

# THE INTELLIGENT TESTING SYSTEM

~ A System for Selling Anything thru Classified Ads and Direct Mail ~

## Get Rich - Right From Your Kitchen Table.

*New program shows you exactly how.*

If you're looking for the chance to become rich, you've got to try out this INTELLIGENT TESTING SYSTEM. We think it's your absolute best chance of acquiring wealth, real wealth, without big risks. It's certainly your best and fastest option for starting a new business, one that can be up and running - and generating cash for you - well within two or three months. See inside for details.

*"What I've tried to do is create a money making system, something people can do right in their own home, in their spare time! I wanted to show people how to work smarter - not harder or longer - to make more money, and give them the chance - just the chance - to become very, very wealthy. If this is what you're looking for, just give us a call."*

Jeffrey Dobkin  
System Developer

*Here's how the Program works. Let us show you exactly why we say,*

## "You may be Just 25 Words Away From Becoming Rich"

The first part of THE INTELLIGENT TESTING SYSTEM shows you how to make money by placing tiny classified ads in newspapers and magazines. And unlike other companies that keep you guessing about the way their money making systems work, we'll tell you how it's done *right now*: First, the program shows you how to create a successful classified ad - and we give you plenty of samples and examples. Then, once you've created one single successful ad, THE INTELLIGENT TESTING SYSTEM program shows you how to place it in more and more papers and magazines so you can multiply your income - explode your income - with a simple, single phone call. It's easy. C'mon - we'll show you how!

### ~ Intelligent Testing: Section One -- Placing Classified Ads ~

#### Here's a simple example of how it works:

You place an ad in a newspaper with a circulation of 10,000 households. Your ad works, and when all is said and done, the ad generates \$10 in profit. It's not a lot, but this is a successful LEVEL I TEST! Then THE INTELLIGENT TESTING SYSTEM then shows you how to place that tiny ad in four more papers with a circulation of 40,000 households, and bingo - you make \$40. This is a LEVEL II TEST. When it continues to test successfully, you place your ad in 10 papers with 100,000 circulation - you make \$100. This is a LEVEL III TEST. Yes, it's just this easy. Minimum risk because you test each level.

#### **Work Smarter - not harder or longer hours - to make more money.**

Because all you need to do is to create ONE successful tiny classified ad, and this new system of INTELLIGENT TESTING shows you how to become rich from just this one single ad! If you can create one successful 25 word ad, you can multiply your wealth each week! Yes, each week you can be in more and more papers - hundreds of papers, thousands of papers - multiplying your income, all with one single, successful ad. This program shows you exactly how to do it all. Start out in your spare time. Then work just part time. Forever!

#### *Now it gets interesting...*

You place that same successful ad in all the papers in your state. We show you how to buy all the papers in *any* state with one phone call (yes, we give you all the phone numbers for every state), AND show you how to get a steep discount when you buy the ads, too. Your circulation is now 1,000,000. Your profit is \$1,000. Next, we show you how to buy all the papers in 10 states - with one phone call! Do the math. Then buy all the papers in 20 states. We give you every phone number when you order the program. Then... buy papers in every state - every week! The upside potential: place ads and make money as fast as you want by being aggressive, or set your own leisurely lower-risk pace.

The 10 cassette/2 workbook course, *THE INTELLIGENT TESTING SYSTEM*, works exactly like we just said. You'll find all the details in the program: How to find products to sell, how to sell your own products - including any MLM or network marketing products - how to create winning ads, how to buy ads, where and how to place them at tremendous discounts, charts for testing, phone numbers of everything you need - and way more!

#### **Need a Product to Sell?**

*THE INTELLIGENT TESTING SYSTEM, along with this literature and our complete marketing package - is available for resale, It's a complete turnkey system, a toolkit, rich with all the information - and every tool you need - to be successful. Call now for our big, 75-page product guide, *Inside Secrets*.*

*But wait, there's more... Don't like classified ads? Try the other half of this complete money making system, **DIRECT MAIL!** MUCH MORE INSIDE - PLEASE OPEN...*

If you don't like classified ads, you might be interested in what we have to say about making money in *DIRECT MAIL*.

## **"You May Be Just One Single Letter Away From Becoming Rich!"**

Making money by placing classified ads is only half the program! You'll like the other way The INTELLIGENT TESTING SYSTEM teaches you how to make money - by mailing letters. Making money through a proven system of testing direct mail is easy, and provides a great lifestyle for millions of Americans.

