

*Here's the Successful Twenty Year Home-Based
Business Everyone Still Raves About!*

***The
Home-Based
Business That
Practically Builds
Itself!***

***Unlike any other business WE DO THE MAJORITY OF
WORK TO BUILD YOUR BUSINESS FOR YOU! The
more you look at us, the better your future looks!***

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Dear Entrepreneur,

As you are reading our booklet and considering our extraordinary and unique home-based business, please remember these exclusive features:



1) *The two of us, along with our trained support team, will be doing the majority of the work to build your business! This means you don't have to understand all that's written here to get started building the business of your dreams!*

You'll be able to learn as you go, learn as your business grows. Actually, you won't ever have to fully understand this business, because you'll never have to explain it to anyone! We'll be doing all of the explaining for you. Please let that really sink in, because this concept alone is why so many people are joining us!

2) *This is the only business we know of that was specifically designed to fit everyone's needs! It was one of our goals to open our doors to everyone so we designed our business and our methods to fit everyone's budget, everyone's schedule, and everyone's personality. Yes, even yours... yes, your budget, your schedule, your personality! We'll prove this ~~to you~~ in the upcoming pages.*

3) *You couldn't be joining us at a better time! Due to the present state of the economy and the record numbers of layoffs and people in need of more income, our business is booming! We're taking phone calls back-to-back and applications are pouring in daily, yet this is just the beginning: We expect explosive, record-breaking growth and incomes over the next several years!*

Please understand that this business isn't about luck! We're not going to tell you some rags-to-riches story about our sixth-grade educations nor are we going to tell you we lived in our car for 2 years. Instead, we are two average people who needed to solve our own financial problems. To find success for ourselves, we've worked hard to eliminate all of the obstacles that get in people's ways – people looking for success – people like the two of us -- people just like you!

We've worked full-time for 17 years, testing and perfecting every single aspect of our business. We literally made a list of all the negatives that stop people from finding success – which stopped us – then we went down that list and found solutions... great solutions... one at a time!

Don't let the simplicity of our system and methods worry you: If the two of us had come up with every aspect of this business 17 years ago, that would be unbelievable and we would truly be geniuses. Instead, it has taken us years to perfect our methods to be simple, yet very lucrative, so that anyone, and everyone, has a chance to find success!

Now, it's your turn! It's your turn to let us help you build the business of your dreams... a business which is completely self-contained, which requires absolutely no running around, no cold calls, no long distance sales calls, no long hours, no meetings, no presentations, no dressing up, and no face-to-face contact with anyone! You have to admit, this does sound exciting, but it's more than that: This could be the answer you've been looking for, so... go ahead... take the next step, put your feet up and read about our remarkable business and system. Time is of the essence! We'd like to start helping you right away!

Sincerely,

Bob and Jayne Guzzetti

LET'S START WITH THE TRUTH: IN THE BEGINNING... WE WERE ONLY THINKING ABOUT OURSELVES!

Yes, selfishly, we designed this entire business and all of the methods for ourselves... for our own survival... so we could find success... so we would be happy doing what we have to do each day. We weren't thinking of you and the thousands and thousands... and thousands... of people who have joined us since. Sorry, but this didn't begin as a mission to save the world. Instead, it all began as a mission to save "Bob and Jayne". Ah, come on, it isn't hard to believe that we were out for ourselves, is it?

Here's some more honesty: We didn't even like this industry when we chose it, and we're still not sure we like it today! And, actually, we really didn't "choose" this industry: It was the only thing for us to do at the time. No, this is not what we wanted to do when we grew up, nor did we go to college for it, and, for the first 4 years we spent a lot of time looking for something else to do. You won't believe how many times we wanted out! The problem was that we couldn't find anything that had less risk and, at the same time, more income potential.

WE GOT STUCK!

That's why we're here today! This industry was the only place for us to turn in our time of need. Then, once we were in the industry, we couldn't find anything better! We literally became trapped and felt it, which ended up being the best thing that has ever happened to us.

FEELING TRAPPED WAS THE CATALYST WE NEEDED!

As it happens with animals when they feel trapped, our "fight or flight" mechanism kicked in strong. After we had exhausted our "flight" option, the only choice left was to "fight". And, fight we did! We decided to change every single thing we didn't like, every single thing that didn't work, and every single thing we didn't believe in! We sat down, behind closed doors so no one could hear us, and we wrote down everything that fell into one of those categories. Then, with a vengeance, we went down that list, one item at a time, and found solutions... "real" solutions... great solutions, as you'll soon find out!

WE'RE STILL FIGHTING TODAY!

Yes, with our adrenaline flowing, we found solutions for ourselves. But, to our surprise we found out that what we needed is what the majority of people need today to get a business of their own off the ground. It was absolutely unbelievable: Our business skyrocketed when we put our solutions... our present system and methods... in place! Remarkably, without knowing it, we had developed a business that gives "real" people a "real" chance to find "real" success!

WOW! DOUBLE WOW! The light turned on and we realized that we were in a position to help others and what a feeling that was! It took us to a whole new level and that is where we are now. Today, the fight goes on, but not for us – we've had all the glory, we've won all of the awards – the fight goes on for you! We've made more money than anyone needs – a lot more – so we no longer get our thrills from more income. Our thrills come when we see our members hit new levels of success, especially when it's the first time they've ever seen results! And, because of that, and all we've learned, and the wonderful feelings it's given us, we're still fighting today. We will continue to explore new ideas; we'll continue to fight to make things better!

YES... WE CONFESS...

Originally we weren't thinking of you when we developed this business and system, but we are thinking of you today! We will personally continue to work the business with you and we will thoroughly test all of our new ideas with our own money before we present them to you. And... surprise, surprise... you will be able to talk to us personally when you have questions or when you need our advice or our help.

That's right, unlike so many other offers; the two of us are actually working this business... on the frontline...

with you! We are doing exactly what we're going to tell you about in this booklet. This is precisely what caused our success and we haven't stopped doing any of what we're about to tell you. (Whoa! Wait a minute! Read this last paragraph over and over and over again. Got it? Okay, go on...)

OUR SUCCESS HAS BEEN PHENOMENAL!

Imagine, we wake up every morning and get ready for work, like millions of other people, but we never start our cars, we never pull our hair out in rush hour traffic, we never worry about being late, we never dread seeing our bosses. Instead, we work in the complete comfort of our home! And, here, we have found phenomenal success... more success than most people could ever imagine!

How did we do it? How were we able to find success from the complete comfort of our home? With no running around? No cold calls? No long distance sales calls? No long hours? No meetings? No presentations? No dressing up? And, no face-to-face contact with anyone? How did we do it with "no this, no that, no this, no that, no this, no that"? And, how did we develop this concept into a business where we'll be doing the majority of the work for you?

WE DID WHAT MOST PEOPLE DON'T DO!

We did what most people "won't" do! Remember the "trapped" feeling we told you about? Well... it made us very, very, very... angry! Now, that isn't what most people don't or won't do. Most people can easily get themselves to "angry", but most people stay there. Think of all the angry, miserable people you know – those people trying to run you over on the way to work -- and you'll understand what we mean.

The difference with the two of us is that our anger made us want to "conquer" our horrible plight! We didn't want anything holding us down! We wanted to win! Yes, with a vengeance! We used our anger to attack our problem. We started with our list, then we used our common sense! We came up with a budget, a plan, and a commitment. Even though we weren't sure at the time where we were going with our ideas, we treated this as a very serious project and potential business... right from the start.

Again, we used our common sense! We tried methods that successfully worked for others either in this same industry or in industries entirely different from ours. We tested new ideas too! We stayed consistent month after month, all within a budget we could afford. We "scientifically" kept track of the results. We proved to ourselves what works... what doesn't. We stayed open-minded and we stuck to our original budget, plan, and commitment even when some results were poor. We only listened to people who were experts at what we wanted to learn about and we never let anyone steal our dream, not our friends, not our family members, not anyone! (And, you better believe there were plenty of people who thought we were nuts. There were plenty of people who thought we should get "real" jobs and stop all this silliness. Today, they envy us.)

Yes, we used our common sense! When our testing proved to be successful, we concentrated on those methods to take our business to the next level. When the time was right, when we felt confident because of our results, and when the money was there to be made, we had no problem taking the leaps that landed us on the road to success!

IT'S A MATTER OF CONFIDENCE!

Now we teach the same common-sense approach that has given us such tremendous success today... and it's a well-known fact that we are among the top income producers in this industry! Imagine we earn more monthly than most people earn in a year... again, from the complete comfort of our home!

Yes, today, we teach the same common-sense approach that continues to work for the two of us. To begin with, we want you to start with and stick with a budget you can afford. We'll show you realistic goals and "believable" income examples like a few hundred dollars, several hundred a month, and several thousand. Then once you put our system in place, once you see the results for yourself, once your confidence is built, you can get your calculator out, and you'll know exactly what you need to do to speed up the growth of your business. You'll have the confidence you need to take leaps of your own. This is the right way to build a business. It

only makes sense. Common sense! Better yet, it works! So... let's get started!

TELLING IT LIKE IT IS!

