

# LIBERTY

## MAIL ORDER NEWS

CIRCULATION 3,000 STANDARD MAIL & FIRST CLASS MAIL

**AD RATES: 1" \$4 - 2" \$6**

**3" \$10 - 3X6" \$15**

**4X5" \$20**

**FULL PAGE \$35**

**TWO PAGES \$60**

**CAMERA  
READY  
ONLY!**

**PAYMENT METHODS ACCEPTED:**

CREDIT CARDS (MIN. \$20 CC ORDER)

MONEY ORDERS

GOOD PERSONAL CHECKS

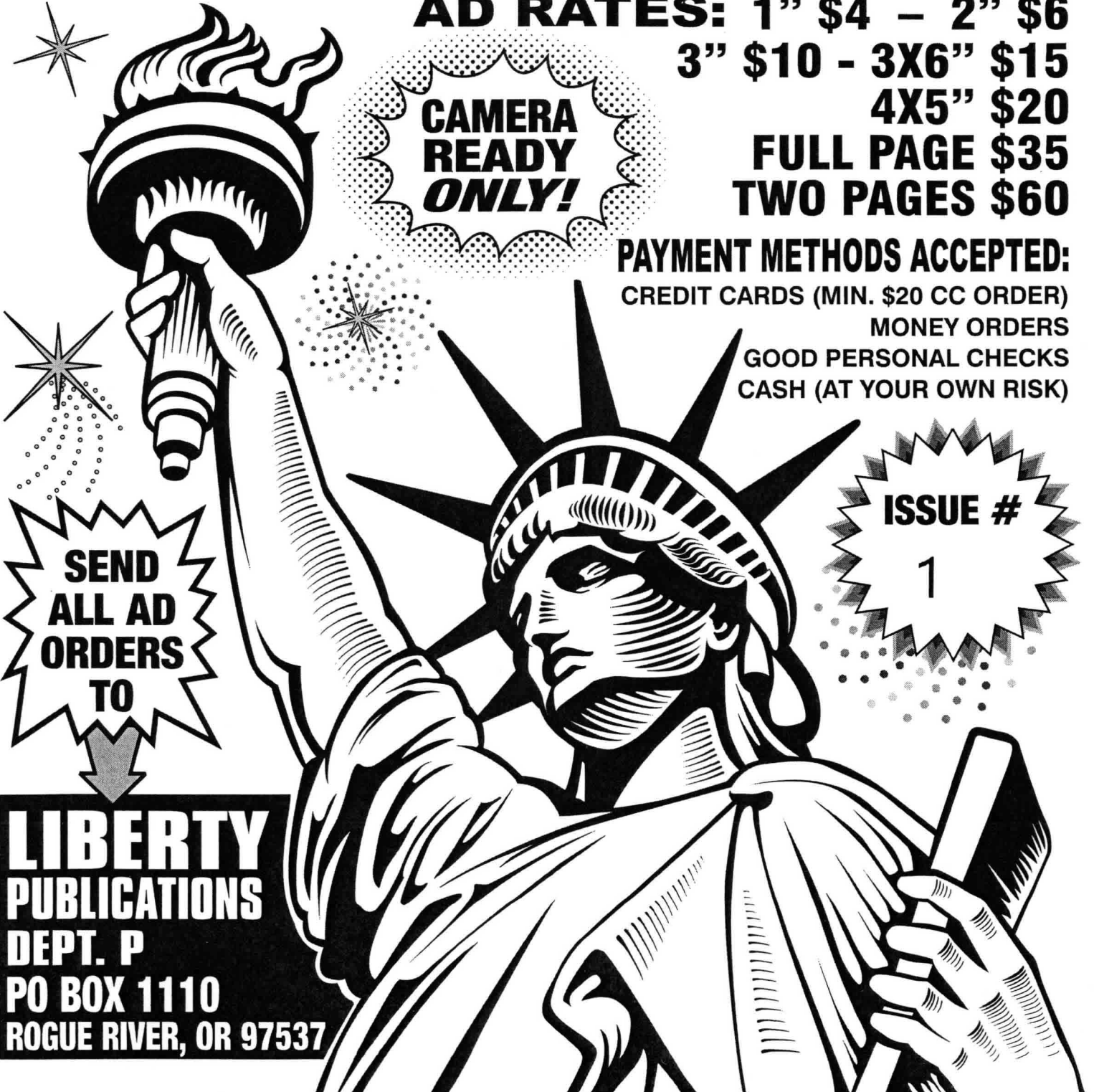
CASH (AT YOUR OWN RISK)

**ISSUE #**

**1**

**SEND  
ALL AD  
ORDERS  
TO**

**LIBERTY  
PUBLICATIONS  
DEPT. P  
PO BOX 1110  
ROGUE RIVER, OR 97537**





# Reports of My Death Have Been Greatly Exaggerated

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**Well... they've done it again...**

After my wife passed away last year, the Social Security Administration somehow managed to decide I had passed away as well. They erased all of my lifetime employment records and benefits. A three hour visit to the local SSA office cleared it up... I thought.

