

[Headline Test #1]

Russ Dalbey, Master Cash Flow Entrepreneur, who earned \$100 MILLION in sales in just one year, now offers YOU the Cash Flow success opportunity of a lifetime:

**"Are YOU ready to Deposit \$500,000
in YOUR Bank Account in just 7 DAYS—like I did?"
--Russ Dalbey**

You'll be amazed how simple and easy it really is when you follow Russ's proven and "super-automated" marketing system.

What took Russ and a team of crack marketing professionals years to develop and fine-tune—you could master in just weeks, spending **JUST ONE HOUR A DAY**.

[Headline Test #2]

Now! For the first time ever...

**Mega-Successful Cash Flow Entrepreneur Russ Dalbey Reveals
His Most Closely Guarded *Cash Flow Secret*:**

"How I Earned \$500,000 in just 7 DAYS!"

Discover the automated marketing system that Russ and other super-successful, nationally-known marketers and entrepreneurs use to flood their bank accounts with cash—**FROM ALL OVER THE COUNTRY—24 hours a day/seven days a week!**

[Headline Test #3]

Russ Dalbey takes on all comers in HIS BOLDEST CHALLENGE ever!

Name your Magic \$\$ Number!

**...The amount of cash you want to pocket in the next 12
months with your Cash Flow Business...**

**...And I'll reveal how you could easily and "automatically"
walk away with FAR MORE!**

[Headline Test #4]

WANTED!

Twenty-Four Gun-Slinging Note-Finders

"I'm ready to take under my wing and work one-on-one with 24 hand-picked cash flow business owners who can say—DAMN this economy—DAMN the competition—I'm going to THRIVE—I'm going to WIN—I'm going to be RICH—so help me GOD!" --Russ Dalbey

Keep reading to learn how you could be among Russ's Lucky 24...

[Headline Test #5]

Russ Dalbey gave you the **Keys to the Kingdom**—your own **Cash Flow Business...**

Now, he shows you how to **unlock the gates** and **kick down the Cash Flow door...**

Twenty-Four Lucky Note Finders will be Awarded the Chance to Work Privately, ONE-ON-ONE, with Russ Dalbey and his Crack Marketing Team

Unrivalled Success and Money are just weeks away!

Keep reading this letter to learn how you could be among Russ's **Lucky 24...**

[Headline Test #6]

Times have changed, the economy has changed...

STOP HUNTING FOR NOTE SELLERS AND BUYERS...

That's so Old School...!

In this never before published letter...

...Russ Dalbey REVEALS his "Super-Automated" marketing system that will put YOUR name in front of note-holders in every city and state in the nation—twenty four hours a day/seven days a week—just like he does!

...DISCOVER how to effortlessly drive a rip-snorting stampede of note sellers *and* buyers direct to your Cash Flow Business door!

...MARVEL at how EASY it is to make money—even while you sleep!

If you've invested time and money getting your Cash Flow Business off the ground...you must read all the **FREE** amazing tips and insights contained in this *Special Letter...*

[Headline Test #7]

[Insert Starburst]

<p>My BOLDEST Promise Ever! --Russ Dalbey</p>
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[End Starburst]

**Automatically Drive Note Sellers and Buyers to YOUR
Cash Flow Door from All 50 States!**

You'll be amazed how simple and easy it really is when you follow Russ Dalbey's proven and "super-automated" Internet Marketing System.

In this **Special Release Letter** Russ Dalbey shows you how to put YOUR name in front of note-holders in every city and state in the nation—twenty four hours a day/seven days a week—just like he does!

From the Desk of Russ Dalbey
Westminster, Co.

Dear Cash Flow Business Owner:

It's time to tell the truth, straight and unvarnished... it's time for *Tough Love, Russ Dalbey style...*

- Yes... the country has just elected a new and untested president.
- Yes... our economy and financial system is severely wounded—and no one knows with 100% certainty how to fix it.
- Yes... many ordinary Americans are preparing for the worst—throwing in the towel, shuttering their windows, locking their doors and surrendering to fear and paralysis...

Well, that's the bad news, of course—now here's the **GOOD NEWS!**

There are many among us...

...Who are uncommonly fearless and strong... who are ready to spit in the eye of the dark unknown, of adversity, of widespread pessimism—and fight for their right to succeed—and be rich!