The first things you need to know are: 1) When you join us, you'll actually be in 3 multi-billion-dollar industries, all at the same time – MLM, Direct-Mail, and Health. Basically, it will be like having 3 businesses in one all built with our “no this, no that, no this, no that...” approach. 2) All 3 businesses can be built simultaneously – our system is set up specifically to do so – or you can concentrate on one industry over the others. It's your choice. 3) The way we do business is like nothing else you have ever seen before, in any of these industries... or any others! We assure you! Keep saying, “No this, no that, no this, no that...” and remember the part about us doing the majority of the work for you, then keep reading.

OUT WITH THE OLD AND IN WITH THE NEW!

Now, before we go any further – in case you are already familiar – let's get rid of any old ideas you might have about Multi-Level-Marketing also known as “MLM” and “Network Marketing”. Let's introduce you to the new MLM! The smart MLM! MLM, the only way! MLM, our way!

In case you don't already know it, there's a whole new approach to MLM – a much smarter approach that produces results much faster and attracts a lot more people too! MLM has gone direct-mail! MLM is now online and completely home-based, too!

So, if you shudder at the idea of chasing your friends and family; if cold calls, presentations, and meetings make you weak in the knees; if you can't muster up the energy to run all over town, or simply don't have the time; if you consider retail sales to be a form of harassment... have we got good news for you! We have eliminated all of these negatives -- yes, every single, horrible, miserable one –and, at the same time, we've kept all of the positives... namely the extraordinary income potential and the freedom!

WHAT IT IS! WHAT IT ISN'T!

Basically, Network Marketing (MLM) is simply a different way to market products and services. Instead of having a storefront, a paid sales force, and huge advertising expenses, Network Marketing companies rely on one of the most effective forms of advertising – word-of-mouth, or as we do the business, word-of-mail

All MLM companies provide a product line or a service for their Independent Distributors to market – word-of-mouth or word-of-mail. Then every time a product or service is purchased/sold commissions are earned. That's simple enough, isn't it? Or, is it?

No, the explanation is not that simple at all. Actually, it's a lot more exciting than that, because the key to MLM is to multiply your earning potential by enrolling others to help you build your business. In turn, they should enroll others too... who also do the same... because you'll earn commissions on the products or services purchased/sold by the people you enroll, the people they enroll... the people they enroll... the people they enroll... and so forth... according to the company's individual Compensation Plan. (This organization of people is called “your downline”.)

“BUT, I DON'T WANT TO KNOCK ON DOORS SELLING PRODUCTS!”

“I don't want to chase my friends and family trying to sell them ‘this and that’. I don't have sales experience. I'm too shy. I don't have time. I can't do it. I won't do it. You can't make me. I have nothing to wear. I'll break out in hives. I'm already feeling sick just thinking about it. I'll get a note from my doctor. Anyway, my mother won't let me!”

STOP! STOP! STOP!

WE HEAR YOU... AND WE'RE WITH YOU!

This is all part of the “no this, no that, no this, no that...” that we promised you in the beginning. With our system, you'll actually be able to sell products and earn commissions without doing any selling yourself. There's potential for repeat sales, too, for years and years to come without doing any selling yourself. So... hang on and keep reading because this will all make sense soon.

INTRODUCING MLM, OUR WAY!

Now, let's talk about what the new MLM isn't! Let's talk about the MLM of the 21st century... MLM the only way... MLM “our” way! Yes, we are definitely ahead of our time and we have been for years!

The first thing that you need to know is that it isn't time consuming – the old was, the new isn't! With our system, all you need is a few hours a week, or as little as a few hours a month! Remember, we're set up and willing to do the majority of the work for you!

With the new MLM, you won't be running all over town to retail products, or go to meetings, or do presentations or cold calls. You'll stay home! Period! You don't need to see anyone face-to-face, ever! Yes, we have changed MLM!

OKAY...

Let's introduce you to our company, Advanced Marketing Concepts, Inc. (AMC, Inc.). As a corporation, we have been representing MLM companies for 17 years, full-time. Now, though, we're representing the best MLM ever – our own! Finally we took the ultimate step forward in our careers and became an MLM company. Yes, we are very proud to say that after years... and years... and years of being the #1 distributors with the MLM companies we've represented, Advanced Marketing Concepts, Inc. (our company) is an MLM company of its own. This is big news in the industry... big news for our large following... and big news for you too!

You couldn't be joining us at a better time! Because of our tremendous success with our unique system, our members and others in the industry hounded us to do this for years. It was the next step for us, for a long time! So... finally... here we are! All we can say is that, so far, it's turned out to be better than we ever imagined! We've never seen the amount of activity and growth that we're experiencing right now!

THE BEST OF BOTH WORLDS... NEW AND OLD!

Yes, the time is now! With AMC, Inc., you have the #1 advantage of a new MLM company: AMC, Inc., as an MLM company, is still “new” to the majority of people, which means the world is wide-open! This is not true of MLM companies that have been around for years. The longer an MLM company has been around, the more people there are who have heard about that company, looked at that company, and already made a decision about that company. This, of course, limits your potential right from the start! Again, with AMC, Inc., there are plenty of potential prospects. Yes, the world is still wide-open!

At the same time, you'll have the solid foundation of our 17 years in the industry, on the front line. Our names, along with our company name, AMC, Inc., are well-known and well-respected in MLM and direct-mail. Also, we are very proud to say that AMC, Inc. is a debt-free, multi-million dollar company today. That's right, when you join AMC, Inc., you'll have the security that we'll be around for years and years to come and the security that we know what we're doing!

Yes, you'll have the best of both worlds: A new MLM where the world is wide-open and an established, well-known, and well-respected company with financial security and years of experience.

WE HAD TO DO IT!

Over the years, while perfecting our system, we were continually forced to adapt everything to the company (ies) we represented. As our system flourished, especially in the last several years, we felt held back. We've had so many fantastic... tested and proven... ideas that have been delayed or vetoed either because of "control issues" or for no reason at all. Today, we've reached a point where we can't... and won't... allow any restrictions to our system's full potential and the income potential of our members! It was time for the two of us to design our own MLM company and Compensation Plan to fit our needs... to fit our system's needs... to fit the needs of all the members of our group... and yours, too... and, to include all of our fantastic... tested and proven... ideas!

THERE'S NO STOPPING US NOW!

There are MLM companies that market health products, there are MLM companies that offer leads, there are direct-mail business opportunities, and there are retail business opportunities. But, never... as in never, ever... has there been one company, which is an MLM business, a direct-mail business, and a retail business at the same time, with so many different ways to earn income!

There has never... as in never, ever... been an MLM company where you will be building an MLM business, a direct-mail business, and a retail/health business together or separately, whichever you choose. And, there has never... as in never, ever... been an MLM company where you'll be able to do all of this and offer all of this... and so much more... with "no this, no that, no this, no that..." That's right, our system, where we do the majority of the work for you, includes every aspect of our business, even your retail/health business! Again, imagine being able to retail products without doing any selling yourself! Imagine all of what we've told you so far! Imagine, no more!

LET'S TAKE IT FROM THE TOP!

To begin with, when you become a member of AMC, Inc, you'll receive 50 or 100 leads every month – names and addresses of people who have recently responded to advertising about starting a business of their own. This is where our system begins; this is how we eliminated "chasing your friends and family".

Yes, every member will receive 50 or 100 leads, on peel-and stick labels, every month. These leads will be people who have just responded to one of our ads and want to start a business of their own right now. Remember, in MLM the key to your success is to multiply your earning potential by enrolling others to help you build your business. Therefore you'll need prospects to build your business and leads (prospects!) are automatically part of AMC, Inc. and our system.

OUR SYSTEM IS SELF-CONTAINED!

Again, the leads you'll need to build your business – you'll need to enroll people – are automatically part of your business! Think about it: We're talking about a home-based business that is completely self-contained! Automatically, every month, you'll receive your leads from AMC, Inc. and then you'll use those leads to introduce people to your AMC, Inc. business!

Then, when they join you in AMC, Inc., they'll receive leads too. Yes, automatically... every month... month after month... after month! Then they'll introduce their AMC, Inc. leads to what? AMC, Inc., of course! And this continues forever!

What you'll soon realize is that, for the first time ever, our system causes 100% participation! That's right... 100% participation! Really let this sink in because everyone's goal in MLM should be 100% participation. That is the ultimate MLM dream! As you'll see, our system is completely automatic... completely self-contained... so that "everyone" can participate! See, one of our goals was to develop methods to fit the needs of our members, that they could and would duplicate, instead of trying to force people to use methods developed by the company which the majority of people never want to do and, consequently, don't. We have accomplished this goal, as you will see.

QUICK, PINCH YOURSELF! IT GETS EVEN BETTER!

We stated that you will “introduce” your AMC, Inc. leads to your AMC, Inc. business. Well get ready because “introduce” has taken on a whole new meaning: You will “introduce” these people by sending them our postcard -- exactly the same postcard that was sent to you originally... exactly the same postcard which caused you to get excited enough to order this booklet or download it from our website.

