EVER! No more wasting hours on the phone recruiting. Or with people who stay in your program until you've trained them, then drop out. Have you ever noticed that has happened?

Here's what we've fixed --

## **Here's Why You're Not Making Money in Network Marketing -**

Please allow me the opportunity to tell you what you're doing wrong.

It's no secret, because everyone's doing the same thing wrong. I see it all the time. As a marketing consultant for over 20 years don't you think at one point someone from every sort of MLM program has come to me for help?

Here's what you're doing wrong, and where we can help:

**Your marketing. Well... it stinks.**

Worst of all, it's not even your own fault. It's the fault of the 'Home Office.' It's the Fat Cats up at the top. You see, they don't really care, they're rolling in dough. Their literature stinks. Their support is sparse. And their idea of help is to sell you 1,000 tapes and 2,500 brochures and tell you to send them. Hey, they make money on selling you tapes and brochures, so it is a good idea - for them! And for you? Well, if you buy into this package and mail out 1,000 tapes and brochures then you'll know something I've known for quite some time: you'll know what else doesn't work.

**“I Made \$25,000  
My First Month!”**

Ever see those ads? Sure, a few guys at the top make big money - the people you see pictured in all the ads. “I made \$25,000 my first month.” It was easy for them: they started at the top. You can make \$25,000 your first month, too, if you start at the top.

So, now you're standing there, staring at your \$800 hard-earned bucks worth of their crummy literature and wonder how you're going to do the same trick they've done and make \$25,000 in 30 days. Wake up, baby, you're not. If you're like most people, network marketing isn't the answer.

Frankly, it is possible to make money in network marketing. You just don't ever get any time away from going into your sales pitch to anyone who's standing next you for over 10 minutes. You'll actually wind up giving your sales pitch to anyone who will stand still long enough to listen. Is that what you want to do for the rest of your life? If you said yes, then by all means, go ahead. But you'll hate Mondays. And Tuesdays. And Wednesdays...

With the exception of a few of the better companies, the guys at the top of most network marketing company's food chain don't know much about marketing. They're sales guys. Don't get me wrong, some are really good - good enough to sell a cheeseburger to a vegetarian. But most don't know anything about marketing. I've analyzed enough of their sales packages to know. And they for-sure don't know anything about direct mail. Here's where I come in.

You see, I don't know much about building a big network-marketing organization. I admit it. But I'll tell you what: I sure know a heck of a lot about direct marketing. And I wrote the book on direct mail. Several of them. *THE INTELLIGENT TESTING SYSTEM* isn't multi-level anything, but your wealth can explode - Multiply and EXPLODE - using my unusual marketing insights... plus a few good-old-boy direct marketing tricks.

## **THE INTELLIGENT TESTING SYSTEM**

*THE INTELLIGENT TESTING SYSTEM* is a unique selling system because you don't sell anything to friends or family. You can even do all your marketing in another state: any state you choose. The part I like best is that you NEVER need to pick up the phone to sell anything: it's all direct marketing and direct mail. It's completely different from anything you've ever seen. And here's the difference. I'm going to tell you exactly how this program works. Right now in the next 4 or 5 pages.

In the INTELLIGENT TESTING System,  
I'll show you a way of

1. finding or creating a winning product
2. or using your network marketing products
3. or selling our own *INTELLIGENT TESTING SYSTEM*
4. and achieving incredible sales
5. and making money - all through direct mail
6. or classified ads.
- 7. You won't ever have to call anybody.
- 8. You won't ever have to talk about it to anyone.

**Potential Profits: Huge! Risk: Low.**

### ***Shhhh! The Secret Formula...***

Other programs keep you guessing about their "SECRET FORMULA" for success. If you saw their formula, you'd know why they didn't show it to you up-front. Why should I keep you guessing, it's on page 18.

The system I've developed really works. It's easy to follow, and you can create thousands and thousands... and thousands - of dollars in revenue from one single tiny 25-word ad or a single direct mail letter. You could be just 25 words away from making more money than you ever thought possible, from fulfilling your dreams and becoming wealthy, right from your home, right from your kitchen table. You can do this working just part time and no one will even know you're working on a new direct marketing program - unless you tell them.

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**“You could be just  
~ 25 Words Away ~  
from making more money than  
you ever thought possible.”**

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*THE INTELLIGENT TESTING SYSTEM* is very little work to start - or run. You have freedom and independence, you can set your own hours - any hours you like. There's no boss - no office - and no office politics.

This system requires very little money to start, has almost no risk - and as in most of the better mail order programs, there's no limit to your growth or income. The business is completely scalable - meaning when you create one single successful ad or direct mail letter, you just keep placing the same ad or sending the same letter in greater and greater quantity to increase your income to the desired level you select.

## **THE INTELLIGENT TESTING SYSTEM**

### ***Get Paid While On Vacation...***

Here's another benefit -

With *THE INTELLIGENT TESTING SYSTEM* you can take vacations and days off exactly when you want, all without missing a paycheck! The entire course is designed to fill your mailbox with cash - every day. Except Sunday - because... football is on TV on Sunday. Mailmen don't work on Sunday. I don't either. And when football season is over, gentlemen start your engines because it's car racing time! No wonder the mail doesn't come on Sundays.

Another great benefit of this system, even the days that you don't work, your income remains exactly the same as if you did. Try that with your regular job.

So finally - here's the basis of the way it works.

The basis for my entire money making system is a methodical procedure for testing ads and direct mail. When you create a successful ad and it tests well, you buy more circulation. Simple, isn't it? It's how the whole *INTELLIGENT TESTING SYSTEM* works. If you buy this system, you'll see this exact plan, laid out in intricate detail, fully referenced, and made easy for you to follow. So... let me ask you again --

# **“Are you just 25 words away from your wildest dreams of wealth and riches?”**

**You could be!** Just 25 words away from being rich.

Can you create a single 25 word ad that's a winner? Because that's all you need! That's all you need to do to set yourself up for the rest of your life. That's all you need to do my friend, to become rich beyond your wildest dreams. One Ad. 25 words. Rich.

Now, creating this successful ad may take you some time: it might come out on the first evening, or it may take you a couple of weeks to write it and re-write it. It doesn't really matter, because once you create an ad that works, you'll have your own winning ad for the rest of your life! If you create a single successful ad it can run for years! Years! You may never, never have to do anything else in your life, but run this one single successful ad.



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***INSIDE SECRETS OF***

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**'THE INTELLIGENT TESTING  
SYSTEM**

***Getting Rich From Classified Ads -  
How it works:***

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**PROGRAM SEGMENT: Classified Ads**

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Here you'll see the first part of my entire system of creating success and wealth - and having fun and really enjoying what you do! Reaching success by placing tiny classified ads is based on the simple principle of testing small circulation papers before placing ads in a larger and larger circulation of papers. Here's what this means:

First, I show you how to create an ad that will pull a response as good as anyone's. Or, use one of the ads you can get from us. Eventually an ad you place will test successfully.

When an ad is even mildly successful and you make just a few dollars profit, I show you how to multiply your success by testing that same ad in a dozen papers. If successful here - and it should draw the same

percentage response - I show you how to place it in more and more papers easily, with just a single phone call, and at huge discounts.

In this growth phase, when you multiply the number of papers your ad is in, you also **MULTIPLY** the money you make. You'll multiply the profit you make. Not by onesies or twosies, but by 10 times, 20 times, 100 times, then 1,000 times. Sounds simple because it is, once you have a great set of directions to go by.

### ***HERE'S A SIMPLE EXAMPLE OF EXACTLY HOW IT WORKS:***

#### **How It Works**

You place an ad in a newspaper with a circulation of 20,000 households, and you sell \$40 worth of goods - two orders at 20 bucks each. After shipping them out you make a reasonable profit of \$5 on each order. I know: don't quit your day job just yet. Your ad worked, and when all was said and done, the ad generates \$10 in profit. This was a LEVEL I TEST. In *THE INTELLIGENT TESTING PROGRAM* I show you how to place that same tiny ad in more newspapers and magazines.

So let's say you learn fast, and create a better ad: Now move on to LEVEL II. Next, you buy 2 local papers, 2 times the circulation: 40,000. The same figures should hold true - and now you make 2 times your initial sale of \$40, your revenue is \$80, with 2 times your \$10 profit - you make \$20.

Big deal, you say. I say, "Yes, yes it is." Here's why. You have a successful LEVEL II TEST. Now you're feeling gutsy, and you move right into a LEVEL 5 TEST. Your ad goes in 100,000 papers, and you make 5 times your revenue, or \$200, your profit is \$50. "Hurmph," you say, "That ain't gonna pay my mortgage." Stay with me...

*"This is the beauty of my programs - you don't need to make large profits on each sale. This is one of the areas where other programs fall short: If you've got to make 50% markup on each sale - after your advertising and marketing costs - how can you offer your customers a great product AND a great price? No wonder their programs don't work."*

Next, explicit instructions contained in *THE INTELLIGENT TESTING SYSTEM* show you exactly how to purchase ads in groups of papers. Now with a single phone call you buy all the newspapers in your area, or any area of the United States (your choice! I give you all the names, phone numbers, addresses, fax numbers, e-mail - everything!)

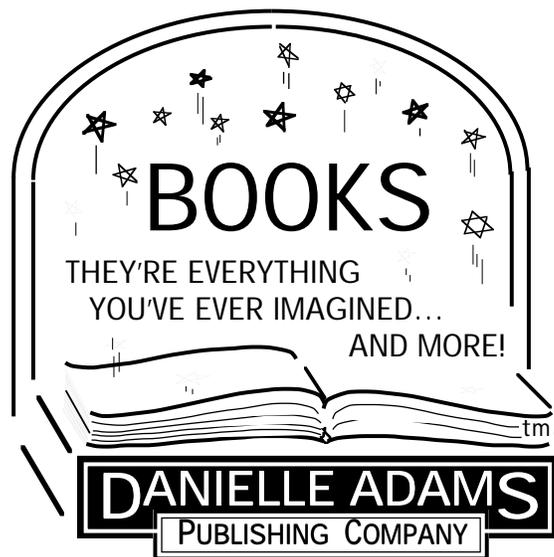
This time you buy a group of newspapers with a circulation of 200,000. This is a LEVEL VII TEST. What happens? **You make more money: your income is now \$400, and you make \$100 in profit.** Now it's getting exciting. By now, you can't wait to get to your mailbox every day. I know, because I feel the same way! I can't wait to get up in the morning and check my mail!!! Yes, even today.

Next, you continue to test your ad in a larger circulation of newspapers with a LEVEL XII TEST: I show you how to purchase classified ads in all the papers across

your entire state, or any state - with a single phone call. Keeping the same order rate in our example, you now buy enough newspapers to have a circulation of 1,000,000 households, and your income explodes: you generate \$4,000 in orders, and now you make \$1,000 in profit. Profitable? You bet. Get the idea of how this program works?

When the orders come in, just ship your product and you've just made \$1,000 from placing ads in dozens and dozens of papers with a single phone call. You can do this each and EVERY WEEK. And more!