But the "fail-safe" mechanism in Social Security's computer eventually realized an inconsistency in my record and my wife's. It self-adjusted. Now, I was dead again... but my wife was miraculously resurrected. Who knew?

Another visit to the SSA and it's all fixed.

I hope.

My point? Don't fear government... but keep your eyes open and watch out for whatever they might pull next.

## This time it's the FTC...

A while back, the FTC changed the rules for sellers of business opportunities. They never tell anybody. They just make rules and you're supposed to just know.

I didn't pay much attention... but I'd heard the rumors about requirements that biz-op sellers, franchises, network companies, even schools and publishers of instructions on how to make money were going to have to furnish the names and contact info from ten of their previous customers before they accepted any money for their product. And there were specific waiting periods so your customer has plenty of time to change his mind.

All of us in biz-op marketing need to take these rules seriously. FTC has a lot of power. They can fine you, prosecute you for millions, force you to provide refunds to ALL your customers, confiscate your mail so you can't fill your orders, even shut you down.

Big names in mailorder have already been prosecuted. I just recently read Lance Murkin's case. Mr. Murkin was a big player in the work at home opportunity business since the nineties. But the FTC sued his ass and ordered him to refund \$10 million worth of orders to his previous customers. Poor chap had to file bankruptcy.

I gotta admit... some of Lance's promotions were a bit on the questionable side. But the guy is unquestionably a brilliant marketer. This just goes as a warning that all of us in this industry need to watch what we promise in our advertising. Play fair. Make absolutely certain our customers know exactly what they're buying. And make sure all of our customers go away happy.

## Know the rules...

If you sell any kind of offer... even one you get from someone else... you must know the rules.

And the FTC recently revised and clarified their rules. **STAY SAFE!**

It's called the FTC Business Opportunity Rule. And it can have significant impact on anyone in the biz-op industry. But, by learning the rules and some simple adjustments to how you run your business you can stay clear of the FTC and not have to worry about it. If you subscribe to Ned Johnson's Direct Response Quarterly Newsletter, you already got the highlights. (Contact me for free details on the DRQN newsletter.)

I don't want anyone I know to get into hot water with the FTC. So I put together a special report to help you on this. The package includes the entire 5 page text of the new Revised Business Opportunity Rule and some guideline suggestions for operating your business and marketing without getting in trouble.

With the economy still upside down and jobs scarce, the market for business opportunities is as big as ever. Get this report. Know what you're doing. Just send me \$5 to cover the printing and shipping. Ask for the Biz-op Rule Report.

**Dwight S Allen has been writing pull like crazy moneysucking ads since 1969. Don't mail another flyer without your own moneysucking sales letter. For FREE samples and a FREE report on how you can write YOUR OWN moneysucking letter, just send a couple stamps to Dwight S Allen, 9690 SW Inglewood, Portland OR 97225**

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Volume 1 / Issue 1

## AD RATES

1" \$4 2" \$6 3" \$10

3x6" \$15 4x5" \$20

Full page \$35

Two pages \$60

We accepted credit  
Card orders over \$20. We  
also accept money orders  
and good personal checks.  
Cash at your own risk.

LIBERTY PUBLICATIONS  
PO BOX 1110-NP  
ROGUE RIVER OR 97537



Hello!

I want to thank you for letting this issue come to your mail box and I hope you will welcome it! Never easy to start a publication but with so few places to advertise it seemed necessary to offer a place to place inexpensive ads. From time to time we will offer special offers and hope you will take advantage of them!

Summer might appear to be the worse time to advertise but the fact is there is less competition! It is a good time to start preparing for the autumn rush as well as test a few of your offers. It has been said it takes three times before people notice an ad. True? Not sure but it will definitely make your offer seem stable.

Sending in clear ads is very important as well as making the font easy to read. People don't want to struggle trying to read an offer and will move on to one that they can easily read. It doesn't pay to cram 60 words into a one-inch ad! It might save you money but it won't get the response you want.

If you are reading this far then you get a reward! If you send in a one-inch camera ready ad we will put a second one the same size in the same issue FREE! This is a \$4 savings. Send in your ads before September 15, 2016. ONLY one per customer please.

See you next issue!

*Car*

## ADVERTISING ORDER FORM

NAME \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY, STATE, ZIP: \_\_\_\_\_

Method of payment:  CASH  CHECK  CREDIT CARD

CREDIT CARD # \_\_\_\_\_ Exp Date \_\_\_\_\_

Your Signature: \_\_\_\_\_ Code on card \_\_\_\_\_