Yes, that’s it! When you join us, we’ll immediately send you camera-ready postcards, free of charge. Then, you’ll put your personal ID# and your initials on the originals, you’ll make copies, you’ll receive your leads, and then you’ll “introduce” those leads by sending each one of them a postcard!

Quick, pinch yourself! What could be easier? Remember... with our system, there’s “no this, no that...”? Yes, pinch yourself! With a simple postcard, you can build all aspects of your business, including your retail/health business. Go ahead, say it, “With no this, no that, no this, no that...”.

NOW... THIS IS WHERE “OUR” WORK BEGINS!

Surely you have no problem with what’s required of you so far – you receive your leads automatically, you mail the postcards? More than likely you are a lead yourself which proves our leads work! And, more than likely, you responded to our postcard, which proves that our postcard works. Hmmm, very interesting!

Think about it: We’ve proven two very... very... very... important aspects of our business to you already, haven’t we? Our postcard works, our leads work, and the fact that you’ve read this much of our booklet indicates we’re proving that our booklet and system works too. Yes, absolutely, you are experiencing the power of our system, firsthand, right now!

Okay, now this is where “we” come in... yes, with the two of us, along with our trained support team, doing the majority of the work for you! After you’ve mailed the postcards, we’ll be working on your behalf. In essence, when you join AMC, Inc., “our” support team becomes “your” support team. It’s like having a staff of your own, with only the benefits and none of the hassles!

To begin with, when people read the postcard and either download or send for this booklet, the computer inquiries and orders come to us. We process the orders by sending the booklets to your prospects on your behalf. To insure that you are given proper credit when each person joins, we enter each person’s name in our database permanently attached to your name and ID#. (Remember your ID# and initials will be on the postcard inquiries your prospects send us to request or download this booklet.) Then twice a month we will send you a computer-generated report with a list of your prospects, including their addresses, so you have proof that your mailings are working.

Next, as your prospects are reviewing this booklet and considering the business, we will take their phone calls and answer their questions... all on your behalf! Really think about what this can mean to you! In case you don’t already know, the two of us are considered to be experts in MLM and in direct-mail! We are extremely successful! We’ve been full-time for over 17 years! Who better to talk to your prospects than the two of us?

Then, when your prospects join us, their applications will be sent to us first. Immediately we will process their applications, and we’ll notify you by mail. At the same time, we will send your new members a Welcome Package with instructions, and we will include a camera-ready copy of our postcards so they can get started immediately. And, just like you and all other members, they’ll start receiving leads, automatically, every month! But, that’s not all...

OUR SUPPORT DOESN’T STOP THERE!

To begin with, we provide all of the promotions that cause more responses and enrollments. Vacation Certificates are an example of one of our promotions, intended to help you get better responses.

Also, just as we are there for you – just a phone call away – any time you need our help, we’re also there for

your people, and their people, and their people, and so on! That means you don't have to worry about taking phone calls or coming up with any special support of your own. Your people will know that they can simply plug into our system, use our postcard, rely on us to work with their prospects, enroll people on their behalf, and so much more. Our system and all of our services are available to everyone who joins us. We'll mail booklets and enroll people for everyone in our group!

Further, we have an "optional" system in place to automatically mail your monthly leads for you and we also offer an "optional" mailing service, too, if you want to mail larger quantities. In addition to these services, we have a very successful system in place where uplines and downlines can share in the cost of large mailings. This method, in particular, creates wonderful team spirit and "more bang for your buck" and it's so easy to implement. The members who go in on mailings together have the fastest growing downlines and the most profitable businesses by far, so make sure you find out more about this method when you join.

Again, we have a whole system in place to contact your upline and downline to share mailing costs. All you need to do is fill in the blanks and mail these simple forms to the members of your team. Then to keep you updated and provide additional training, we have a free bi-monthly newsletter.

Remember, we know this business inside-out! We're open books when it comes to sharing what works, and what doesn't. So, if you find yourself wanting to do more – though, remember you don't have to – there is plenty more you can do and you can count on us to help you. We just ask that you treat this business seriously and stay within a monthly budget you can afford.

NOW FOR A LITTLE TEASER.. AND THEN WE'LL TALK MONEY!

We're going to do things a little differently: While most MLM companies introduce the products and services first, we believe the Compensation Plan is more important. After all, what is the #1 reason you're reading this booklet! See, there are a lot of companies with great products and services, but it doesn't matter if there's no "real" money to be made. You can have the best... best... best products and services in the whole wide world, but if the Compensation Plan is inferior, you're not going to make any money! So, big deal, what's the point? You can brag and brag about the company you represent and how "this product" has increased your energy and "that service" has made your life easier, and you can go broke at the same time. That's why we're going to talk about the Compensation Plan first. The products and services will be described later... so, until then, please assume that they are as great (or better) than everyone else's, okay?

Briefly, here are all of the ways you'll be able to earn money just by mailing the postcards:

- 1) First, you'll earn money when members join our MLM business according to the explanation and Compensation Plan that follows. As you'll see, there are many ways to earn money in our MLM Compensation Plan, alone!
- 2) There's the potential to build your Vitamin Power retail business every time a booklet is sent out on your behalf. Whenever your prospects purchase products, you'll earn commissions. This is how you are building an MLM business, with a Direct-Mail business and a Health business.

We will send your retail customers new catalogs from time-to-time, along with special promotions to build this part of the business for you. Years and years from now, as long as you are a member, you can earn commissions on the sale of products to the same people... over and over again... through our ongoing efforts, not yours! We are especially interested in developing this aspect of our business and that is to your advantage. See how the ideas with us are endless? Isn't it exciting!

- 3) Notice in the back of this booklet that there is a section called "Special Services". Presently you can earn commissions on our Mailing Lists, Vacation Certificates, and the Grocery Coupon Books, too. People in other businesses have been purchasing our Mailing Lists, Vacation Certificates, and Grocery Coupon Books for years and now you can share in this substantial income source! But, this is just the beginning: We plan to add more

and more services as time goes by. Yes, you'll have the potential to earn all of these ways with each postcard you mail out.

But wait, there are even more ways to earn: You can hand out the Vitamin Power catalogs and recommend the products with or without anyone knowing that you're involved. (You'll simply put your ID# on the order form.) Also, we now have a website at www.amc-vitamins.com, which you can share with anyone and everyone. You can offer a 10% discount, too, making it easier to share the products with people you know. Plus, we have separate flyers to promote each of the Special Services, together and separately, which can also be done anonymously by using your ID# and initials. And... presently we're testing numerous other ideas, too, which we'll bring to you when the results are positive!

OUR PROMISE AND COMMITMENT TO YOU!

We will continue to consider, test, and develop new ideas at our expense! Our goal at all times is to bring you more ways to earn money from the same postcard, from the same system. At the same time, it is our goal to keep your expenses down and give you better results. We've had all the glory in this industry – we've won awards, we've won trips and bonuses, we've been pinned and crowned, photographed, written about, video-taped, and flown here and there, you name it. Today, it's about our members! Today, it's about you! We are committed to making MLM a “real” business for “real” people using our “real” methods!

MONEY! THE MAGIC WORD!

Okay let's review: You mail the postcards and then the two of us, along with our trained support team—“your” trained support team -- do the rest. Yes... you actually can build a business this way!

So, come on now, let's begin: First of all, we would like you to become a member of AMC, Inc. (Advanced Marketing Concepts, Inc.) by purchasing a membership to our group and completing the application on page 23.

Then, as long as you are a member, you'll automatically receive your leads monthly, either 50 or 100, and you'll start mailing just as we've described. (Note: Leads are only one aspect of your membership. The other benefits included with your membership will be discussed on page 19.)

Now the excitement begins, when your leads become members... again, all accomplished through the mail, with this booklet, and our system where we do the majority of the work for you. Yes, this is the part you've been waiting for, so let's jump in: Beginning with the 3rd member who joins (the 3rd membership sold), you'll receive a Fast Start Bonus of either \$25.00 or \$50.00 depending on which membership your prospect purchases.

\$25.00 or \$50.00! That's good pocket-money, isn't it? That will help with the groceries, or electric bill, won't it? Or, that will give you additional expense money to build your business faster! That's exactly what the Fast Start Bonuses are all about... to help you start earning fast, so you can continue building your business fast!

SIMPLE MATH = BIG\$'S!

So, let's say you mail the postcards and 5 people become members, just like you did:

$$3 \times \$25.00 = \$75.00$$

$$3 \times \$50.00 = \$150.00$$

That's \$75.00 or \$150.00 in FSB's paid to you within a few weeks. Remember you'll earn FSB's starting with

your 3rd membership... and you'll earn on everyone who becomes one of your members thereafter! Yes, get excited! This is real and it gets better! Imagine selling 10 new memberships, simply by mailing out the postcards. That would be 8 FSB's!

$$8 \times \$25.00 = \$200.00$$

$$8 \times \$50.00 = \$400.00$$

Wow! That's \$200.00 or \$400.00 in potential Fast Start Bonuses... paid to you within a few weeks! Yes, \$200.00 or \$400.00... and that's just the beginning! Now, go ahead and expand on this! What if you enroll 20 members? 30 members, or more? It's possible, especially with our system!