The way I show you to do this is easy to follow, and when you buy *THE INTELLIGENT TESTING PROGRAM* you receive exactly-how-to-do-it instructions. Anyone can do it. You can even do it in your spare time.



*This is exactly the way it works.*

***Except... it gets...***

**BETTER.**

Much Better. Much Much Better! Now, since you're buying so much ad space, I show you how to buy your ad space at even bigger, larger, HUGE DISCOUNTS.

With a single phone call I'll show you how to buy blocks of newspapers with combined circulations of 1,000,000 - 5,000,000 - 10,000,000 and more! Places where you can run your classified 25 word ad in enormous circulations with huge, huge buying discounts. Incredible?

*In the INTELLIGENT TESTING SYSTEM I name names, and include all the phone numbers - and show you how this whole system of discount ad buying works. I'll show you where to buy four ads, and get the fifth one free - for an even a better profit! I show you how and exactly where to purchase some of the best national advertising space at incredible insider-trading discounts!*

***Now it gets really, really interesting.***

I show you how to buy classifieds for every state in the country, **with a single phone call.** You take your one, tiny successful ad and I show you where you can place it in groups of papers with circulations of 5,000,000, 10,000,000, 15,000,000 with just a single phone call. Yes, I give you those phone numbers, too.

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## ***DISCOUNT:***

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**Here's an example** of the huge discounts I show you - in detail - how to get. You can buy a 25-word classified ad in almost every paper (about 90% of them) in Pennsylvania. Circulation: over 2,400,000. Cost? Under \$400. Incredible. You'll be able to afford to run a solid testing program with this system.

If you create that one tiny, successful winning ad, we give you the tools to become a rich, rich individual. Right from your home. And it can all happen within a couple of months! That's right - within a few short months, you have a chance, the opportunity, to be RICH. And that, my friend, is what this program is all about: opportunity. The opportunity to get rich, right from home, working just in your spare time. This is entrepreneurship. And this is what *THE INTELLIGENT TESTING PROGRAM* is all about. Interested?

### ***COMPLETELY SCALABLE!***

This is entrepreneurship at its best. Because you have the chance to run your own real business, with an **incredible - almost unlimited - upside potential**. You learn a system that is **COMPLETELY SCALABLE**. That means if you can achieve a small amount of success, you can do the exact same thing on a larger scale - to bring in more and more sales - and make more money - just by doing exactly what you're doing. Just scale it up - to the next level. There is almost no limit.

That's the beauty of *THE INTELLIGENT TESTING PROGRAM*: test small, become successful. Then test larger, become more successful. Then for your finely-tuned, best-response ads, buy more space and increase the circulation in thousands of papers and magazines. Buy space only for those ads that you already know will work. Increase placement of winning ads - and build on your successes. Easily, with complete confidence.

**You are in control, but...**

I gotta tell you, there's a down side, and these results are not typical. Not everybody becomes rich who buys this program. Just like everyone who buys stocks does not become rich. But unlike buying stocks - which you have no control over - **you have complete control over your own destiny here.** It's up to you to create a winning ad, and follow the system, and ship your product in a timely fashion. Frankly, it can be a lot to juggle. But if you think you're up to the task - give me a call and order this money-making system. Or, just keep reading, in a few pages we'll explore a brand new facet we haven't talked about much yet: direct mail.

**Still nervous about creating your own ads?**

You can always use our ads! So don't worry. But if you'd like to create your own: First I show you - step by step - how to create your own winning ads. I show you what to say, and just how to say it to make your ads sizzle with response. I give you all the magic words to attract attention, interest your readers, and stimulate their response. How do you know I can do this? Hey - check me out!

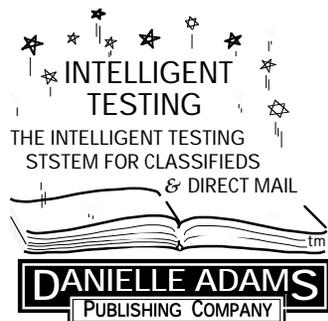
**My stuff works.** Just get down to your local bookstore - or go to a library - and pick up a copy of either of my books: *How To Market A Product For Under \$500!* or *Uncommon Marketing Techniques* - and take a look. If they don't have a copy, tell them to order it.

Go on, check my stuff out - it's free, er... if you read it right there in the bookstore. It's always free at the library. My books are carried by all the major chains because... I'm legit. And I'm a kick-ass, how-to, no b.s. kind of guy, and you'll see that straight away. Go on, do it now... I'll wait.

If you can create a single winning 25 word ad that draws a good response, I can show you how to use this one single ad to become rich. That's why I say that you may be just 25 words away from your wildest dreams of becoming wealthy.

***THIS IS THE WAY TO BECOME RICH -  
WITHOUT A BIG INVESTMENT OF MONEY OR TIME.***

You know, I don't really care what others tell you, I believe the **EASIEST WAY TO GET RICH WITHOUT BIG RISKS** is to do exactly what I recommend in this program.



## **NEED A PRODUCT TO SELL?**

### **Here it is...**

*If you need a product to sell, you don't need to look any further. We offer the product that we feel has it all, our own INTELLIGENT TESTING SYSTEM! It's a solid performer for good sales, with the highest quality promotional material available (use ours!) Make excellent money with our great commissions, and - order with confidence - it's a unique program with remarkable money-back guarantees. Here are a few other reasons we recommend that you offer THE INTELLIGENT TESTING PROGRAM:*

#### **Get Started Right Away —**

*First, you can get started right away... like immediately. No waiting for anything - you can start offering our program through your own classified ads or direct mail the very first week, the first day if you like.*

*Here's an added bonus: while you're thinking of your own ads to use - USE ONE OF OURS! Our ads are written to sell our own Intelligent Testing Program. Once you establish yourself as one of our Preferred Partners, heck yes, you get to use our ads - the exact same ones we use! You can even use this booklet.*

#### **Use the exact SAME literature and marketing material we use! —**

*Because as a Preferred Partner, we make dozens of ads and direct mail letters available for you to use right away, as soon as you receive the program. As a member of our Brain Trust, you can not only use any of the ads, tapes and direct mail letters and brochures we use ourselves, but you get all the newest literature and direct mail to use as soon as it's created!*

#### **No Inventory —**

*You don't have to stock a huge inventory. In fact, there's NO INVENTORY to deal with at all, and no inventory expense. All you do is offer our program to your own niche markets, we do the rest. Products are drop-shipped for you right to customers with guaranteed safe delivery right to their door. Some of our products can be instantly downloaded right from the web. What could be simpler - or easier? With little or no risk.*

#### **Make Excellent Commissions — \$100 for each sale!**

*You make great money. Our commissions are some of the highest in the retail industry. Just ask around. Since there are several levels of distribution you can select from, your commission varies with your participation level - and \$100 is the least you'll make! The Intelligent Testing System is sold as other traditional retail products - through Authorized Partners and Stocking Distributors. Please inquire: 610-642-1000.*

I've been in direct marketing and direct mail for - OHMYGOD! am I that old already? Anyhow - I teach courses in direct mail, and I present well-attended seminars in direct marketing at some of the biggest direct marketing conferences in the world. (Some of my presentations have been sponsored by AT&T, The U.S. Postal Service, and Temple University, just to name a few.) And take it from me, I assure you that testing is a way of life in direct marketing.

We test all the time in direct mail. All the time. I don't think there's a major mailer out there - at least I can't think of one - that doesn't test everything he's doing. Test the lists, test the copy, test the offer, the products - everything! In direct mail, the name of the game is testing. EVERY major mailer runs tests -- and there are NO EXCEPTIONS. NONE! And in my course of *INTELLIGENT TESTING*, I'll show you just how the big boys - the major mailers - do it!

But, let's back up a moment... we were talking about ads - we'll talk about direct mail in a few minutes. I just get so excited. And you will too when you call us Toll Free: 1-866-293-7663 to place your order for this easy to use system. Sell anything - and you watch your own mailbox fill up with orders!

Your initial test can be small, as small as placing a single classified ad in one single newspaper - as long as you have a solid system behind the test. That's what my program is all about - with plenty of samples and examples - all laid out in an audio program that's easy to listen to, a workbook that's a clear and concise reference, and a plan that's easy and fun to follow.

~ **Bio - Jeffrey Dobkin** ~

Why do I think this program will be successful for you? My stuff works. Here are some other people who like what I have to say: a partial list of some of the magazines that have featured my writing on marketing and direct marketing:

- *Direct Marketing Magazine* · *DM News*
- *Target Marketing*
- *ASBA Today* - Published by the  
*American Small Business Association*
- *Home Business Magazine* · *SCORE*
- *Opportunity World* · *Home Business*

OK - Y'know what - here's a more complete list -

*The Business Ledger, Advertising in the Delaware Valley (ADV), Small Business News, and The Philadelphia Direct Marketing Association (PDMA) News;* national magazines, journals and newspapers include *Small Business Computing, Direct Marketing Magazine, Inside Direct Mail, Business to Business Marketer, DM News, ASBA Today (American Small Business Association), The National Business Association News, The Savant (SCORE Newsletter), Business Today, Publishers Marketing Association, Managing Small Business, Mail Order Monthly, Money Makers Monthly, Money and Profits, Wealth Builders, The Network Trainer, International Insider's News, Network Marketing Connection, The Great American Advertiser, Savannah Business Journal, The Sacramento Business Ledger, The Business Journal of San Jose, The Business Journal of Santa Rosa, Dream Merchant, Inventors' Digest, Nexus Magazine, Home Venture, Home Business Magazine, Home Business Connection, Agency Sales Magazine, Indiana Journal of Commerce and Industry, Business Strategies of Eastern Ohio, The Newsletter on Newsletters, Business Gazette of Elkhart IN, SouthTrust Bank Today's Business, Sanwa Bank Business Resource, First Commercial Bank About Small Business, First Tennessee Business Review, Information Entrepreneur, Office Systems, Health Insurance Underwriter, The Mortgage Press, The Highlander Newsletter...* to name just a few.

PLUS - I'M THE AUTHOR of two books on marketing. The first book is a 400-page, 8 1/2" x 11", 2 1/2 lb. resource tool titled *How To Market a Product for Under \$500*. It demonstrates how an entrepreneur or small business owner can single-handedly bring a product to the attention of a national marketplace in under 6 months, for under \$500. ISBN 0-9642879-2-7. \$29.95.

MY SECOND BOOK, *Uncommon Marketing Techniques*, was published in 1998. It's 270 pages of tips and tactics of successful marketing and direct marketing methods. ISBN 0-9642879-3-5. \$17.95.

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## **THE INTELLIGENT TESTING SYSTEM**

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You can listen to the tapes in your home, office, even your car. Imagine - learning *THE INTELLIGENT TESTING PROGRAM* - just riding around in your car! In just a few days you can become an expert in direct marketing with the fastest ramp-up my 25 years of experience can give you. In just a few hours you'll learn tips and tricks it took me a lifetime to acquire. If you have questions about anything, just refer to your work-books. They're fast to use and easy to understand. Any information you need is right there at your fingertips. It's all there. All there.