### **☆☆☆☆ ~ Intelligent Testing: Section Two --Direct Mail ~ ☆☆☆☆**

Create an offer for your product, find a mailing list, send a direct mail letter and a brochure or data sheet. If successful, you'll find your post office box is filled with cash, money orders, checks, and credit card orders - every day. You'll enjoy your morning - or afternoon - trip to the post office, and we guarantee it. Please see our unmistakable guarantees.

Millions of people have gotten rich in direct mail just by doing exactly what this program shows you! You'll learn how to create a direct mail package, buy or create a list and test it by mailing in small quantities. Then, when your mailing piece tests successfully and you make a small profit, take the same letter, buy more and more names and mail to more and more people on the list. You increase your profit by mailing to larger and larger segments of the list.

#### **Here's a simplified example - Direct Mail**

You create a mailing package, mail it to 100 people and you make a \$10 profit. OK, it's not a lot - but this is a successful LEVEL I TEST. This mailing package shows signs of early success. So you mail that same package to 500 people on the same list, and you make \$50. Then you mail to 1,000 people on that list and you make \$100. These are more tests.

#### ***Now it gets interesting.***

You take your same exact package to a mailing house, and they do all the work of printing and mailing your package for you. You direct them to mail to 5,000 people. You make \$500. One phone call to your mailing house and they mail to 10,000 more names on your list and you make \$1,000 profit. The list is 2,000,000 names - you do the math.

Does it work just like this? Yes. Yes it does. Exactly like this! We show you how, step by step - every step of the way. We show you how to create a letter and a brochure, or have one created for you. You'll learn where to buy mailing lists. Prices, testing procedures - everything. Check us out! Can you write a successful letter? If you can, just once, just one single successful letter, you can not only earn a living, you can create real wealth beyond your wildest dreams!

#### ***This program is a complete home study course!***

Why don't you grab that order form and call right now - place your order. You could be testing classified ads and direct mail -- and earning money in as little as a few weeks. You can be very busy in under a month. And you could be truly wealthy in as little as 6 months - it all depends on you: your ads, your products, your offer and how aggressive you are in pursuing your goals and dreams.



#### ***You can do what you've always done - and you'll get what you always get...***

Or you can try something new! Put that fun back in your life, and like your work again. What a rare and tremendous opportunity you have right in front of you. No risk. The power to change your life - and to make money - real money. You can have the free time you've always wanted -- to play with your kids, take days off - go on vacations and you'll still make the same income as when you are there working. Call right now to place your order. Or call us with any questions - we'll be happy to answer your questions, too.

***It's all in your own hands, now...***



## LOOKING FOR A PRODUCT TO SELL?



**~ Our Famous Triple Guarantee ~**  
We know our product so well, we offer the best, most remarkable guarantees you'll ever see - for any product! Just take a look!

"We believe THE INTELLIGENT TESTING SYSTEM is the best product you can offer! Our Authorized Partners receive a \$100 commission for each sale. And you can get the most POWERFUL marketing material imaginable. Please inquire! Learn the details about this new program in our new 75-page product manual, 'INSIDE SECRETS OF THE INTELLIGENT TESTING SYSTEM!' Call now to order!" Jeffrey Dobkin

## ~ TRIPLE GUARANTEE ~

### 1. You'll like it or your money back - your absolute satisfaction is guaranteed!

This almost goes without saying. If you know us, know our company - you'll know this guarantee goes for any - and all - of our products. Always has.

Now here's an unusual guarantee that you don't see every day:

### 2. You'll say, "Thank God It's Monday!" Every Monday!

We think maybe it's about time you started looking forward to your work. When you buy THE INTELLIGENT TESTING SYSTEM, we're so sure you'll love our product - and you'll love the work you're doing when you order, we guarantee you'll wake up on Mondays and say, "Thank God It's Monday." How's that for a great guarantee!

In fact - you'll hardly be able to wait for your workweek to start! If you're not saying "Thank God It's Monday" right now, every single Monday, you could. Send for this program and find out what you're missing in your life, and in your work. You'll have something to look forward to every day of the week - not just Mondays, but every single day! We're so sure about this, we guarantee this, too! So here's our THIRD GUARANTEE:

### 3. YOU WILL BE THRILLED WITH YOUR NEW BUSINESS! EVERY DAY!

Every day will be brimming with excitement for you. We promise you this, too: THE EXCITEMENT, THE THRILL WILL STAY WITH YOU - FOREVER! YOU WILL BE EXCITED, THRILLED - EVERY DAY - TO CHECK YOUR MAIL - (every day except Sunday - there's no mail delivered on Sunday... because football is on TV!) Buy this program, test it thoroughly - we know you'll love it - and we guarantee it! Right here - in writing.