Now, before we go any further, let us remind you: You don't need to understand all of this remember, we'll be doing all of the talking for you, all of the explaining – so, please don't let it bother you if you don't get this. You can learn as you go. You can take all the time in the world, because we'll be doing the majority of the work for you! Remember... we do understand. We can explain it! After all, we developed it! We wrote everything!

Simply keep reading and say over and over again, "I don't need to get this right now. Bob and Jayne will be doing the majority of the work for me. Bob and Jayne will be doing all of the talking and they'll be explaining everything for me. It's okay. It's really okay." It really is okay, as we'll continue to remind you! So come on now! Are you ready? Let us show you more income potential! A lot more! We're about to make your head spin!

INTRODUCING A FIRST IN THE HISTORY OF MLM: DOUBLE FAST START BONUSES!

As we told you, Fast Start Bonuses (FSB's) are meant to help you start earning money faster, so you can continue building your business faster. That's why we're the first company to offer Double Fast Start Bonuses! Starting with your 3rd membership and every new member you enroll thereafter, you'll earn an FSB the first month on each new membership and you'll earn another FSB the second month on the same membership. That means you'll earn \$25.00 or \$50.00 the first month and \$25.00 or \$50.00 the second month.

Look at our previous examples, and imagine that you'll be earning those amounts from each new membership, the first month and the second month too, of course starting with your 3rd membership – that's double the amount in our examples! That's \$150, \$300, \$400.00, and \$800.00!!!

Now, consider the possibility of enrolling new members every month: Each month, you'll earn the first Fast Start Bonuses on the new members and the Double FSB's on last month's new members. That's even more money! Yes, Fast Start Bonuses can really add up!

ANOTHER UNIQUE WAY TO EARN: "ADVANCEMENT" FAST START BONUSES!

As you will find out, AMC, Inc. has two membership levels, a \$49.00 membership and a \$99.00 membership. In the beginning, everyone has a choice to become a \$49.00 member or a \$99.00 member, however eventually everyone will want to be a \$99.00 member.

Every time a \$49.00 member advances to become a \$99.00 member, the person who received the first Fast Start Bonuses will receive the Advancement FSB. Isn't this exciting!

Let's use our original examples: If your 3rd person becomes a \$49.00 member, you'll earn an FSB of \$25.00 the

first month, a Double FSB of \$25.00 the 2nd month, and an “Advancement” FSB of \$50.00. Yes, this is on just one member/one membership! Now, take a deep breath, because this is just the beginning! There are more bonuses to come, there are Monthly Commissions, Retail Commissions, and so much more which... again, again, again... are all earned by simply mailing out our postcards and letting our system do the rest – you know, the one where we do the majority of the work for you?

SO FAR, THAT’S \$800.00... IN FAST START BONUSES!

Using our previous example, if you enroll 5 members, that would be 3 FSB’s of \$25.00, 3 Double FSB’s of \$25.00, and 3 “Advancement” FSB’s of \$50.00... which is a total of \$300.00. Yes, and we’re just talking about Fast Start Bonuses! 10 members would mean 8 FSB’s initially, 8 Double FSB’s, and 8 “Advancement” FSB’s ... which equals \$800.00 in Fast Start Bonuses.

WAIT! THERE’S YET ANOTHER FSB, THE MOST EXCITING FSB OF ALL: INTRODUCING “2-UP” FSB’S!

If you’re not dancing around the room yet, we’re going to have you dancing on your chair in just a minute! This is “red” hot!\$\$\$ This is another unique feature of our business, one with extraordinary income potential!

Let’s use the 5 memberships from our previous examples: Of course, you earn the Fast Start Bonuses, the Double FSB’s, and the Advancement FSB’s on your 3rd, your 4th, and your 5th members, as we’ve shown you, but... but, but... that’s only the beginning! Starting with the 3rd member you enroll and continuing with every member enrolled thereafter, you will also earn the FSB’s on the first 2 members “they” enroll.

Read that last paragraph over and over and over again... out loud... and let it sink in! This is phenomenal! This explains why you don’t get FSB’s on your first 2 members. See someone else upline is getting those first 2 FSB’s. Yes, “everyone’s” first 2 Fast Start Bonuses roll upline. In this example, the first 2 FSB’s are rolling to you! (Stop! Please note: Your first 2 members are just as important as everyone else because you’ll still earn Monthly Commissions and other bonuses on them, and on every member they enroll, according to the Compensation Plan. Every member “you” enroll will be in “your” downline – yes, every single person! It’s just the first 2 “FSB’s” that roll, not the first 2 members or their members. Again, Monthly Commissions do not roll!)

Okay, let’s say your 3rd, 4th, & 5th members enroll their first 2 members: You – yes, you – will earn 6 more FSB’s, 6 more Double FSB’s, and 6 more Advancement FSB’s. It gets better! When those 6 enroll their first 2 members, you’ll earn 12 more FSB’s, 12 more Double FSB’s, and 12 more Advancement FSB’s.

Believe it or not, it still gets better! When those 12 enroll their first 2 members, you’ll earn 24 + 24 + 24 more... and so forth... through infinity! The “2-UP” FSB’s pay you on an unlimited number of levels! You will be permanently linked to the first 2 members of the members you enrolled, starting with your 3rd member... and the computer will continue looking down – through infinity – for this “2-UP” connection to pay you!

Continuing with the example above that would be 3 + 6 + 12 + 24 Fast Start Bonuses that you’d earn, a total of 45! Plus you’d earn another 45 Double FSB’s and another 45 Advancement FSB’s. That would be a total of \$4500.00 in FSB’s.

That’s right, as you are trying to understand the “2-UP” FSB’s, consider that we are only talking about “you” enrolling 5 members (selling 5 memberships) in these examples – yes, just 5! Then those members enroll members and the FSB’s are paid to you, as we’ve just described. But remember, this doesn’t stop at 45: The money continues through infinity! And... again... again... again... keep in mind, “you” enrolled only 5 members in this example! 5 members! Come on... dance, dance, dance!

\$4,500.00 IS JUST THE BEGINNING!

As we just said, AMC, Inc.’s “2-UP” FSB’s are paid through infinity! That means you can continue this

example forever. You can take the 24 members and have them enroll 2 people each... and guess what? Yes, you'll be paid another 48 FSB's, another 48 Double FSB's, and another 48 Advancement FSB's! Then 96... 192... and so on... and so on...! Yes, this is "mind-boggling"... and it's going to be even more "boggling" as you read on...

ARE YOU BEGINNING TO SEE MORE MONEY IN OUR PAY PLAN... A LOT MORE?

We specifically came up with all of these features to put more money in your hands faster, so you'll start earning money sooner and you'll be able to do more mailing to find more members... to earn more money.

Take this a step further: Our pay plan puts more money in the hands of your members... faster... so "they'll" be able to do more mailings to find more people... to earn more money for themselves... to earn more money for you! Make sure you understand the potential here and why we put all of these Fast Start Bonuses in place!\$!\$! \$! Are you beginning to see what's wrong with other MLM programs? In order to make money, you must have a great... remarkable, extraordinary, exceptional... Compensation Plan! What we've shown you so far certainly is great... remarkable, extraordinary, exceptional... isn't it?

AND, WE HAVEN'T EVEN GOTTEN TO THE MONTHLY COMMISSIONS, YET!

So, let's do that now: When you enroll members, you'll earn FSB's according to what we've just described. Then you will also earn Monthly Commissions on these same members, including the first 2 members you enroll – every month that FSB's are not being paid – and you'll earn Monthly Commissions on the people they enroll... and on the people they enroll... and so forth... according to the pay plan that follows:

	<u>EB</u>	<u>L1</u>	<u>L2</u>	<u>L3</u>	<u>L4 – Infinity</u>
\$49.00	\$10	\$5	\$5	\$5	5%, 10% , or 15%
\$99.00	\$20	\$10	\$10	\$10	5%, 10% , or 15%

As you can see, our Monthly Commissions are simple. You'll earn a Monthly Commission of \$5.00 on all \$49.00 members and \$10.00 on all \$99.00 members on your 1st, 2nd, and 3rd levels based on the following: You'll automatically earn on your first level as long as you're a \$49.00 or \$99.00 member; to earn on your second level, you need to have one personally enrolled member; to earn on your 3rd level, you need two personally enrolled. (Important: Whenever we say "personally", we mean that you've enrolled them either through our system or with any other method you choose.)

ANOTHER UNIQUE AND PROFITABLE FEATURE!

"EB" stands for Enroller Bonus. You will earn \$10.00 or \$20.00 on each member you enroll and you will earn this Enroller Bonus (EB) every month that an FSB isn't being paid on this member. (NOTE: Anytime an FSB is paid on a particular member, Monthly Commissions and Enroller Bonuses are not paid that month. Please keep this rule in mind whenever we talk about Monthly Commissions & EB's.)

The Enroller Bonuses are yet another unique feature that, alone, can be very profitable. Imagine personally enrolling 10 members. To begin with, you'll earn the Fast Start Bonuses, the Double FSB's, and the Advancement FSB's, as we described, and then you'll earn Monthly Commissions and Enroller Bonuses in every single month that an FSB isn't being paid on these members.