**You'll learn how to place ads at huge discounts with *THE INTELLIGENT TESTING SYSTEM*, so that when any of your results are successful - no matter how small - it almost guarantees the next level of ads will be just as successful.**

You learn to cleverly build on your successes. You can predict anything but the future, but with my system of intelligently testing classified ads and direct mail working for you, you can get pretty damn close.

You'll find out in a hurry what's going to work BIG for you. And the only way to find out what is going to work BIG for you, without spending big, is to run SMALL TESTS. Like all my programs, *THE INTELLIGENT TESTING PROGRAM* shows you how to test products, offers, media, everything - for just a few dollars.

By the way, if you decide to join us and sell *THE INTELLIGENT TESTING SYSTEM* course, you can receive dozens of ads that you can use to immediately test in different media - the same day you get the course. Some are new. Some have been successful for others. Some work in certain papers or magazines, some work in others. Testing is the only way to find out what works, we show you how!

Frankly, this is pretty neat stuff: I also show you where to look to find hundreds of other successful ads: what to look for, exactly how to analyze them, and how to create ads just like them that will give you the best possible chance of coming up with a winning ad the very first time you sit down to create it.

But still, the heart of the first part of the program is simply this - write one single 25 word ad that's a winner, test it carefully - chart your response - and keep placing it in groups of larger and larger circulation papers or magazines. You'll get more and more response, more and more orders, and make more and more money. **It's a simple concept, a simple system, and it works.**

**Here's More Good News:**

You have the rest of your life to create a single winning ad that will make you rich.

Let's take the worst case scenario - you hem and haw and put the whole thing off. One beer leads to another, and that game of pool just seems like too

much fun tonight to put down your stick and write an ad. I know the feeling well... So suppose it takes you a year to create your first winning ad. So? So starting in one year and one week you can be on your way to more riches than you ever thought possible. No experience necessary. Start whenever you want, set your own pace. It's OK with me - I'm not your mother, father or brother, and you are on your own time table.

One of the MOST IMPORTANT POINTS to remember about the classified ad segment in *THE INTELLIGENT TESTING MONEY MAKING SYSTEM* is this: All you really need is ONE successful ad, to make all of this happen. You only need to write one, single, tiny 25 word ad to make your fortune. Interesting?

To Place Your Order for Jeffrey Dobkin's Just \$299.95 + \$12.95 S&H

## ***INTELLIGENT TESTING SYSTEM***

"A system of selling anything by placing and testing classified ads, small display ads, and direct mail!"

Call TOLL FREE:

**1-866-AWESOME  
(1-866-293-7663)**

Or Fax this Rush Order Form to 610-642-6832

**YES! Send me The *INTELLIGENT TESTING SYSTEM***

Name \_\_\_\_\_

Address \_\_\_\_\_

City, St \_\_\_\_\_

Phone \_\_\_\_\_

Credit Card No. \_\_\_\_\_

Signature \_\_\_\_\_ Expires \_\_\_\_\_

OR - SEE OUR COMPLETE ORDER FORM ON PAGE 65

*And now a word about*

## ***Other Opportunities -***

So, you already have a product...

I know, I know - you've seen lots of other ads, maybe you've even bought some "Opportunities" or some home business something-or-other. And you still aren't rich, imagine that. (Geeze, I hope you didn't fall for that "stuff envelopes at home!" crap.) There are a lot of programs out there. A lot of worthless fluff, but some good stuff, too. But don't you dare compare this product, this system of testing and placing ads and creating and testing direct mail with ANY other products you may have seen. There's a big difference.

First of all, our system of placing ads and testing direct mail is **DESIGNED TO WORK WITH YOUR CURRENT PRODUCTS** - to make you money. If you need a product, we're proud to offer our own *INTELLIGENT TESTING SYSTEM* for sale. But if you sell other products **including any MLM or network marketing products**, *THE INTELLIGENT TESTING SYSTEM* will enhance your sales. It will show you how you're supposed to do it, with your very best chance of success.

So if you already have a product - or are involved in a network marketing company - buy this program, and learn the right way - how to sell your products or generate leads through classified advertising and direct mail. You'll have a fast track to the inside secrets of direct marketing, straight from the guy who wrote the book. Several of them.

Before we get into exactly how the Direct Mail Section works, let me discuss other ways you see in magazines of making money.

**“One other way to make money, for example, is to work hard for it. But I don’t recommend it.”**

*Jeffrey Dobkin*

As a marketing guy, I see plenty of other ways to make money. I’ve purchased lots of courses and examined them before coming out with *THE INTELLIGENT TESTING SYSTEM*. Yes, as an entrepreneur you can make money in lots of ways. Let’s look at a couple of them.

I see lots of ads for mini maid services, or carpet cleaning or locksmithing or so forth. Here’s why *THE INTELLIGENT TESTING PROGRAM* is SO different. And why I think it’s smarter to work with your head, not your hands.

**Let’s take the Carpet Cleaning profession, for example.**

Pick up any “entrepreneurial” magazine and you’ll find an ad or two to start your own carpet cleaning business. Or cleaning mini blinds. Can you make a living doing this? Yes, yes you can. Some folks do pretty well.

But I'll tell you what: you aren't ever going to become rich. It's just not in the cards, in the carpet cleaning business - because it isn't scalable. You're limited by your time, and how many carpets you can clean in one day. A living? Yea, it's possible. Become rich. Not likely. And if you take a day off - you don't get paid for that day. Somewhere down the line you'll miss a day's pay.

And you WILL work hard for your money, IF you can find the work — which means you WILL have to advertise, or call everyone you know, and continually beat the bushes to get business. It's a lot of work, just getting work. And then it's a lot of work, when you get the work.

Now look, there is absolutely nothing wrong with working with your hands for a living. I've done it for many years. Many years. But... if you make a living cleaning carpets, you'll have your hands in dirty water, every day. Someone else's dirty water. You see, I think there's something wrong with that. Even if you call that entrepreneurship, I don't. It's a big price to pay for being your own boss. When a good day is: you cleaned the dirty carpets in three houses. That doesn't sound like a good day to me.

**And Locksmithing?** Sure, you can earn a living as a locksmith if you work hard. But I guarantee, even if you do survive the tough, lean, first few years, you aren't ever going to hit a home run and become very rich being a locksmith.

You're going to earn your money making keys, two dollars at a time. And house calls: 50 bucks. A big job is 100 bucks. You'll never have the chance - just the chance - to strike it rich like I offer you in my *INTELLIGENT TESTING SYSTEM* course.

I'll tell you what else - if you EVER take a day off from your locksmith business, you won't get paid a cent for that day. That's not really a good day off, is it? And a week off without pay certainly isn't a vacation.

## **Get Paid on Your Day Off!**

With *THE INTELLIGENT TESTING SYSTEM* you GET PAID on your DAYS OFF!

You know, one of the best parts about my getting rich system is: you can take time off, and still get paid EVERY CENT you would have made if you were actually there at work. As long as you have your ads out there making money for you, you ARE getting paid for each day! Whether you're there or not. Whether you're at the beach or not. Whether you're skiing, or cycling, or sailing - or just in the other room watching TV - you're still getting paid for that day.

Incredibly, with my system, even if you don't show up, you're still making just as much money as when you're there working. Every cent as much. Even if you're gone for a week - you're getting paid the exact same amount as if you were there. As long as your ads are working, you don't have to put the time in. Ladies and gents, that's what I call entrepreneurship.

With *THE INTELLIGENT TESTING SYSTEM*, you'll have time for - and get paid for - your vacations. Take time off - you schedule your own days off when you want - for your family and kids, ball games, long lunches and fun things. And you get paid for this time, just like if you were working. Try that in a carpet cleaning - or a blind cleaning - or a locksmithing business.

## **Thinking about other programs?**

OK, let's take a look at a few other programs I see offered in the entrepreneurial magazines all the time: Not the "Make \$5,000 just by mailing this secret letter." That's just silly. If you're dumb enough to order that program you deserve what you get. Let's take something real - like medical billing analysis for example. Or telephone bill analysis.

### **Medical Bill Analysis**

They don't tell you this when you spend thousands of dollars - that's right - thousands of dollars - to sign up for this program, but trying to get accounts is 99% of what you're going to do. You're going to be selling - on the telephone, in person, every which way you can - 99% of every day.

The company tells you how easy it is to do the analysis, but the trouble is finding someone who has just gotten out of the hospital who will let you analyze their bill. Sure, you keep half of what the hospital over-billed - and that may be good money. Somewhere down the road you might even be able to collect it.

But just imagine calling someone who has just been in the hospital - if you can figure out who they are - and trying to sell them on your medical bill reduction services: convincing them that a complete stranger is going to look over their entire hospital bill, look over their entire *private* hospital bill, examine every test they've just undergone no matter how personal, and see - just see - if there's a chance they were billed excessively. Talk about a tough sell...

Of course, if they have insurance, they probably won't care a hoot if there are errors in their bill. The insurance company pays for it, why should they care? If they're foolish enough not to have insurance, what are the chances you'll find some gross error, then get paid for finding it? Hey, baby - this is one tough way to make any money, and tougher to make a living working full time, let alone in your spare time.

## **Telephone Bill Analysis?**

Buy into the telephone bill analysis franchise and you're going to spend 99 out of every 100 working hours on the phone trying to find companies who will let you even look at their phone bill, let alone analyze it. Less than 2% of your time will be spent analyzing anybody's phone bill. They should call this program the "Trying to Sell Telephone Bill Analysis Program," because that's what you're going to do. Exactly what business is going to let you, a total stranger, analyze their phone bill? None that I know. Don't kid yourself: this is a tough sell, too.

That's exactly why with *THE INTELLIGENT TESTING PROGRAM* I've created an entire system that ANYONE can follow, no matter what your education, no matter where you live, no matter if you never, ever go out of your house, no matter if you're handicapped, one leg, one eye or with one hand tied behind your back - whatever. Or all the above. Say, if you are physically disabled at least you get all the good parking spots I see all over the place - you know, the ones the old people always park in!

**Whoever you are, I've created a program for you - where your ads do ALL of your selling, and you don't ever have to go anywhere, or ever have to call anybody - to sell anything.**

**“You'll learn how to work smarter - not harder or longer hours - to make more money.”**

*Jeffrey Dobkin*

I can almost hear you saying, “Hey, why are you telling us? If your product is so great, why don't you just do it all yourself? Why are you selling this program and making it available for resale?”

You're right. If I really have the magic key, why don't I just run the ads and the direct mail programs myself - and keep all the money?

That's a fair question. The answer is simple: I do. Well, I don't keep all the money...

I run ads and test direct mail packages for our own programs, and this package you're reading, this very informational booklet you're holding in your hands, is one of the test packages. If it works, we'll keep it - we'll use it ourselves and let our Authorized Partners and Distributors use it, too.

In truth, I can't offer the thousands of unique different products my students, entrepreneurs, and colleagues offer. And I couldn't possibly test all the direct mail lists for our own *INTELLIGENT TESTING PROGRAM*. Plus, there are too many newspapers -- and magazines, too, to test classifieds. No one could test everything. There are just too many. It's a big country.