Filled with hope, enthusiasm and extraordinary foresight... these entrepreneurs, business owners, second-income earners, retirees, stay-at-home moms and dads—**and yes, Cash Flow Business owners of all stripes**—are prepared to rise like a Phoenix from these economic ashes...

...From these despairing and trying times... they will claim their just rewards, and see their dreams fulfilled.

And if you are one of them—strong-willed, daring, energetic and optimistic—I address this letter to you—a true winner—a success story yet to be told!

The Seeds of Your Success Have Already Been Planted

As far back as the Great Depression of the last century, and through every economic downturn and recession since... fortunes were made by men and women who understood that all financial storm clouds will eventually disappear and economic prosperity will return—and yes, it always did!

And it will again—far sooner than you think.

And yet... as soon as this great country picks itself up, gets back to work and the good times start rockin' n' rollin' again—as they surely will—it'll be too late!—to late to cash in on all the easy-money opportunities waiting—*right now*—to be scooped up!

While everyone else is running for shelter, and cutting back—now is exactly the time for you to prepare and put in place the engine for your success.

And, my friend, I'm going to help you do it...

You Already Cleared Your Biggest Hurdle... Now Comes the Easy Part!

Not too long ago I placed in your hands the keys to your future success—the keys to the Cash Flow Kingdom—when you purchased "***Winning in the Cash Flow Business***".

Digesting and mastering all that information was clearly your biggest challenge on your road to financial independence and success.

But you did it! And I congratulate you for taking the time and putting forth the effort to master the Cash Flow Business.

But now, if you haven't already, you've got to put the word out, loud and clear, to Note-Holders all over this country that you're *in the Cash Flow Business!*

You've got to get your name out there—so you can close the big-dollar deals!

You've got to start pulling in the bucks—so you can secure your financial future!

And that, my friend, takes nothing more than smart and astute marketing.

There's a Right Way and a Wrong Way to Market Your Cash Flow Business

You can either...

Spend a lot of money—either by spending it yourself, or by hiring marketing professionals who will gladly spend your money for you.

And in my opinion... that's the wrong way (and I should know—because I've done it).

Or... you can market your Cash Flow business, cheaply—often without any cost at all—*by doing it yourself over the Internet.*

And that's exactly how I market my business NOW! Because it's easy, cheap—and best of all...

It Works like Gangbusters!!

How well does it work?

I pulled in \$500,000 in just seven days—while I was away from my desk—on vacation in Florida!

And I want to help you do the same—master Internet marketing.

My friend, I've got to tell you honestly and squarely... marketing your business over the Internet is the fastest, easiest, most profitable way to make money in the Cash Flow business.

FACT: **Google** and **Yahoo** reach more than 80% of the Internet-using population.

FACT: You could spend a fortune, and a lifetime, advertising off-line, in print, and never reach as many people as you can reach on **Google**—in just one week!

And just to PROVE to you how easy and effective Internet marketing really is...

I'm picking 24 Cash Flow Business owners—**and you just might be one of them**—to work with me and my team of crack marketing professionals at the Dalbey Education Institute.

Yes, this is the same team of pros who keep my Internet marketing efforts screaming over the Internet like a Ferrari cruising at 250 miles per hour!

And now all of us are going to teach you everything it took us years to learn (at considerable expense mind you) about online marketing.

And then, together—we're going to kick down the doors standing between you and note holders and sellers all over this country.

**Marsha Bowersock, a grandmother from City,
State, made \$79,000 on her first deal!**

"I want everybody to know that this is easy, this is not rocket science... I have 3 grandkids. On my very first deal I made \$79,000 dollars—can you imagine! I was so excited and it wasn't hard, it was actually very easy.

"The Master Marketing program teaches you how to do your website, how to work with pay-per-click. For cryin' out loud before I enrolled in Master Marketing I didn't even know what pay-per-click was. But by the time I got done with that program guess what? I knew pay-per-click!

"It gave me advertisement, it got my name out there, you know what? Nobody in god's green earth would've known who I was, what I was doing, but with that program a lot of people now know who I am what I do and they will pick up the phone and call me.

"Without Master Marketing I wouldn't have had the opportunity to have that, and that's just plain fact!"

-- **Marsha Bowersock, City, State**

Now I'll Tell You a Little Secret...

The Master Marketing System that my team and I have perfected works for any business—not just the Cash Flow Business.