So, if all 10 are \$49.00 members, you'll earn \$100.00 (10 x \$10) in Enroller Bonuses plus \$50.00 (10 x \$5.00) in Monthly Commissions... every single month... except the FSB months. Then, when these 10 members

“advance” to the \$99.00 level, you’ll immediately earn Advancement FSB’s, as we’ve described, and your Enroller Bonuses will increase to \$200.00 (10 x \$20) while your Monthly Commissions increase to \$100.00 (10 x \$10.00).

Keep in mind, too, that you’ll also earn Monthly Commissions on members who were enrolled by others. Yes, even if you didn’t enroll certain members on your 1st, 2nd, and 3rd levels, you’ll earn \$5.00 or \$10.00 as long as you are qualified as previously described.

GO AHEAD AND ADMIT IT! YOU HAVE NEVER SEEN ANYTHING LIKE THIS!

Imagine a business, which you can build from the complete comfort of your home! Imagine the two of us, along with our trained support team, doing the majority of the work for you! Imagine simply mailing out postcards to leads that are sent to you automatically every month! Imagine “no this, no that, no this, no that...”! Imagine earning Fast Start Bonuses, Double Fast Start Bonuses, 2-UP Fast Start Bonuses, Advancement Fast Start Bonuses, Enroller Bonuses, and Monthly Commissions! Imagine a whole lot more!

A whole lot more? Yes, yes, yes! You have never seen anything like this, we promise you!

WE ARE SO PROUD OF THE GOALS WE’VE ACCOMPLISHED!

We wanted to develop “real” methods for “real” people. DONE! We wanted to have our doors open to everyone. DONE! We wanted to create as many income sources as possible all tied to our postcard and this booklet. DONE, DONE, DONE!

Yes, if you think we’ve shown you a lot of income sources already, think again! As you read on, and find yourself saying, “This is unbelievable! This is great... remarkable, extraordinary, exceptional! I’ve never seen anything like this!”, remember that all you’ll need to do is mail the postcards as we described in the beginning. All of these income sources are tied to the postcard and this booklet... and we’ll be doing the majority of the work for you! Now... take a deep breath, because...

INFINITY MEANS INFINITY!

Take another look at the chart on page 13 and you’ll see that AMC, Inc.’s Compensation Plan pays on more than 3 levels. You’ll see that you can earn commissions through infinity! And... infinity means just that: If you have members 50 levels deep, you can qualify to earn Infinity Bonuses on all 50 levels! If you have people 212 levels deep, you can qualify to earn Infinity Bonuses that deep, too!

“INFINITY” IS MORE ADVANCED!

But... here goes: When you are a \$99.00 member and you’ve enrolled 3 people, you’ll qualify for an Infinity Bonus of 5%; with 9 people personally enrolled, you’ll qualify for 10%; with 18 personally enrolled, you’ll qualify for 15%. The percentages are paid on the \$49.00 or \$99.00.

That was the simple version, however there is more to understand which is best learned as you grow. Briefly, though, in some situations you’ll earn the full percentage you qualify for and in other situations you’ll share the percentages with other qualified members. (NOTE: You’ll always earn the full percentage that you qualify for on your 4th level.) When you are close to qualifying for Infinity Bonuses, we’ll be glad to personally explain all this to you over the phone. And, from time to time, we’ll give you examples in our newsletters.

DON’T WORRY IF YOU’RE NOT GETTING ALL OF THIS!

You should easily grasp that the income potential is extraordinary with AMC, Inc.'s Compensation Plan! But don't worry if you're not understanding everything completely: We will explain the pay plan to you on a regular basis in our newsletters. We'll continually give you a variety of examples to help you learn... so please don't worry. You can start earning money, you can start building a business before you understand everything. Believe us, it will all come together. It will all make sense. You can learn as you go... as you grow!

Okay, let's take a deep breath and repeat the following, "I don't need to get this right now. Bob and Jayne, and their trained support team, will be doing the majority of the work for me. I won't have to explain this to anyone; they'll be doing all of the explaining for me. All I'll have to do is mail and I know I can do that. It's okay. It's really okay." Go ahead, sing it! And dance around the room too! You have every reason to feel excited!

THE ICING ON THE CAKE!

"Teams" build successful MLM businesses! Self-serving individuals do not! There has never been an exception to this rule nor will there ever be! We teach "teamwork" through example, as you will see when you join us, plus we have certain features, which automatically "create" it or, you could say, "force" it.

One of the features which creates teamwork is in our pay plan, so get excited, because... AMC, Inc.'s pay plan is an expandable, 3 x 3 forced matrix with Infinity Bonuses! Yes, after 17 years of working all types of pay plans, the two of us have chosen the matrix for "our" MLM company. That certainly tells you what we think works best!

WE'VE WORKED THEM ALL... AND PROVEN THE MATRIX WORKS BEST!

Bottom-line: Our 17 years experience has proven to us that the matrix pay plan attracts more people and keeps more people! Common sense tells us that's what's needed to build a successful business faster, right? See, even if another company has more commission on certain levels, you'll never see any of that money, if you're not attracting and keeping the right number of people.

Let us explain so you can see how and "why" the matrix works best: To begin with, all members (even you!) will have only 3 positions on their first level, 9 on their second, 27 on their 3rd and so forth. Then, when the first 3 levels are filled, a 4th position will open on the first level and build the same way, then a 5th, a 6th, and so on. (Levels below everyone's 3rd are built by the people on their 1st, 2nd, 3rd, etc.)

This means if someone joins and enrolls 6 people immediately, 3 will go on the first level and the next 3 will go on the second level under the first 3 people. Think about it: The first 3 people already have 1 downline member each before they've even started! Yes, in a matrix-type pay plan, not only can you benefit from the efforts of those under you, you can also benefit from those above you!

THE MATRIX CREATES "URGENCY!"

Here's something to think about if you're getting even a little excited about our business and there's even the remotest possibility that you might join us: What if right now, due to the mailing efforts of the person who will be your enroller, there are 12 people... somewhere, someplace... completing their applications to mail in. If these are the first 12 members he/she is enrolling, then the first 3 members will go on your enroller's 1st level, the next 9 will go on his/her 2nd level, giving each of the first 3 members three members of their own. Then, you'll send your application in and go on your enroller's 3rd level, giving his/her 1st member 4 members, and giving his 4th member 1 member.

STOP! In the above example, wouldn't you have rather been the 1st member instead of the last? That would mean you'd already have 4 members before you mailed your first postcard! And, right from the beginning, your business would be built by the mailing efforts of 5 people instead of only 1... you. That's the "urgency" a matrix-type pay plan creates!

STOP! Our “urgency” example -- the one with “you” in it -- could be a reality! Obviously you know that your “enroller” is working, as in “mailing”, right now or you wouldn’t have this booklet in your hands, right? The question you should consider is, “How big was the mailing he/she did?” See, we have a lot of people who start with large mailings and we have even more who build up to large mailings as their businesses grow!

We don’t have time to investigate and keep up with who’s doing what amount of mailings so don’t even think of asking. This is simply intended as a “wake-up call”: If you are interested -- well, actually, we know you are or why would you have read this much of our booklet -- then it’s important that you consider this “urgency” feature yourself and get your application in as soon as possible! After all, if our example is happening right now with your enroller, would you rather be the first application in or the 13th? Yes, now you can see firsthand that the matrix pay plan creates “real urgency”! And, though there is never any guarantee that this will happen to you, take heed!

THE MATRIX CREATES “GLUE”!

With the example we just gave you, certainly you can see how more people are apt to stay in the business. After all, what if the first 3 members have been in other MLM businesses but never had one downline member? What if they joined with a doubting, I’ll-give-it-a-month attitude? They’d change their thinking fast when they received their first downline reports and commission checks, right? You better believe it! Not only have we seen people build a successful MLM business for the first time with the matrix-type pay plan, we regularly hear from members that our system has made all the difference in the world! Now, we’re combining the two – the matrix pay plan and our highly acclaimed system!

Yes, this is the “glue” needed to keep even more people than our system alone has accomplished! With the matrix pay plan, even more members will stay in the business and remain excited because even more members will have members under them!

Then, because one person may be the enroller of a particular member (or members), yet that member(s) falls under someone else, there is now a “mutual” interest in what that member does, creating the “teamwork” we mentioned earlier.

WE COULD HAVE CHOSEN ANY PAY PLAN WE WANTED!

Remember we’ve been full-time for 17 years! We’ve worked every type of pay plan! When it came time to choose the type of pay plan we wanted for our own company, we looked to the past. We compared the growth versus time versus retention of the various downlines we built. And, remember, we’ve been at the top of every company we’ve represented; we’ve built enormous organizations! We had solid data to evaluate!