I simply don't have access to all the countless millions of unique products to sell that my customers know about. And I can't get into all the narrow market niches that my distributors find. Nor would I want to. There are lots of people in the United States, and the marketing possibilities are endless. Endless. We do enough business. There's plenty for everybody. Plenty of room for everybody. It's a very big country.

Everybody creates their own spin, has their own style and brand of writing. Each person has their own special products, and their own presentation. Everyone has their own words and expressions for what they want to say and they know just how and where they want to say it.

You may know your own industry like the back of

your hand - the ups and downs, the pulse and feel of it as a living, breathing entity. You may know what the best products are for your market - what everyone needs, the language, or the offers that will excite everyone. Heck, I sure don't. *THE INTELLIGENT TESTING SYSTEM* will help you **market your own products** to your own markets, and help you establish new markets, too.

We do pretty well, thank you, but we are privileged to be able to help our fellow entrepreneurs make money too. I'll tell you a story. True Story.

## ***THE INTELLIGENT TESTING SYSTEM***

**The places to run ads -  
and the products to sell - are endless.**

*I spoke with a gentleman who sold land through an offer he made in classified ads. He ran small ads in a few magazine's classified sections and people called. He sent what I thought was a pretty mediocre direct mail package - and yet lots of customers bought right from the package he sent. He sold land. To top it all off, the land he sold was in Wyoming. Yet this guy was making a fortune. How did he do it?*

*Now I have nothing against Wyoming. And if you live in Wyoming (all three of you) don't write me letters saying how I said I hate Wyoming, cause I don't. It's just so,*

*so -- out there. So, anyway, he sold rural land - and as best as I could figure, it was way, way out there, on the edge of the planet let alone the United States. But I'll tell you what, he sold a ton of land. One of his offices was in Palm Springs. Nice area.*

*In the course of our conversations I asked where he placed his classified ads, he said in the back of trucker's magazines. Of course! It was a natural: truckers drive all over the place, so a drive up to Wyoming is nothing to them. A few days in their home in the remote, then it's back on the road - and just a jaunt to California or Chicago.*

*Land was \$29,000 a pop - and man, he was selling a lot of it. I asked him how his business was and he said - and I could hear the big smile on his face when he said it, "Really good." But the point I'm making is - if a client asked me if he could sell parcels of land in Wyoming for \$29,000 apiece though classified ads I'd have to say no way. But you just never know. People who have bought my course have found successful places to advertise, and products to sell I never would have dreamed of.*

**This is a true story.** The person selling land in Wyoming I spoke about is just one person, placing tiny classified ads in one or two very select magazines, and getting very rich.

**The Point Is:** There are over 90,000 other magazines. There are thousands and thousands of remote places to place ads - to test classifieds and small display ads. There are well over 10,000 Newspapers. Way over 15,000 newsletters - and that's just for starters. There are hundreds of thousands of products and services to sell. And there are opportunities all around you - if you'll just take a moment to recognize them.

**But...**  
**There's another reason  
we offer this program to you.**

**Something else:** I don't know if I mentioned this, but I enjoy helping in the success of my colleagues and friends. Always have. That's another reason why I don't do it all myself.

When you buy my program and you're successful, please write me and let me know how great your life is, how wonderful it has become. Tell me the story about quitting your real job, and let me know how many hours you work, and how much money you make. I want to hear that - I'd like to share that happiness with you. I'd like to be proud of you, and happy with myself for helping you to realize your dream. I've helped a lot of people. Check it out - look at the testimonials in the front of both my books, *How To Market A Product For Under \$500!* and *Uncommon Marketing Techniques*. These testimonials are just the tip of the iceberg from our drawer full of testimonials.

## **Why do soooo many dentists use THE INTELLIGENT TESTING SYSTEM?**

Being a dentist is tough - patient after patient - day after day. While in the beginning it's fascinating, after a while it gets old. 22 more fillings today. 17 more caps. Cranky patients. Cranky staff. And the view never changes.

Sure, some dentists make great money, but they pay for it dearly. Suppose you're a dentist: you work incredibly hard, and even if you're good everybody who comes in to see you is scared of you. What a stressful profession. You make great money but still - you're limited in the amount you can make. Let me explain.

**-- Drill. Fill. and Bill --**

### **Why working for an hourly rate stinks... for anybody.**

The real problem with being a dentist is... you're actually working for an hourly wage. Your income is limited by the amount of hours you spend working -- because you get paid directly in proportion to the number of hours you work. For example, if you work 8 hours, you get paid specifically for the number of procedures you can perform in 8 hours. You can only do so many procedures in a day, a week... Even dentists who make great money are still, in the end, hourly workers. Limiting their income by the hours - and the days - that they work.

And somewhere down the line, if a dentist doesn't work -- if he doesn't drill, fill and bill - he doesn't get paid. Take a day off - no pay. Get sick - no pay. Take a vacation - they don't get paid for it. What kind of vacation is that - one that you don't get paid for?

That's why so many dentists love *THE INTELLIGENT TESTING SYSTEM*. With The Intelligent Testing System the amount of money you make isn't dependent on the number of hours you spend working. You work smarter, not harder or longer hours - to make more money. You use your brain to make money, not hours in the day.

Your income doesn't depend on you being there: you make the same amount of money whether you're there, you're out, or you're on vacation, you're watching TV, you're with your kids...

*THE INTELLIGENT TESTING SYSTEM*. **Call us now just to see what we offer. See what it's like to work smarter - not harder or longer - to make more money.** Look over the program, keep it if you like it, send it back if you don't. No Risk. What have you got to lose? Call Toll FREE: 1-866-AWESOME to place an order. or 610-642-1000.

If you get rich, what great success I'll have, personally knowing how much I've helped. It's a privilege to be able to work with entrepreneurs, and to be able to help people like you to create success and wealth for yourself, your family. It's a privilege. Not everything in life is about money.

**Y'know, I'm small time.**

I admit it. I had a big firm once, with lots of employees - I learned what I didn't like: having lots of employees. OY, what a mess - I was too kind to be a boss, didn't like giving anyone corrections or yelling at them, and never got used to firing anyone even when I didn't like them and they really, really deserved it. I don't ever want to do that again.

Look, maybe I'm just small time, but I'm pretty happy working from just a small office with one or two people, thanks for asking. I like leaving at 3:30, three days a week to play racquetball, or go biking or motorcycling. And if the phone rings after I leave, I have voice mail - leave a message, I'll call you back. If voice mail is good enough for the president of American Airlines and 50 thousand other big firms, it's good enough for me. Just like yourself, I no longer want to be a slave to my business: I want to run my business the way I want, not to have the business run me.

**Using *THE INTELLIGENT TESTING SYSTEM* for business to business marketing --**

If you'd like to keep your marketing strictly business to business, almost every trade magazine has a

classified section. If you're thinking about a particular industry, you probably already know some of the trade journals in the industry (if not, I show you how to find every trade magazine in ANY INDUSTRY, and get the publishers to send you FREE copies!) You probably already know what products in the industry are hot, and what's selling. If you've ever had an idea for a product - and think about taking out an ad, just follow this simple Intelligent Testing plan - it's easy.

**The bottom line -**

There are millions of products you can sell, and there are tens of thousands of places to advertise. Who's to say which ad will work, where it will work, or what ads won't work? Not me, not by a long shot. While my guesses are usually pretty good, I can't always predict a winner or a loser. I can say, c'mon, jump in — **you are just as likely to create a winner as anyone. If not the first time, then the next. But you never know until you try - and I'll show you how to give it your BEST shot - the first time** - through *THE INTELLIGENT TESTING SYSTEM*.

It's time I asked you directly - Why don't you order this program right now... What have you got to lose - because we offer a complete satisfaction guarantee. More importantly, see for yourself what you have to gain: The dream of your lifetime coming true right before your eyes. A great, fun, exciting business - and a chance to make money by working smarter, not longer or harder. Isn't that just what you deserve - a chance, just the chance, to make it on your own?

C'mon, take a shot. Fill out the order form and send it in. You'll feel much better. The sooner you order, the sooner this program will arrive! You can read the rest of this booklet later. Call Toll Free 1-866-AWESOME.

Let me tell you about the other half of  
*THE INTELLIGENT TESTING* program - **Direct Mail**

## ***DIRECT MAIL***

Over the years, lots of my mail order clients have become very rich. Now, you can have the chance to get rich in mail order, too, just by following the simple mail order instructions in *THE INTELLIGENT TESTING PROGRAM*. No experience is necessary. You don't need a college education. You don't need a high school education. You need to be able to write one single great letter, or to have it written for you. And a great list of buyers. That's all you need. Let me explain...

*"Making a living in mail order is a great life - no pressure, no strain. Set your own hours - day or night. Get a post office box, or - if successful, your mailman will bring orders - envelopes filled with money - right to your door. Work from home, your garage, an apartment - anywhere."*

How much money can you make just by creating a single winning direct mail package? Talk about big marketing opportunities... The amount you can make is almost beyond your imagination. The number of people who have gotten rich in mail order, staggering.

**PROGRAM SEGMENT:**  
***DIRECT MAIL***

Ever want to be in the direct mail business? It's a great life, getting rich in mail order. In the *INTELLIGENT TESTING PROGRAM* section about direct mail, you'll learn how to test direct mail - it's the way every single person who has become wealthy in direct mail has started: by testing.

In the Direct Mail Segment of *THE INTELLIGENT TESTING PROGRAM* you'll learn how to use similar intelligent testing techniques to the ones you've learned about in the classified ad section and apply it to direct mail - so you can create an awesome income in direct mail with almost no risk. We'll use the same simple testing formula.

You'll learn - step by step - how to create a winning direct mail package - and then exactly how to test it.

If your mailing package works, and I'm not talking about drawing a 25% response - I'm talking about doing a little more than break even - maybe a response rate of 1/2% to 2%, I'll show you how to create your own independence and wealth, just by mailing a single letter that tests successfully.

# **DIRECT MAIL**

*You'll go to your post office box and pick up orders: checks, cash, money orders, and credit card orders - and profits - in the mail six days a week. The post office is closed on Sunday, remember, because of the football season. And after football is over, "Gentlemen start your engines!" it's car racing time. NASCAR, Talladega: 31 degree banking. Indy Lights Racing. Yiiiiiihooooo. No wonder the post office is closed on Sundays.*

*In THE INTELLIGENT TESTING SYSTEM, you'll find explicit instructions on how to create a winning direct mail package: how to construct an offer, a letter, a brochure or data sheet - all at next to no cost. Keep in mind this may take you a few weeks - or a few months... you see, it doesn't matter because you set your own pace. And once you have a single successful package - you can mail it forever.*

## **Start Testing Here...**

To start, you'll learn how to put it all together and mail just 100 or 200 direct mail packages - right from your home. This is a *LEVEL I TEST*. If you make money, you continue. If you don't, you create another package, make a different offer, change the price, offer a different product, or mail to a different list.