## HERE'S WHAT YOU GET:

You get 10 great, fast-paced, information-rich audio tapes. All tapes were written and spoken by marketing wizard Jeffrey Dobkin, author of the books, *How To Market A Product For Under \$500!* and *Uncommon Marketing Techniques* - (order them at any bookstore or check them out at your library!)

Jeff takes no chances that you'll miss any of the important stuff - so you'll receive **Two Big Workbooks, too.** Over 400 pages in these easy-to-read, easy-to-learn incredible reference tools - written in Dobkin's own unmistakably thorough, yet breezy and conversational style.

## ~ FREE GIFT ~

Order Now and You'll Get This Special **FREE GIFT:**

Get this FREE BONUS CD! FREE when you order now! Become a mailing list expert in just 63 minutes as Jeff gets interviewed by direct mail guru Markus Allen ([www.markusallen.org](http://www.markusallen.org)). It's Jeff and Markus at their best. Great questions and great answers - this dynamic team works hard to bring you an incredibly fast-paced, information-rich interview. You'll learn more about lists in this one hour than in a college course on direct marketing.

**But HURRY! Supplies are limited** - and when we run out of this FREE GIFT selection, we reserve the right to substitute another FREE GIFT of equal or greater value!

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**THE INTELLIGENT TESTING SYSTEM: Just \$299.95 +\$12 P&H**

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**Yes!** Send *UNCOMMON MARKETING TECHNIQUES* - Just \$17.95 +\$3P&H

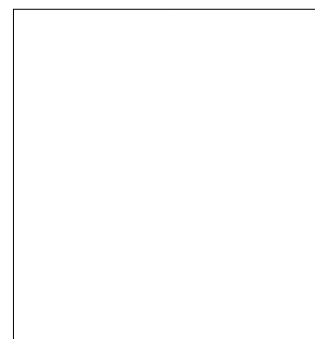
**NO.** Just send me your big, 75-page **PRODUCT GUIDE**

**"INSIDE SECRETS OF THE INTELLIGENT TESTING SYSTEM" - that describes the program in explicit detail - Just \$14.95 +\$3P&H**

*(We believe if you invest your hard earned money and your time in a program, you deserve to know exactly what you are buying, and exactly how it works!)*

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partner in helping people succeed in direct marketing. We  
publish marketing and direct marketing books and sell them  
through thousands of independent bookstores and through all  
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order for our INTELLIGENT TESTING SYSTEM, as well as our  
direct marketing books: HOW TO MARKET A PRODUCT FOR  
UNDER \$500, and UNCOMMON MARKETING TECHNIQUES.  
Thank you for the opportunity and the privilege of allowing  
us to serve you.

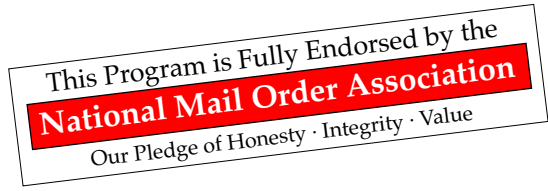
- Work out of your home or from an office, it simply doesn't matter.
- Start in your spare time, work part time - forever. Get a full time income!
- Set your own hours - work when you want!
- You'll LOVE your work - and you'll look forward to Mondays!
- Work SMARTER - not harder or longer hours - to make more money.
- Not MLM or network marketing - WORKS WITH EVERY MLM PRODUCT!
- Take Vacations - and get paid the same as if you were there working!
- Low Risk - Intelligent Testing method prevents any big losses.
- You are your own boss - no one tells you what to do.
- Almost UNLIMITED upside. Completely duplicatable & scalable for Huge Success!

**HAVE YOU EVER DREAMED YOUR OWN BUSINESS COULD BE THIS GREAT?**

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NEW! ~ From the Danielle Adams Publishing Company ~  
Post Office Box 100 · Merion Station, PA 19066  
Telephone 610/642-1000 · Fax 610/642-6832

- “Are You Just 25 Words Away from Being RICH?”
- “Are You Just One Sales Letter Away from \$10,000?”
- Would you like to learn how to work smarter -  
not harder or longer hours - to make more money?



Please - Open Immediately! Details Inside...