When we compared the statistics from the companies we’ve represented, there really was no comparison. The truth was instantly staring us in the face. The organization that we built the biggest, the fastest, in the shortest period of time, was a matrix! Further, when we looked at the incomes of our members, again, the matrix won! Last, when you consider that computer software for MLM programs costs 5 figures – one, two, three, four, five... yes, five! – you better believe we wanted to be sure about the pay plan we chose! Not only was the matrix a winner, but also when we plugged our previous downlines into this pay plan, exactly as they were, the incomes doubled, tripled, and some even quadrupled. Enough said, it’s a done deal – we chose a matrix with all of the other features we’ve told you about!

SIMPLE GOALS CAN REALLY ADD UP!\$!\$!

Remember we’re not talking about you building a downline on your own. We’re talking about you enrolling some members who enroll some members who enroll some members... and so forth... using our “proven” direct-mail system. You know, the one where we do the majority of the work, the one with “no this, no that...”!

FORGET ABOUT US!

Yes, amazing as it sounds, we've broken all kinds of records with the companies we've represented using our highly acclaimed system! Without ever meeting anyone face-to-face, with "no this, no that", we have personally enrolled thousands of members over the years and from those members we have built enormous downline organizations!

Yes, we did all this from the complete comfort of our home, as we've been describing to you here! See, we're not just "telling" you about this business, we're living it every single day. What we are describing here is exactly what the two of us have done – what the two of us continue to do – to find phenomenal success! Again, unlike so many others, we work the business exactly as it's written here!

But, forget about our accomplishments! What really counts... what really matters... are the accomplishments of our people – people just like you. Regularly we hear from members who tell us that after trying MLM program after program... after program... this is the first time they have "ever" enrolled people, this is the first time they've had a downline, this the first time they have ever made "any" money!

WHAT A SURPRISE!

More evidence that our system is a tremendous success is the fact that well over 50% of the members who join us do so without talking to us first. They simply read this booklet, as you are doing now, and they send their applications in. What an endorsement!

The types of people who've been joining us have been a big surprise too! We have people from practically every background, every age, every income level, and, remarkably, our system is attracting direct-mail experts and a large percentage of successful investors/entrepreneurs. Because of the simplicity of our system and the potential income involved, this business truly is for everyone – novices and seasoned professionals alike!

THE "GROCERY STORE" TEST!

Our system works because it fits the needs of the majority of people, let's say 99.999999999...% of the people! See, the truth is, if you have dreams of building an MLM business with hundreds... or even thousands of people... you aren't going to find "Bob and Jayne Guzzetti's" to do it for you! In our 17 years in the business, we've never found "ourselves"! Seriously!

Instead, you are going to find the types of people you see in the grocery store. So, the next time you're there pay attention and here's what you'll notice:

First of all, everyone's in a hurry! This hasn't changed and it's not going to. People are busier than ever! Therefore no one has time to run around selling products. After a long day's work, no one has the time... or the energy...to go to an MLM meeting tonight... and tomorrow night... and Saturday morning... No one has time to get on the phone to make long-distance cold calls. No one has the time to take phone calls either. See, when everyone's finished with their 40+ hours a week, there's still plenty to do. The kids have little league and piano lessons and school projects they need help with, the grass keeps growing, the laundry is always piling up, the house needs painting, company's coming, and so on and so on, until all the hours of the day and week are used up. (If we could only eliminate sleep.)

Second, as you look at the people in the grocery store, you'll notice that most people are more introverted than extroverted! Everyone's practically standing on top of each other, yet people rarely look at each other, let alone strike up a conversation. Fact: In most cases, you can't turn an introvert into an extrovert and, in the situations where it's possible "to bring someone's personality out", we can assure you that it can't be done overnight. Therefore, try to get these people to do MLM the "old fashioned" way, either face-to-face or over the phone, and all of them are going to quit before they've even got started.

Third, the majority of people you'll see have no sales background! You can't teach people to sell, you can't teach them how to overcome objections, fast enough to build an MLM business using the "old fashioned" methods. Period. Exclamation Point!

THIS IS WHY OUR SYSTEM IS SO SUCCESSFUL!

Do our “Grocery Store Test”... do any test you want... and you’ll find that there isn’t anyone who can’t use our methods. Our system eliminates all 3 problems and, at the same time, it works with everyone’s budget. Basically it comes down to, “Can you mail a postcard?” And, if you do find people who can’t or don’t want to, great, that’s what our Mailing Service is for! At this point, it should be easy to see why we’ve been so successful and why so many others are following in our footsteps. Won’t you come too?

LET’S TAKE IT FROM THE TOP!

You become a \$49.00 or \$99.00 member by completing the application in the back. We send you a welcome package with camera-ready postcards and a special ID#. You receive 50 or 100 leads automatically each and every month.

Now you start mailing: You mail postcards to all of your AMC, Inc. leads. Then we go to work for you! We mail the booklets, keep you informed, take phone calls on your behalf, and work to enroll members on your behalf. Then, when we do enroll “your” members... guess what... you receive Fast Start Bonuses, Double FSB’s, Advancement FSB’s, 2-UP FSB’s, Enroller Bonuses, Monthly Commissions, and Infinity Bonuses according to the Compensation Plan we’ve described. Okay? Okay!

Then we mail a welcome package with camera-ready postcards and a special ID# to your new members. Your new members start to receive 50 or 100 leads automatically each and every month... which they mail postcards to... which benefits you when they enroll members! Do you see how self-contained our system is? Everything’s in place, everything’s ready, everything’s automatic.

DO YOU SEE HOW THE LEADS CAN REALLY ADD UP?

See, you automatically receive 50 or 100 leads every month, which you use to enroll members. Then members enroll and they start to receive 50 or 100 leads automatically every month... to do what? To find new members, which benefits you!

With 10 members, there would be 500 or 1,000 leads every month, to build your business. Your business! 500 or 1,000 people who are looking for a business right now! What if you had 100 people?

5,000 TO 10,000 LEADS A MONTH! EVERY MONTH!

With 100 members in your organization, there would be 5,000 to 10,000 leads... every month... distributed to the members of your downline and the results will all benefit “your” business. Think you’d find some more members to join your group if that many people were contacted every month?

Expand on this! Imagine more people joining from the 5,000 to 10,000 leads a month. Imagine that they’ll start to receive leads too, which will increase the number of leads per month worked by your group. It’s automatic. It’s incredible. It’s self-contained. It’s simple. It works!

BECOME A MEMBER OF AMC, INC., TODAY!

We’ve shown you the Compensation Plan and you know you’ll be receiving 50 or 100 leads a month, however we still have more surprises in store, so let’s just go for it!

To begin with, when you become a member of AMC, Inc. for only \$49.00 or \$99.00 a month, you'll receive all of the following:

- **LEADS** -- \$49 members receive 50 leads every month; \$99 members receive 100 leads every month. These leads are sent to you on peel-and-stick labels.
- **PRODUCT CERTIFICATES** -- \$49 members receive a \$10.00 product certificate each month; \$99 members receive a \$20.00 product certificate each month. These certificates can be used to purchase health products from our Vitamin Power catalog. These certificates can be used on a monthly basis or they can be collected and used later for larger purchases. There are over 300 health products to choose from and these 300 health products offer you, yet, another source of income – all done within our system! (If you'd like to see our product line before you join, either visit our website at www.amc-vitamins.com, or get in touch with us and we'll send you a catalog. Otherwise one will automatically be included in your welcome package.)
- **A GROCERY COUPON BOOK** – This will be sent to you immediately when you join! You'll save you over \$500.00 on the products you want, need, and use. Yes, you'll be able to choose the coupons you want and there are no expiration dates. The list of coupons includes such brand names as General Mill, Kellogg's, Chex, Nabisco, Quaker, Ralston, Purina, Folgers, Nestea, Nestle's, Pillsbury, Betty Crocker, Campbell's, Welch's, Duncan Hines, Breyer's, Smuckers, Mrs. Paul's, Weight Watchers, Benihana, Swanson, Ore-Ida, Green Giant, Hormel, Armour, Oscar Mayer, Kraft, and a lot more. The categories of products includes cereals, dog food, cat food, coffee, tea, drinks vitamins, personal products, soap, detergents, baby products, paper products, household products, dental care, cake mixes, canned foods, frozen foods, ice cream, bakery products, snacks, candy, salad fixings, soups, meats... and the list goes on and on. Again, to begin with, we will send you a book worth \$500.00, which is reason enough to join. Plus you'll save on admission to National Amusement Parks, National Movie Theatre Chains, and more.

THAT'S RIGHT, THE HEALTH PRODUCTS ARE ANOTHER SOURCE OF INCOME!

As we've mentioned, there are several ways to promote our health products, too. Of course, what's most exciting is that you'll earn 25% of the sales price whenever your AMC ID # is on a product order. It doesn't matter if you purposely caused the sale or not. You'll earn a 25% commission and you'll continue to earn on all of your customer's repeat business. Best of all, as with everything else, we'll do the majority of the work for you!

Get excited because, with repeat business, this can become a long-term and substantial income on it's own! This is the direct-mail/retail/health part of our business, which is separate from the MLM part we've been discussing up until now.

Yes, though it's tied into our MLM business, this part of the business can be built separately, if you choose. Or, you can simply rely on our system to do all of the work for you.