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“Here’s how my system of intelligent testing works in direct mail, and why I believe so strongly that testing is the only way to make money, big money, without having a big bankroll to spend, or having lots of extra cash to risk losing.”

*Jeff Dobkin*

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OK, so you’ve created a direct mail package, and you’ve run a test by mailing it to 100 names. Let’s just say on the first test of 100 names you lose money. So you’re out \$60. It happens, and I’m telling you right up front, there is trial and error and this is going to happen to you. Nobody bats 1,000. But even with this, what other business can you get into and find out if you are going to be successful for - just \$60!!!

So you’ve learned from your mistakes, and now you make up another - a better - mailing package. You mail it out to another 100 people, and you make a small profit of, say, \$16. “So? So what?” you say, “That ain’t gonna pay my rent.” Hang on, baby, I know 16 bucks won’t buy you much more than a tank of gas, a Coke and a Big Mac - which I believe comes with its own gas, but I say it is a big deal. A very big deal. This is a “Successful Level I Test” and it is a very big deal.

Now you’re feeling a little lucky, so you take the exact same mailing package - the exact same offer, exact same product - and mail it to 400 names on the

same mailing list. This is a “Level III Test”. You get the exact same percentage response, but since you mailed more, 4 times more - this time you make 4 times the income, and 4 times more profit: \$64. I know, you’re not quite ready to buy that new car you’ve been looking at. But you’re closer. This was a “Successful Level III Test.”

Next, you take the exact same everything, and mail to 800 names. **Now you make \$128.** This was a successful *LEVEL IV TEST*. Step by step. See: no risk. I show you exactly how to do this. It’s really as easy as this - what you’re reading right now.

**Each step makes you money - or you stop.**

Continue only with successful mailing packages. For the above example, where you made just \$16 on your first mailing to 100 people, now you:

- Mail to 1,000 names, make \$160 profit.  
This is Successful *LEVEL V TEST*.
- Mail to 1,600 names, make \$248.
- Then mail to 3,200 names, make \$496.  
This is a Successful *LEVEL VII TEST*.
- Then mail to 6,400 names - make \$1,000.  
This is a Successful *LEVEL VIII TEST*.

I show you how easy it is to do this, step by step. Now it’s getting interesting. Once you mail over 1,000 mailing pieces, you go to a mailshop, let them handle all the mailing details: printing, folding, stuffing the envelopes and so forth - you just sit back and pick up the orders in your mailbox.

**Continuing our example**

You call the mailshop and instruct them to mail your 12,800 direct mail packages. They mail your packages and you receive orders, ship your product, and you earn \$2,000 in profit. This is a Successful *LEVEL X TEST*. Mail 25,000 packages - you make \$4,000 in profit. This is a Successful *LEVEL XII TEST*.

I show you how to do this - just this easily - all with a single phone call! Mail 100,000 direct mail packages, make \$16,000. All through direct mail. You never have to call anyone to sell them anything. Pretty different than “network marketing” isn’t it? Aren’t you glad you read this far? I thought you would be.

Now, roll out and mail to the rest of the mailing list you were testing: 2,000,000 names. Do the math. Then call me to place your order for *THE INTELLIGENT TESTING PROGRAM*, which is based simply on clever and intelligent testing of direct mail. 1-866-234-4332.

**RIGHT NOW,  
YOU ARE JUST  
- ONE LETTER -  
AWAY FROM  
BECOMING RICH.**

**Here's the beauty of The  
*INTELLIGENT TESTING SYSTEM:***

**With this program, all you need is ONE winning direct mail piece to make all of this success come true. With ONE successful direct mail package you can create a continual revenue stream for the rest of your life.**

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It's better than the lottery, because you can create a steady stream of income that can last forever.

**|** *You just keep mailing the same successful package over and over again to new names on the same list. The response rate and the results - they stay the same!*

No wild claims, other than this one: if you can create a single successful test mailing, your chance of success is excellent when you mail it to the rest of list. Isn't it worth taking the chance on making a living this easily? Call right now toll free to order this program!

With a single successful letter, imagine how your life will change! Your work will be to go to the post office every day, and collect checks and credit card orders in the mail. Then come back and fulfill the orders. Then go to the bank and deposit all the checks. It's not a bad life. Banks are open till four - just in case you feel like sleeping late.

## YOUR LIFE

With one successful package, you can take plenty of time off, have plenty of time for yourself, your wives, your kids. What? you only have one wife? Why you old fashioned, old timer, you. Just kidding. My wife hates it when I date, too.

You can work a couple of hours a day - in fact, you can make up your own schedule. If you want to work days, work days. If you want to work nights, work nights. If you want to work from 9:30AM to noon, then go out for a big lunch then take a nap like they do in Europe, you can! You can go on vacation, and you'll STILL earn money even while you're on vacation. In fact, you'll earn just as much money while you're on vacation as if you would if you were showing up and working! Try that with your regular job.

This is not only possible, if you follow the instructions in my course and create a winning direct mail package, it's likely. **Your risk? The cost of the first few 100 letters, \$60/hundred.** Sure, you'll probably create some losers - everyone does. But keep at it. ONE WINNER, and these profits are real.

### **This is the beauty of a direct mail campaign.**

If you market one winning product to any industry, and your offer is successful - you can go home early, baby, and grab yourself a nice bottle of champagne. Because you can now start to celebrate.

***NOW YOU CAN OFFER THE BEST PRODUCTS  
IN THE WORLD - INCLUDING OURS!***

No products to sell? I'll show you where to find them. In the *INTELLIGENT TESTING SYSTEM* I'll show you the absolute best places to find products, and just how to do it - in any industry. It's a complete course, I left nothing out, and left nothing to chance.

A special section deals with information products you can create yourself, how to establish value, or where to purchase them. If you like, and I hope you'll give us a try - you can distribute our own *INTELLIGENT TESTING SYSTEM*. Offering *THE INTELLIGENT TESTING SYSTEM* is a flat out money maker for many of our distributors. So let me talk about this opportunity for a moment.

***THE INTELLIGENT TESTING  
SYSTEM***

***DISTRIBUTING THE INTELLIGENT TESTING SYSTEM***

Need a product you can sell that you have confidence in? One that you can market easily, with a wealth of instantly available marketing materials already created for you? You can join our own distribution team and sell the best product in the world - or at least we like to think so - ***THE INTELLIGENT TESTING PROGRAM is available for your own distribution.***

That's right! As a Preferred Partner, you can sell this course, and use the same great ads and mailing packages we use. In fact, this same exact package YOU'RE READING AND HOLDING IN YOUR HANDS RIGHT NOW is available for your own use. We invite you to share in the profits. If you're a subscriber to our own inner circle of friends, all our ads and direct mail packages are available to you as soon as they are created.

We create new test packages all the time. We continually test everything, just like we advise you to do. As our Preferred Partner, you get the exact same packages we create and use ourselves. We never hold anything back, because we want YOU to be successful, and when you are successful, we know we will be successful too.

When you offer this selling system, we can help you market with ads, ad slicks, exciting direct mail letters - everything you could possibly want to help you, to give you the best support and the greatest chance of success. Our success depends on your success, we succeed only if you succeed..

If you're unhappy with your present work or your income, you can change all that — forever. Really. Please call now to order. If you like this package and you think you could resell our *INTELLIGENT TESTING PROGRAM* (using this same booklet you are reading right now) - please give us a call.

Thanks. It's not too late to start by next week-end.

***IF YOU'RE READY FOR A CHANGE IN YOUR LIFE...***

Just pick up the phone and call right now. The full *INTELLIGENT TESTING COURSE* is 10 fast-paced cassettes, and an easy to follow - but pretty thorough - workbook. Just listen to the tapes, follow the easy instructions and you'll have the opportunity to get rich right from your home - right from your kitchen table.

Please call now - place your order with a Visa or MasterCard, AMEX, or send a check or money order today - get started right away. *THE INTELLIGENT TESTING SYSTEM* is available only from THE DANIELLE ADAMS PUBLISHING COMPANY, Box 100, Merion Station, PA 19066 or its authorized partners. Satisfaction Always Guaranteed. We also offer a complete money back guarantee. Call now, you have nothing to lose.

Thanks. Call Toll Free: 1-866-AWESOME. That's



1-866-293-7663. Our business number is 610-642-1000.

## ~ **Guaranteed 3 Ways** ~

I'm so sure you'll like our program, you'll absolutely love our program, here are our own very unique guarantees to you --

### **TRIPLE GUARANTEE**

First, you get the traditional

#### **Money Back Guarantee**

This almost goes without saying. Heck, a money back guarantee - that's a given for anything our publishing company sells. If you've read any of my stuff you already know everything I sell is "Satisfaction Always Guaranteed!" I don't ever want you to have anything of mine that's not 1000% up to your exact expectations.

Am I worried about a money back guarantee? To give you an idea of what an excellent value you receive when you order our information products, here is our customer satisfaction record for two books I've written:

We've sold over 12,000 copies of *How To Market A Product For Under \$500!* - 400 pages, 8 1/2" x 11", it's a big book! Our return rate: 3 returned in 6 years.

We've sold over 6,000 copies of *Uncommon Marketing Techniques*, and none have come back yet. Not one.

Am I worried about you not liking this information-rich course? Nope, I'm not worried at all. So, here's some additional - and even more unusual - guarantees:

**~ GUARANTEE TWO ~**

**YOU'LL SAY,**

**“THANK GOD IT'S MONDAY. “**

You see, Monday is the heaviest mail day. If you follow my course directions and place a few ads, or drop a few direct marketing packages in the mail - you will be *EXCITED, THRILLED TO GO TO THE POST OFFICE - EVERY DAY, ESPECIALLY MONDAYS - TO GET YOUR MAIL*. You'll hardly be able to wait. You know this is true because what other money making system comes with this kind of a crazy guarantee?

Whether your mailbox is crammed with money from your latest offer, or just one or two pieces dribble in (how disappointing, try again!) - your ride over to the



Then, on Monday, you'll wake up with a big smile on your face and say "*Thank God It's Monday!*" Let me



You'll say "Thank God It's Monday!"

**“Thank God it’s Monday!”**

**If you aren’t saying this, send the program back for a full refund.** I don’t know of any other program, anywhere, that will give you this kind of a guarantee. I don’t think I can make a guarantee any plainer - or any better!

On Mondays, you won’t hardly be able to contain yourself - you’ll want to rush down to the post office at the crack of dawn. But relax, the mail doesn’t come in until the postmaster has had his donuts and coffee.

Who else makes this part of their money back guarantee: Your heart will race as you open the post office door to get to your mailbox! If you have your mail delivered to your home, you won’t hardly be able to wait for the postman. Because this program is so much fun, and so exciting to run. You’ll love it.

You know, I’ve done a lot of good for a lot of people. I’ve created a lot of millionaires. But this new course I’ve developed can make so many people happy, and rich, I feel it’s the best thing I’ve ever done for my friends and fellow entre-

preneurs. So... I guarantee you'll always be happy with this program. So, here's our third guarantee

## ***THIRD GUARANTEE:***

***YOU WILL BE THRILLED  
WITH THIS BUSINESS  
EVERY DAY!***



You'll love your new *INTELLIGENT TESTING PROGRAM!*

You see, I'm still thrilled every day to go to the post office and see hundreds of orders with cash, checks and charges filling my mailbox. I'm thrilled to see which ad or direct mail package worked - and which didn't.

Sounds silly, but it's true: I can't wait to see what's in my mailbox every day. And I've been in the direct mail business for over 25 years, and I'm still excited. And my enthusiasm has never left me for one day. Not one hour. Not one second. You'll feel this, too. Want to put a little fun back in your life, and in your work?

Order *THE INTELLIGENT TESTING SYSTEM* program and see for yourself. Do it now! You'll see...

***And here's my personal promise to you:***

*Order this course, do what it says - and I promise everything you've read in this booklet will happen exactly like I said - or send the program back for a full, immediate refund. No questions, no hassles. Just write "I wasn't thrilled picking up my mail."*

*Actually, you can just request a refund any way you'd like. No strings. No hidden words. You don't really have to do anything special to receive a refund. Just send the program back. Nothing else is really necessary. Your refund will go out within a day or two. That's the kind of people we are. That's the kind of company we run. We've created this product to be helpful, useful, and fun; and a fun way to give you the opportunity to get rich. If it isn't all we promise, just send it back - that's all. No hard feelings. Maybe you'll like our next program. We'll keep in touch - just ask to remain on our mailing list.*

*But I know you won't send it back, because I know this won't happen. You'll love this system of intelligently testing ads and direct mail. You'll be thrilled picking up your mail. You'll look forward to it every*

*Jeffrey Dobkin*

day of the week. You'll be thrilled it's Monday. Every Monday. And you'll love the new Direct Marketing business you're in... I promise.

## ***THE CHANCE FOR A NEW LIFE!***

And if you follow this program, you have the chance you've always wanted - to fulfill your dreams of wealth and riches. It's in your own hands. You create your own destiny. You control your future. You are in charge of your life. No more bosses. No more office politics. No more dress codes. No more thanking someone for handing you a check for working 40 hours a week for them - for them - so they can get rich.

I know there are lots of opportunities out there - but can other opportunities offer you all this?

- **Fast Start** - be in business in a few weeks!
- Inexpensive to start -
  - What other real business can you **start for under \$300?**
- Start part time. Continue to work part time - forever.
- Work from your home, or from your office.
- **LOW RISK.** In fact, you have almost no risk.
- This entire business can be run completely through the mail.
- **No Selling Phone Calls of ANY Kind! Ever.**
- Never sell anything to relatives or friends.
- You have no boss, and you don't need any employees.
- Work SMARTER, not harder or longer, to make more money.
- Take days off - with full pay.
- Earn Unlimited income. Your income depends on you, your creativity, your products - and how aggressive you want to be to make more money.
- Sell ANY products. Even MLM or network marketing products

· Need a product to sell? *Sell The Intelligent Testing System!*  
It would be my privilege to send you \$500 - \$2,500 each  
month - or each week - in commission checks.

Sure, you could buy a franchise and go into  
locksmithing, or carpet cleaning. Nothing wrong  
with that, but... are you going to be thrilled about  
cleaning someone else's carpet? Or jacking a key  
for someone's door?  
**And ask yourself this about any job including  
your current one: Do I have the chance - just the  
chance - to make \$5000 in a single weekend in  
this job? \$10,000? You have that opportunity  
with THE INTELLIGENT TESTING SYSTEM.**

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**Then ask yourself:** if I have a job and don't work  
for a day, will I still make money? Because with *THE  
INTELLIGENT TESTING SYSTEM*, you have that opportunity  
to make the same income even when you're not there.

### **Still not convinced?**

I can hear the skeptics saying, "Is Dobkin real, or  
really full of it?" Is it possible this course really deliv-  
ers to you the chance of a lifetime? Call me on it:  
610-642-1000.

*Only you can say, and only after you've tried it.*  
Give us a call right now - give the program a try. Re-  
turn it if isn't 1000% incredibly great - and more - and  
exactly what I've said it is. What have you got to lose?

# **THE INTELLIGENT TESTING SYSTEM**

***Are you just 25 words away from being rich?***

You owe it to yourself to take control of your own life, your own destiny. No one else will.

If you create one 25 word ad, or one single direct mail package that's successful, you can take off all the time you want - and still make a lot of money. **But I warn you:** you'll look forward to working — you'll look forward to Mondays — each and every week, because your work is EASY, rewarding, exciting, and thrilling. And just plain Fun. You'll enjoy every day of it.

And I guarantee it.

Jeff Dobkin

P.S. You can get everything you need to immediately start this program by calling toll free and ordering: call 1-866-AWESOME and order this great course. Just pick up the phone, and call right now - 1-866-293-7663.

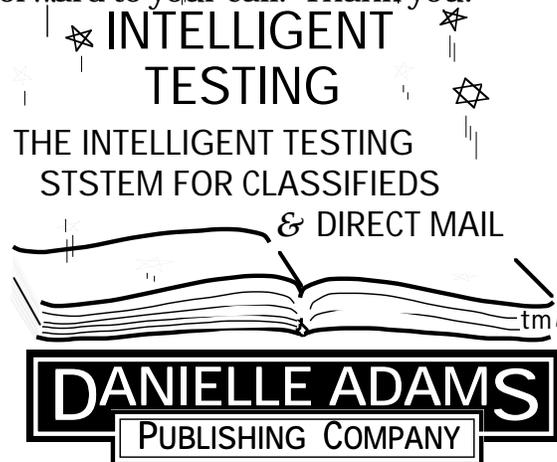
**Here's What You Get:** You get step by step instructions on 10 Audio Cassettes, and two big work-books. And I leave nothing to chance. Like all my writing, this information-rich course is no B.S., easy to follow, easy to work, and information-rich. **And, just**

**as I promise - I will show you exactly how to get cash, checks and credit card orders stuffed in your mailbox every day.**

All my methods use little or no money to get started, and I show you exactly how to start producing revenue within a few short weeks. No guesswork. Not a stock, options or pork belly buying scheme. Not MLM or network marketing. You market and sell your own products; or we offer this course for you to resell using our already proven successful marketing methods and techniques. With no selling phone calls, ever!

If you've read any of my books or articles you already know I'm a straight shooter. An honest, meat and potatoes guy. Here's your chance to put my 25 year successful marketing career to work for you. Please, call me right now, and I'll ship this course to you right away.

Order now, with complete confidence, completely risk free. Call today, while you're thinking about it. I look forward to your call. Thank you.



Call TOLL FREE to order: 1-800-234-4332

## THE INTELLIGENT TESTING SYSTEM

### **Tape 1 Side A**

Introduction, course overview

### **Side B**

"Off the Cuff" - Intentionally left blank for pre-publication, reserved for commentary from actual users

### **Tape 2 Side A**

How and where to find products - Consideration · 6 Criteria

### **Side B**

Magazine directories · Trade shows · Associations · Selling informational products

### **Tape 3 Side A**

Classified Ads · Pricing products and strategy · Placing ads · Writing & direct selling

### **Side B**

Asking for money · Qualification net · Free offers · First line of ad · Hot-Button words and key phrases

### **Tape 4 Side A**

Drafting your ad · Free booklets as a marketing tool · Throwing a loose or tight qualification net · Free offers · Selling land in Wyoming · Immediate resolution · Headlines · Strong calls to action · More headline starters

### **Side B**

What's working for others · Ads we use · Tracking · Informational products & special reports

### **Tape 5 Side A**

Buying classifieds · Buying groups · Getting the best rates · Buying headings that are most active · Testing · Finding what's working: similar ads that are repeating · More examples of headlines · How I work on ads · More of the absolute hottest words

### **Side B**

Using 800 numbers · Specialty markets testing · Secondary products · Figures for newspaper testing · Newspaper Buying groups · Testing in different states

### **Course Tape Contents**

### **Tape 6 Side A**

Testing, continued: from 1 to 1000 papers in one phone call · Newspaper networks · Magazine advertising - trade and consumer journals · Magazines directories and how they work · Media information

### **Side B**

Testing cells and levels · Analysis of a direct mail campaign · Level tests, classifieds & mail

### **Tape 7 Side A**

Direct mail campaigns · Example of a successful campaign · How to buy a great mailing list

### **Side B**

Questions to ask list vendors · Places to buy mailing lists · Free catalogs of mailing lists

### **Tape 8 Side A**

Recap of Direct Mail · Running a test · 4 elements of direct mail · Secrets of direct mail · Recap: letter and brochure

### **Side B**

Advanced marketing: Offering booklets instead of brochures · Creating "Drive-them-nuts" titles and content · Creating booklet titles · Creating the different elements of a direct mail package

### **Tape 9 Side A and Side B**

Writing direct mail: specifically how to write a direct mail letter · The art of direct mail: specifically how to create attractive graphics in a direct mail letter to increase readership

### **Tape 10 Side A & B**

Everything you've always wanted to know about creating FREE publicity including what it is, how to create it and where and how to get it published · Closing statements

**~ Partnership/Distributorship Opportunities ~**  
For *THE INTELLIGENT TESTING SYSTEM*

*Here's what you need to know to apply for  
the distribution rights of The Intelligent Testing System.*

**Authorized Partner                      Commission on each sale: \$100**

Fee: \$89 One time application fee, + \$99 annual subscription  
This gives you the opportunity of offering *THE INTELLIGENT TESTING SYSTEM* for sale. You are assigned an Authorized Partner Number. You may refer clients, give presentations, create ads and marketing material as an independent representative. All orders are sent directly to Danielle Adams Publishing. **You receive a \$100 commission for each sale** tracked from your Authorized Partner Number. **IMPORTANT:** You must have purchased a copy of *THE INTELLIGENT TESTING SYSTEM* to participate as a Partner. Since the application fee is used in processing your application it is non-refundable.

**Preferred Partner                      Commission on each sale: \$100**

You must be an Authorized Partner to join, + \$99/annual subscription  
You have the same opportunities as an authorized partner, but preferred status means you have licensed the marketing material from The Danielle Adams Publishing Company and may offer this program for sale from the ads, direct mail, tapes and marketing material you receive from us. You are assigned a Preferred Partner Number. All orders are sent directly to Danielle Adams Publishing. You receive a **\$100 commission for each sale**. Initial cost: \$89 + \$99 + \$99 = \$287. Annual renewal if accepted, \$99 Authorized Partner fee + \$99 for Preferred Status.

**Brain Trust &**

**Inner Circle Membership                      Commission on each sale: \$100**

You must be a Preferred Partner to Join, + \$149/annual subscription  
You receive first publishing rights to all marketing material with this annual subscription. With this addition to your Preferred Partner Status, you receive all marketing material as soon as it is created by Jeffrey Dobkin and The Danielle Adams Publishing Company. No one, not even the personnel at the Danielle Adams Publishing Company use this material sooner than you. Initial cost: \$287 + \$149 = \$436. Annual renewal if accepted, \$347

**Distributor**

Please call for a Distributor application

As a stocking distributor you purchase and stock a supply of The Intelligent Testing System Programs, receive orders directly, and ship completed product to customers and partners. Please call for particulars. This is an investment opportunity, and there is an investment required.