WE'LL BE GIVING THIS PART OF THE BUSINESS SPECIAL ATTENTION, AND YOU CAN TOO!

Whenever someone orders products, they will be entered into our separate "health products" database. Then, from time-to-time we will mail them new catalogs and special flyers with product information and product specials. And, when we do all of this, you benefit! Because you caused the original sale, you'll earn on every sale to that customer thereafter... a year from now, two years, 10 years... forever... as long as you remain a member of AMC, Inc.

Yes, we are very excited about this aspect of our business because health products have always been a personal interest of ours. We will continue to explore ways to promote this part of our business and we'll share only the thoroughly "tested and proven" methods with you.

If that's not enough, you'll be able to "sell" to people you know "anonymously," if you want to. See, all that will be showing on the catalogs will be our company name, address, and telephone numbers along with your special ID#. Therefore, you'll be able to recommend our products, just like you would a restaurant or a good book, and no one will ever know you're the sales person. Wow, think about that!

You'll be able to purchase as many catalogs as you want, which you can give to anyone. You can have business cards printed with the web-address on it, and you can offer a 10% discount, too. As we said, we have a whole list of similar ideas that we'll be sharing with you once we've tested them.

OKAY... ONE LAST THING TO BLOW YOUR MIND!

As a member of AMC, Inc., you will also earn 25% commissions on the Vacation Certificates and Grocery Coupons listed in the back of this booklet and you'll earn 40% on our Mailing Lists. The two of us have been selling these services for several years now and it's become very successful. After all, think about the types of people that will be looking at our booklet and think about the other businesses they might be involved in right now, or in the future. Our Mailing Lists, Vacation Certificates, and Grocery Coupons can be used to build any business! As time goes on, we'll be adding more items to our Special Services and, of course, you'll earn commissions! And we have special fliers to promote these services on their own. This will give you an opportunity to build the direct-mail part of your business, separately, but only if you want to.

HAVE YOU EVER SEEN ANYTHING LIKE THIS?

Have you ever seen so many potential sources of income in one business? Remember all aspects of your business can be marketed through the mail! Remember, we'll be doing the majority of the work for you! Remember, there's "no this, no that, no this, no that..."!

This is truly the perfect business opportunity for everyone, and anyone – yes, you! It makes no difference how busy you are. Experience doesn't matter, nor does your age, your health, your personality type, or your present financial situation. You can do this business – yes, finally – yes, you! We designed it that way, to specifically have a business for everyone. EVERYONE! We wanted our doors wide open and they are!

That's exactly why our business and system is so successful. Everyone can see it! Everyone can do it! That's why so many people are finding success with our system! There's nothing to think about! It's all automatic! It's completely self-contained!

There isn't anything else that compares to this business! We challenge you to prove us wrong, but be prepared! There's nothing else this simple, with such an extraordinary income potential! There's nothing that offers so much freedom and flexibility, either.

TAKE CARE OF #1... FIRST AND ALWAYS!

#1 is you! As you are trying to make a decision about joining us, and at which level, please remember that this is a serious and "real" business! Therefore, please use good business judgement: Please work within a budget you can afford, so you can stay in business. You can always make changes later; you can always increase your budget when you start making money and when you're getting results that build your confidence.

SO, LET'S DO IT! LET'S GET STARTED TODAY!

Please review this booklet as many times as you need to. Then call our 24-hour Hotline to hear more about us,

more about what's presently going on, and more about our methods. This recorded message is available any time 7 days a week, 24 hours a day! We'd love to talk to you too, so please jot down any questions or concerns you have and speak to us openly and directly!

Then, all you need to do is fill out the application in the back of this booklet, choosing the option you want. Next, mail your completed application and payment to us. As stated, we'll mail you the Welcome Package which includes your camera-ready postcards and ID#, plus your leads, your product certificate, your Grocery Coupon Book, and everything else you need to get started.

ARE YOU NUTS YET?

Compensation Plans are great late-night reading, don't you agree? You know, when you can't get to sleep?

Seriously though, please don't let it bother you if a lot of this is over-your-head at this point. Please don't let it bother you if this booklet seems like a foreign language. Believe it or not, the two of us were in MLM for well over 6 months before we understood our first one. But, it didn't matter. We didn't have any problems building a business. Though we didn't fully understand how we were getting paid – or even “why” we were getting paid – we didn't have any problems depositing our checks!

When we first started, all of the terms associated with MLM were so strange to us we wrote a song called, “The Upline-Downline Blues”. (Believe us, you don't want us to sing it for you.) Even today, we get dizzy trying to understand new Compensation Plans. Everyone does! It doesn't matter, though, because you can learn as you go along. That's what we did. That's what the majority of people in MLM do.

As long as you can follow the simplicity of our system, as long as you see the income potential and... as long as you don't have a problem with us doing the majority of the work for you ... it doesn't matter. Yes, it's okay. It's really okay! There's plenty of time to learn everything.

In the meantime, you can start earning money... just like we did... just like the other members of our group have done and are doing! Remember, we do understand Compensation Plans! Inside and out! We designed AMC, Inc.'s pay plan! We developed this entire system! And we will be doing all of the talking for you! So, relax!

As far as learning this business goes, that's exactly what our newsletters are all about. We address all aspects of the Compensation Plan – and so much more – regularly, in our newsletters. And any time you have a particular question, just pick up the phone. Have a pen and paper handy, and we'll be glad to run through some quick examples for you. Believe us, once you get started, you'll realize it's a lot easier than you think!

ONE LAST TIME!

We're willing to do the majority of the work for you! Say it! Sing it! Jump up and down! All you have to do is mail the postcards. You get leads... and so much more. You mail the postcards to your leads. We mail the booklets. We keep you updated. We talk on your behalf. We keep you updated. We process the applications. We keep you updated. You earn the Fast Start Bonuses... the Double FSB's... the 2-UP FSB's, the Advancement FSB's. You earn the Monthly Commissions and Infinity Bonuses. You earn the Product and Services Commissions, too!

Then, we train and update you and your people with our newsletter. And, we continue to provide all of the above services and support to everyone in your organization too! And, you and your people continue to benefit!

Come on! If you know of something simpler; if you know of something more self-contained... that's completely home-based... that's this lucrative... especially with such low start-up costs... please... please... please... call us immediately! But, make sure you have solid proof that it's working. See, we've already got the proof! We are the proof! We're living it every day!

Now, let's get started... let's get moving one step at a time. Then, once you put our system in place, once you

start seeing results, once your confidence is built...

YOU'LL KNOW WHEN TO LEAP!

And what a leap it'll be! See, there really is no big secret to our success and the extraordinary income we're earning today! We did exactly what we've told you about here! We played it safe by doing a certain amount of mailings each month, an amount we could afford to do. That's common sense! Then, when we started seeing consistent results and when we could afford to, we strategically increased the number of our mailings.

It was all a matter of doing some simple calculations. We had been using our system long enough that we felt confident about the results we could expect if we did more. Over the years we've continued to do this, so that today we're able to do enormous mailings when we choose. You'll learn all about how to do this, when to do this, and so much more, once you join our team!

YES, IT REALLY IS YOUR TURN!

Come on, let's get started immediately! Here's what you need to do:

- 1) First, choose the \$49.00 or \$99.00 membership with AMC, Inc. Then decide if it's best for you to pay monthly by bank draft or credit card, or to pay 3 months or 6 months in advance with a check, money order, or credit card.
- 2) Detach and fill out the application, checking a form of payment.
- 3) If you're paying by check or money order, make sure the payable is to "AMC, Inc.". Make sure your signature is on the application. Applications will be sent back if your signature is missing, which will cause a delay in processing.
- 4) Enclose a blank, voided check if you are paying by monthly draft. Simply take your next check and write "VOID" on it. Attach this, along with your first payment, to the application.
- 5) Mail everything to AMC, Inc. at the address on the back cover of this booklet. Or, if you choose to pay by credit card, you have the choice to fax us your application or mail it.
- 6) Once we receive your application, we'll have your welcome package in the mail to you within 48 hours.

**CONGRATULATIONS! WE'RE DELIGHTED YOU'RE JOINING US AND
WE LOOK FORWARD TO WORKING WITH YOU FOR YEARS AND
YEARS TO COME!**



BONUS! BONUS! BONUS!

**Join us online today....
and receive a special bonus with a
cash value of \$185!**

**Online Application:
www.amc-usa.com/join**

**Don't miss out on this special bonus!
(For a limited time only.)**

BONUS! BONUS! BONUS!

AMC Inc Membership Application

Name (First, MI, Last) _____

Address _____

Home Phone _____ Work Phone _____

SSN/Fed ID _____ Email Address _____

I have clearly read the back of this application and clearly understand and agree with all of the statements made. (Your signature is required to process your application)

Your Signature _____ Date _____

INSTRUCTIONS: (1) For your initial payment, you can pay AMC Inc with a check, money order, or major credit card (Amex, Visa, MasterCard or Discover). Fill out Section A if you wish to use your credit card for the initial payment. (2) You have the choice to pay monthly or you can pay 3 months or 6 months in advance. (3) If you choose to pre-pay 3 months or 6 months in advance, we will invoice you at the end of that period. (4) If you choose to pay monthly, complete section B, which gives AMC Inc permission to initiate monthly drafts from your checking account or credit card. (5) Please call us at 770-645-7878 if you have any questions or concerns about our forms of payment. We will try our best to help you with your particular situation.