**Master Distributor**

Please call for a Distributor application

As a stocking distributor you purchase and stock a supply of The Intelligent Testing System Programs, receive orders directly, and ship completed packages of The Intelligent Testing System to customers, partners, and stocking distributors. This is a full investment opportunity.

## ~ **Rush Order Form** ~

### **Yes! Please Rush Me THE INTELLIGENT TESTING SYSTEM**

Please Print Clearly

JUST \$299 + \$12.95 Shipping

Name \_\_\_\_\_

Street Address \_\_\_\_\_

City State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Charge Orders

Card Number \_\_\_\_\_

Signature \_\_\_\_\_ Expires \_\_\_\_\_

Issuing Bank \_\_\_\_\_ Amount Authorized \$ \_\_\_\_\_

**YES! Please also sign me up for the following program:**

**Authorized Partner** - Yes! Please register me as an Authorized Partner, so I am able to resell *THE INTELLIGENT TESTING SYSTEM*. I understand there is a \$89 one time application fee + \$99 annual subscription. (Initial Year Total: \$188)

**Preferred Partner** - Yes! Please register me as a Preferred Partner! Send me Jeff Dobkin's own personal marketing toolbox of material he uses to market your products. Includes Annual (1 year) Licensing Rights to use all his letters, ads, and tapes; & reselling rights to *THE INTELLIGENT TESTING SYSTEM*. You must be an Authorized Partner to join + \$99/annual subscription (Initial Year Total: \$188 + \$99 = \$287). Renewing years are \$99 + \$99

**Brain Trust/Inner Circle Membership** - Yes! Sign me up for your brain trust, and an annual **Inner Circle Membership** - which includes publishing rights of all NEW marketing material just as soon as it is created. I want to be included in all the above, plus receive new marketing material - new selling methods, ads, letters and tapes as soon as they are created. You must be a Preferred Partner to Join + \$149/annual membership. (Initial Year Total: \$287 + \$149 = \$436). Renewing Years are \$347. If an annual subscription, I authorize charging my credit card annually for this service.

WORK HISTORY Are you currently working or in a business?  Yes  No

Industry \_\_\_\_\_ Business \_\_\_\_\_

Position \_\_\_\_\_ Kind of Work \_\_\_\_\_

Years there \_\_\_\_\_ Education \_\_\_\_\_

Hours a week you expect to devote to this program: \_\_\_\_\_

**~ Application for Partnership/Distributorship ~**

*PLEASE FILL OUT THIS SECTION IF APPLYING FOR A DISTRIBUTORSHIP*

**PLEASE PRINT CLEARLY, write legibly - fill our completely - If we cannot read your writing your order will be delayed by being returned to you.**

Name \_\_\_\_\_

Address \_\_\_\_\_

City, State \_\_\_\_\_ Zip \_\_\_\_\_ Phone \_\_\_\_\_

\_\_ Home \_\_ Apartment Years there: \_\_ SS No. \_\_\_\_\_

[ ] If this is a PO Box, please give your physical address

(UPS will not deliver to a post office box)

Address \_\_\_\_\_

City, State \_\_\_\_\_ Zip \_\_\_\_\_

Age \_\_ Date of Birth \_\_\_\_\_ \_\_ Married \_\_ Single; Number of Children \_\_

You do not need to fill out this Credit Information, but we will SHIP FASTER and process your commission checks faster if we have this information on hand.

**CREDIT INFORMATION**

Bank \_\_\_\_\_

Address/Branch \_\_\_\_\_ Date Opened \_\_\_\_\_

Phone \_\_\_\_\_ Contact \_\_\_\_\_

Savings Account # \_\_\_\_\_

Checking Account # \_\_\_\_\_

A full credit application must be filled out by Distributors and Master Distributors. Please call and we'll be happy to send Distributor Information.

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### **Magazine Publishers Hate Me**

Not many magazines featured this article on how you can buy magazine space at a steep discount of 50% to 80% off the published price.

### **This Lawnmower Makes Cutting the Grass So Fast and Easy - I Bought it for my Wife.**

Learn how to create headlines for your ad that will attract attention and bring maximum response.

### **Building Customer Loyalty**

At the intersection of business and humor, there is a fire hydrant with Jeff Dobkin's scent. The funny side of marketing guru, Jeffrey Dobkin. Part 1 of a Trilogy

### **Strategic Use of Letters**

Jeff Dobkin still hasn't sobered up yet: here he's at his fun-loving best. Part 2 of the Trilogy.

### **The Most Effective Sheet of Paper in all of Marketing**

Further proof Jeff either has a very funny side or a serious drinking problem. Part 3 of the Trilogy.

### **Determining Market Size**

Unusual techniques in determining depth and breadth of a market.

### **How To Buy a Great Mailing List**

Every direct marketer knows these methods... in order to be great.

### **12 Places to Buy a List**

More creative list sources - including several you've never even thought to think of.

### **The 16 Biggest Myths in Marketing**

Don't be fooled by these common misconceptions.

### **18 Marketing Assumptions that Just Aren't True**

Don't believe them, beware of people assuming these, and how to dispel their beliefs.

### **A 15-Point Checklist for Your Ad**

Every ad needs a good final look-over to make sure it will draw maximum response -- here's the final checklist.

### **The 23 Best Lines In Marketing**

Jeff's favorite article - and his all-time favorite lines.

### **Don't Drive People to Your Website**

Yes, you read that right. Here's why, and an alternative.

### **Free Catalogs of Mailing Lists**

These catalogs are great reference tools. Some of the best are reviewed in this article which also shows their name, address, phone and catalog layout and content.

### **Marketing with Post Cards**

By the time you read them, you've already read them. Post Cards are easy-to-use, low-cost marketing tools. Here's where to buy them cheap, what to say on them, and how to make the best use of them.

### **Marketing in a Recession**

These are turbulent times - for everyone - so get over it and get back to business. Here's how to make the best of it, and how to make your marketing even more effective and still at a lower cost.

### **Pre- and Post-Tradeshaw Mailers**

If Jeff can make this piece funny, he can make anything funny. And he does. But still, it's helpful information if you exhibit at tradeshaws.

### **Shopping for a List On-line?**

Is the web ready to handle your list requisition? No, not really. Here's a fun-filled look at marketing wizard Jeff Dobkin's late night experience.

### **12 Questions to Ask a List Vendor**

Necessary questions that will make you sound like a professional - and are guaranteed to make any list vendor pay attention to you.

## More Articles and Special Reports included with *THE INTELLIGENT TESTING SYSTEM* Program.

"Easy-to-do, practical information written in a breezy, conversational style of writing make this reference tool a pleasure to use."

---

### **The Most Valuable Letter You Can Write**

Learn how to turn a single letter into a consistent stream of repeating referrals.

### **How To Create Your Own Great Ad or Get One You Like From an Agency, The First Time**

How to effectively create winning ads or learn how to buy them.

### **We Tried Direct Mail and It Didn't Work**

Or did it. You can learn to recognize success just by reading this simple article.

### **How To Write A Small Classified Ad**

Here are a few simple suggestions to make this process faster and more effective.

### **How To Write Direct Mail Copy**

Explicit instructions on creating exceptionally responsive copy.

### **Letter Design**

Simple tips for working with type and letter layout.

### **The Art Of A Direct Mail Package**

Expert and advanced tricks to get your letter to look easy to read even if it isn't.

### **A Simple Method to Track Response**

It's easy and fast - and you need to do this for every campaign.

### **The 100 to 1 Rule**

A simple technique to creating the best headlines - even when you're stuck, nothing's working, and you're staring at a blank sheet of paper hoping your pen will move on it's own and create a winner.

### **How To Create a Winning Direct Mail Package**

Learn the ins and outs of a successful direct mail package

### **The Simple Objective of A Marketing Campaign**

Here's an article so academic, even Jeff doesn't like it - and he wrote it.

### **Thinking of Creating a Newsletter? Don't**

A newsletter is always my last choice for staying in contact with your customers, but if you're dead set to do it -- here's how to make yours with best one possible. Here's also a lower-cost and more effective alternative.

### **Getting Your Press Release into Print**

How to create a press release, and - as importantly - how to get it published!

### **Logo Design**

Here's how to figure out if you need a logo, and what to do when you figure out you do.

### **Increasing Response with Booklet Titles**

In one of his most powerful articles ever, marketing wizard Jeffrey Dobkin exposes one of the most effective techniques in marketing. This technique will help every marketer in almost every campaign.

### **How To Find A Product To Market**

We'd like you to offer our Intelligent Testing System for sale. But, no hard feelings if you'd like to offer something else. Here's how to find other products that may be right for you.

### **Marketing Through Associations**

There are over 23,000 associations you can select to market products to. Here are the tools you need to find them, fast.

### **Creating an Effective Customer Service Plan**

A serious look at keeping your customers happy.

## Still More Articles and Special Reports...

"The wealth of material we've included is exhaustive - we've given you every conceivable opportunity to succeed!"

### **10 Ways to Thank Customers**

One of the best techniques of all time for building customer loyalty is simply to thank your customers. You'll feel better; they'll feel better. It's a privilege to do business with your customers - here's how to let them know they're appreciated.

### **14 More Questions in Marketing**

If they haven't been answered already, here are the answers.

### **Promotional Marketing**

How you market depends on your products, your price points, and your customer base. Here are ways you can market that you've never even thought of - like skywriting, or renting a 2 story inflatable guerrilla.

### **Creating Successful Sales Letters**

An overview and review discussing sales letters at length. Heavy on "Here's what to do!"

### **Afraid to Fail?**

Guest author Terry Thomas pens several great articles for The Intelligent Testing System, this inspired piece will inspire you.

### **Leveraging Your Way to Success**

Guest Author Terry Thomas talks about duplicating your success - which is the premise of the Intelligent Testing System. This article was written quite independently, thank you.

### **Should you require a Stamped, Self-Addressed Envelope?**

Guest Author Terry Thomas shows why his newsletter is filled with practical articles in a reprint of this appropriate piece.

### **31-derfully Simple Ways to Make Your Ads Generate More Inquiries**

Guest author Robert Bly imparts his great wisdom into The Intelligent Testing System course.

### **24 Human Wants to Direct Your Sales Appeal to...**

Guest Author John Schulte, Chairman of the National Mail Order Association, lends some of his awesome expertise to students of The Intelligent Testing System course.

### **How I Generate Over 500 Leads a Week for Next to Nothing**

Why should Jeff write about this amazing technique when guest author Lance Murkin says it all in this article.

### **One Secret that Instantly Doubled the Response to All My Mailings**

Guest Author Lance Murkin writes on the value of... well, you'll just have to read this and see how he does it.

### **How To Make Money with Classified Ads**

This mirrors the audio portion of making money with classified for those listeners and readers who need to see this in print.