* _____ **MONTHLY AGREEMENT:** I have enclosed my first month's payment of \$49 or \$99 plus a one-time registration fee of \$38.00 for a total of \$87.00 or \$137.00. Either pay this using your credit card (SECTION A) and initiate monthly debits from your credit card or pay with a check or money order, enclose a blank voided check, and initiate monthly debits from your checking account (SECTION B) (CIRCLE THE FORM IN WHICH YOU CHOOSE)

* _____ **PRE-PAYMENT AGREEMENT:** I chose to pay 3 months in advance or 6 months in advance. Enclosed is a check, money order, or my credit card for \$185 (3 months \$49) or \$335 (3 months \$99) or \$332 (6 months \$49) or \$632 (6 months \$99) Including \$38 one time registration fee.(NOTE-AMC Inc will invoice you in the 4th or 7th month) (CIRCLE THE FORM OF PAYMENT IN WHICH YOU CHOOSE)

* _____ **MAILING SERVICE AGREEMENT:** Please mail my monthly mailings for me for an added charge of \$21.00 for 50 mail pieces at \$49 level/\$42 for 100 mail pieces at \$99 level. I will prepay 3 months of mailing service for \$63 @ \$49 level/\$126 @ \$99 level. I would like for prepay 6 months for \$126 @ \$49 level/\$252 @ \$99 level. (CIRCLE THE FORM OF PAMENT IN WHICH YOU CHOOSE)

SECTION A – Credit Card Information for One-Time Use

Please use the following Credit Card for the initial payment I've checked above. Total amount: \$ _____

Credit Card Acct. # _____ (Am. Ex/MC/Visa/Discover) CC Exp. Date: _____

Account Owner Signature: _____ Date: _____

SECTION B – Automatic Monthly Bank or Credit Card Debit

I hereby authorize AMC, Inc., to initiate electronic debits to my checking account or credit card, from the financial institution listed below, to meet my monthly requirement. AMC, Inc. will assume no liability for debits dishonored. To cancel this authorization AMC, Inc. must receive written notice at least 10 days prior to the date of the next debit and I understand that no refunds are due me if I don't comply.

Checking or Credit Card Acct. #: _____ (Checking Acct./Amex/Visa/MC/Discover)

CC Exp. Date: _____ Also, please use this credit card for my initial purchase of: \$ _____

Account Owner Signature: _____ Date: _____

Enroller/Sponsor: JANET WHITE

AMC ID# 191292

AMC, Inc. Membership Agreement

(IMPORTANT: You must agree to the following to become a member of AMC, Inc.)

My signature on the front of this application is an agreement to the following:

- 1) I clearly understand that the earnings illustrations and potential income possibilities are simply mathematical projections based upon the compensation plan and/or specific levels of participation. I understand that I have not been guaranteed any specific income and that I am not assured any profit nor guaranteed success. Absolutely no guarantees, warranties, or claims are expressed or implied.**
- 2) I am a consenting adult, 18 years of age or older, who believes in free enterprise and who is freely joining AMC, Inc. and freely using AMC, Inc.'s/Bob and Jayne Guzzetti's system without any malice towards the program or its members.**
- 3) I understand that any and all costs to promote this program/business and any and all costs for "operational" services available from Advance Marketing Concepts Inc./Bob and Jayne Guzzetti are non-refundable. I take full responsibility for my budget and for all moneys I spend to promote my business.**
- 4) I understand that I may cancel my participation at any time without any penalties or further obligation. To do so, I must contact AMC, Inc. directly and my cancellation must be in writing.**

PLEASE MAIL YOUR APPLICATION TO:

Advanced Marketing Concepts, Inc. (AMC, Inc.)

PMB 700

10800 Alpharetta Highway, Suite 208

Roswell, GA 30076

OUR PHONE NUMBERS ARE:

770-645-7878 (direct line)

770-645-7873 (24 hr. fax)

770-624-5872 (24 hr. Hotline)

VISIT OUR PRODUCT WEBSITE AT:

www.amc-vitamins.com

or request a catalog by calling us directly

Please help us help you by leaving a detailed message when our direct-line rolls to our voice mailbox. If you are calling during regular business hours, this means we are all on other lines. Presently our business is booming, so there are many days that we're taking phone calls back-to-back! However, we will return your phone call, so record all of your questions and we'll be sure to write them down and call you with the answers.

Here's what people are saying!

“Years ago, I really knocked myself out to personally enroll 20 people into a well-known MLM company and none of those people ever enrolled a single person. Within a few months of joining, each person quit and I never understood why. I vowed that I would never work that hard again! Now I have over 800 people using Bob and Jayne’s system, and I know exactly why my other business failed. Those 20 people didn’t want to chase their friends and family, sell products, and go to meetings which was and still is the only method that company uses. I’m so glad I gave MLM another chance and I’m even happier I sent for Bob and Jayne’s booklet. Their system has made all the difference in the world to me and my downline!”

*Michael J. Martin
Accountant*

“For years I’ve been intrigued with MLM and direct-mail and I’ve attended a lot of meetings in that time. However I’m often out-of-town so I’ve never been able to get a business started using the methods they presented to me. When I received a copy of “It’s Your Turn!”, I immediately knew that this was the business I’d been looking for! I’ve been using the mailing service every month and I’m delighted to have an organization of 562 people as of this writing. This business certainly has met my needs and schedule.”

*Tony Monticello
Airline Pilot*

“I’ve owned a very successful direct-mail marketing company for over 14 years. I’ve always felt that a network marketing program could be promoted through direct-mail but I never found one that was profitable until I met Bob and Jayne. I congratulate both of them for their expertise, ingenuity, and the tremendous amount of work they have put into this. I’ve made more money with the two of them this last year than I made with all the others, combined! I highly recommend their program to everyone!

*Glen McComb
Direct-Mail Expert*

“We found Bob and Jayne’s system and honest approach refreshing. They are sincere about teaching people to stay within a budget they can afford. This was very important to us because we’ve been on a fixed income. The additional \$1500 a month that we’re earning through this business has really changed our lives. Added to our retirement income, this business has made it possible for us to really enjoy our senior years. Now we’re able to go on two cruises a year as we always hoped we could.”

*Marianne and Earl Roberts
Retired*

SPECIAL SERVICES TO HELP YOU BUILD ANY BUSINESS!

Even if you don't join us, we're delighted to share our Mailing List, our Vacation Certificates, our Grocery Coupons Books, and our Health Products with you. Use the Order Form to purchase these items as often as you like.

MAILING LISTS – If you don't join AMC, Inc., you're welcome to purchase names straight from our database. These names and addresses on peel-and-stick labels are all entrepreneurs interested in MLM, direct-mail, and/or home-based businesses right now. Prices include the cost of the labels & shipping too!

100 names for \$15.00	250 names for only \$30.00
500 names for only \$55.00	1000 names for only \$100.00
2000 names for only \$200.00	3000 names for only \$280.00
4000 names for only \$370.00	5000 names for only \$460.00

VACATION CERTIFICATES – These are one of the hottest promotions, great for any business! Simply offer a Vacation Certificate free if someone joins your program or purchases your product or service by a certain day. Each Vacation Certificate is good for 3 days and 2 nights complimentary lodging at one of over 30 Premier Resorts nationwide, an approximate value of \$175.00. Also included with each certificate is a Buy One/Get One Free offer from Carnival Cruise Line.

1 Vacation Certificate = \$4.00
2 to 30 Vacation Certificates = \$3.50 each
31 to 70 Vacation Certificates = \$3.00 each
71 to 99 Vacation Certificates = \$2.50 each
100 or more Vacation Certificates = \$2.00 each

\$500 GROCERY COUPON BOOKS – Another great promotion to help you build any business! See page 19 for complete description..

1 - Grocery Coupon Book = \$10.00
2 - 19 Grocery Coupon Books = \$8.00 each
20 or more Grocery Coupon Books = \$6.00 each

Special Note: I am 100% committed to helping you succeed in this business. The three elements for success in any business are:

1. The initial investment.
2. The quality of the opportunity.
3. The help you get after you spend your money.

There is no program I have ever come across that allows you to slowly but surely without any hassles, phone calls, meetings, or product purchases, build a business that can grow to more than five figures monthly!

I encourage you to take advantage of AMC, Inc., to grow a business that works. If you can stick a label on a postcard, you can succeed! If you are not even willing to do that, the company has a plan to do it for you!

This is a proven, predictable opportunity that can make you wealthy. Take advantage of what AMC, Inc. offers and enjoy the feeling that comes from real success. We are building something very special together.

Thank you,

Janet White

Janet White

P.S. Send an email to whitejanet5522@gmail.com after you send your application to AMC, Inc. I want to make sure I am there to congratulate you for your smart decision to enroll and to help you right from the beginning.