### **The Most Common Mistake In Advertising**

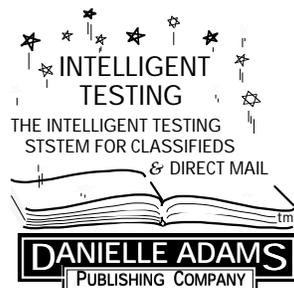
How to correct the mistake in your own campaign.

### **The 13 Fastest and Best Ways to Get Business**

Each of these methods yields immediate results.

### **The 13 Best Marketing Tips of All Time**

OK, maybe they're not the all time best, but they're pretty close.



## The Incredible Intelligent Testing System ~ **Reference Section** ~

Don't Forget: The entire Second Section of *THE INTELLIGENT TESTING SYSTEM* is completely devoted to reference. We name the names of every ad and classified buying group we could find in our two years of skilled and devoted research. We also include newspaper and magazine association names, phone numbers, contacts, and ancillary industry personnel.

### **Section Two Reference Contents**

Includes contact data: names, phones, addresses and websites, and information of every buying group, **discount buying group** and every classified listing service we could find - and we looked everywhere!

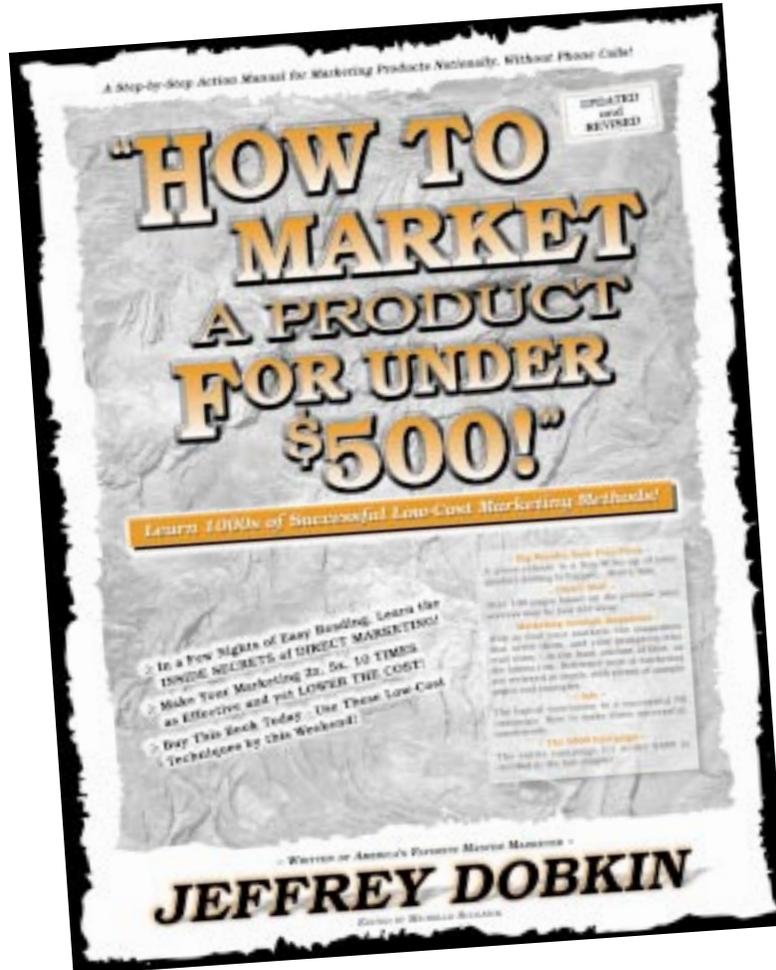
We also include **complete pricing** of full run-of-press and partial ad placements. Also included are names of all papers and magazines (where possible) in each buying group.

We show **comparisons of prices**, costs-per-thousand of reaching people through each buying group - including what the best deals are - and what the best values are.

Information about magazine and newspaper directories are included so you can find out exactly where to look for even more information, fast.

This huge ultra-reference section runs over 100 pages 8-1/2" x 11" with nothing but sheer statistical data in a form that's easy to understand and use. Everything you need to know about placing classifieds and sending direct mail is referenced in this section...

Don't forget these other great books from Jeffrey Dobkin and the Danielle Adams Publishing Company. Your local bookstore or library can order them for you, or you are always welcome to get them by calling us at 1-800-234-IDEA. Thanks!



**New Book Makes Marketing *EASIER, FASTER,* and *CHEAPER* Than Ever!**

- ☆ **In a Few Nights of Easy Reading, Learn the *INSIDE SECRETS* of DIRECT MARKETING!**
- ☆ **Make Your Marketing 2x, 5x, 10 TIMES as Effective and yet *LOWER THE COST!***
- ☆ **Buy this book today - Use These Low Cost Techniques by *This Weekend!***

A great reference tool and an unbelievable marketing guide for any businesses! Over 400 pages jam-packed with in-depth direct marketing information. Make your marketing 2x, 5x, 10 times as effective and yet LOWER the cost. Shows you how to create effective low-cost campaigns easily. Find new markets effortlessly. Test new markets at almost no cost. Increase the effectiveness of any campaign, guaranteed. No theory. No history. Plenty of samples and examples. Over 2 1/2 lbs. of lean marketing how-to information.

Specific How-To information you can put to use *right now* to launch a product, or make your current marketing even more effective AND AT A LOWER COST. An easy and fast plan you can work yourself or with limited help. Explicit How-To instructions are not *about* marketing, but exactly HOW TO market in traditional and non-traditional marketing methods. You never learned this stuff in college! Order this book completely risk-free *Satisfaction Guaranteed!* To order call 610/642-1000, or TOLL FREE: 800-234-4332. Almost 400 pages. 8 1/2 x 11" Just \$29.95 + \$4 P&H. A complete step-by-step manual for marketing a product nationally - without phone calls.

**FIGURE OUT** - and write - your entire marketing/publicity plan in one evening. Impossible? Here's how! Page 211

**EXECUTE** your publicity campaign in entirety the next day? By Yourself? Easy! Page 216

**INCREASE** the chance your press release will be published - from 5% to 85%. Page 26

**HOW TO** get your product in catalogs: the campaign. Page 135

Best months to advertise, **WORST MONTHS** to advertise - the magazine publishers never tell you this! Page 258

When **DEFINITELY NOT** to use long copy. Page 78

Learn exactly when envelope teaser copy will spell **DEATH** to your mailing package. Page 88

Analysis of your library's **BEST** marketing reference guides - and how to use each one. Page 117

Your press release - read this and you'll **NEVER** write an ineffective press release again! Page 12

Revealed: See the **SECRET PROCESS** editors really use to select press releases. Page 20

Are you getting the **LOWEST AD RATE?** Page 245 The best ad position? Here's how - step by step. Page 254

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**HOW TO** determine in which magazines to place ads. Page 264

**HOW TO** write an effective headline. Page 280

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Correct the **GREATEST MISTAKE** made in direct marketing. Your company does this too! Page 337

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**NO LITERATURE?** You don't need it. Really. Page 348

Get an ad you like out of an ad agency, **THE FIRST TIME.** Page 320

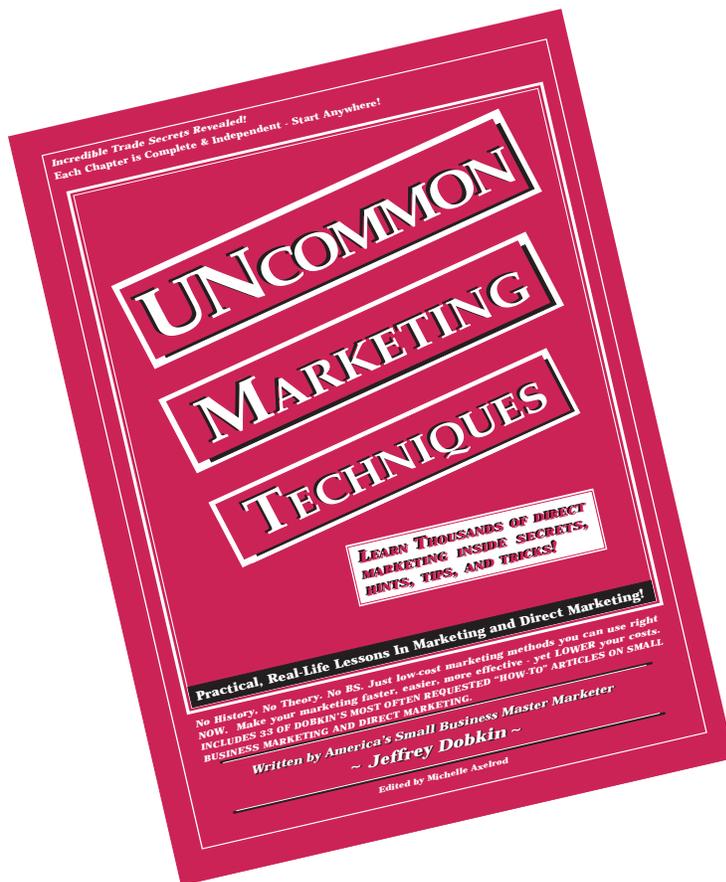
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## ~ **Rush Order Form** ~

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Please Print Clearly

Name \_\_\_\_\_

Street Address \_\_\_\_\_

City State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Charge Orders

Card Number \_\_\_\_\_

Signature \_\_\_\_\_ Expires \_\_\_\_\_

Issuing Bank \_\_\_\_\_ Amount Authorized \$ \_\_\_\_\_

**YES! Please send me**

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Just \$29.95 + \$4 shipping

\_\_\_\_\_ **UNCOMMON MARKETING TECHNIQUES**

Just \$17.95 + \$3 shipping

\_\_\_ **YES! Please also sign me up for the following program:**

\_\_\_ **Authorized Partner** - Yes! Please register me as an Authorized Partner, so I am able to resell *THE INTELLIGENT TESTING SYSTEM*. I understand there is a \$89 one time application fee + \$99 annual subscription. (Initial Year Total: \$188)

\_\_\_ **Preferred Partner** - Yes! Please register me as a Preferred Partner! Send me Jeff Dobkin's own personal marketing toolbox of material he uses to market your products. Includes Annual (1 year) Licensing Rights to use all his letters, ads, and tapes; & reselling rights to *THE INTELLIGENT TESTING SYSTEM*. You must be an Authorized Partner to join + \$99/annual subscription (Initial Year Total: \$188 + \$99 = \$287). Renewing years are \$99 + \$99

\_\_\_ **Brain Trust/Inner Circle Membership** - Yes! Sign me up for your brain trust, and an annual **Inner Circle Membership** - which includes publishing rights of all NEW marketing material just as soon as it is created. I want to be included in all the above, plus receive new marketing material - new selling methods, ads, letters and tapes as soon as they are created. You must be a Preferred Partner to Join + \$149/annual membership. (Initial Year Total: \$287 + \$149 = \$436). Renewing Years are \$347. If an annual subscription, I authorize charging my credit card annually for this service.