In fact, it's the same Internet marketing model that all the big name marketing companies use—companies like **Amazon, Dell, Home Depot, Costco** and thousands more.

The only difference is that my **Master Marketing** system is 100% scalable—and that means you can start small *and* inexpensively.

Then, as the money starts rolling in, and your successes stack up, you can roll out bigger marketing promotions to bring in even more money—just like **Disney, Time Warner, Gap, and Starbucks** and world-renowned internet marketers like **John Carlton, Dan Kennedy, Jay Abraham, Michel Fortin** and dozens of others!

And my **Master Marketing** system is so easy to follow.

It breaks everything down into easy to digest, easy to implement steps that even an 8-year old can master!

- **Your Cash Flow business will be totally automated—you'll make money even while you sleep!**
- **You won't have to hunt down note sellers and buyers—they'll come to you!**
- **You'll have national exposure—your business will be advertised and recognized everywhere in the U.S.!**
- **And you'll blow your competition out of the water! Because your cost of doing business will be miniscule—your reach will be huge—and your name recognition will be greater!**

And, best of all, all you need to get started—and become unimaginably rich marketing your Cash Flow business over the Internet—is a computer and an internet connection!

Yet, you don't need—and you will never need—to know anything about computer programming or anything remotely technical.

All you need to know is how to point and click your computer mouse.

Because we'll do all the technical stuff for you—we'll set you up with a completely customizable website that you can tweak and change on your own—easily and quickly—with just a few clicks of your mouse.

It'll be your online doorway to success—your goose that lays the golden egg—***a completely automated 24/7 line of communication between you and note sellers and buyers all over the country!***

You'll have the ability to automatically capture visitor and customer contact information.

Plus... note-holders all over the country will be able to list for sale their notes—on your website—and you won't have to lift a finger!

Plus... we'll give you all the templates—and the all-important content—you need to make your website look like it's designed and maintained by a full-time marketing and IT staff!

Plus... we'll provide you with a stream of professionally written articles designed to show your note-holding visitors the benefits of selling their cash flow notes.

No other system—no other training—will provide you with all of this!

Six Minutes and \$8,600 Richer!

"I listed the note, and about six minutes later the phone was ringing. It didn't even come to me on an e-mail, the gentleman called me six minutes after I posted that note on the Internet. I called the seller of the note, and I made \$8,600 on that note in six minutes."

-- ***Darrell Singleton, City, State***

I'll Give You Everything You Need to Know to Market Your Cash Flow Business Successfully and Profitably on the Internet

By the time I and my team of marketing pros are finished training and preparing you for success you'll know:

- How to submit your website to—and get listed on—over **5,000 search engines!**
- How to find and use online classified ad directories to advertise your website—for **FREE!**
- How to quickly customize your website with alluring graphics and pictures to attract visitors to your website—and keep them coming back!
- How to quickly turn website visitors into friends, and friends into paying customers!
- How to get your website top-ranked placement on **Google!**
- How to use Pay-Per-Click (PPC) advertising to get all the website visitors you'll ever want—**cheaply and immediately!**
- How to get note-holders to **post their notes on your website by themselves!**
- How to pre-qualify the visitors to your website so you only deal with the customers **YOU** want to work with!
- How to get five of the Internet's leading PPC search engines to send you targeted traffic—for **FREE!**
- How to drum up local—and web-based—publicity for your website by writing and posting Press Releases on the Internet for **FREE!**
- How to figure out what your client's real needs are—so you can show them the benefits of working with **YOU** and not your competition!
- How to find—and use—those all-important "**Keywords**" that match your services to the needs of your **IDEAL** customer!
- How to reel in customers with little to no effort using keywords that...
 - Drive qualified note sellers to your website
 - Achieve top search engine placement for your website
 - Avoid competition
 - Save money on your marketing campaigns
- How to implement my famous 7-step process to find the best keywords and "key-phrases"!
- How and why, when picking keywords, you should always make this one **mistake—yes, mistake!**

- How to effectively “sell” your services to note-holders by adopting master motivational speaker Zig Ziglar's famous "*You can get anything you want in life...*" philosophy
- How to write your own effective online and off-line advertisements using the ***all-powerful 8-key ingredients*** of all effective marketing communication:
 1. Sell the reader with your first sentence.
 2. Keep it personal.
 3. Keep it simple
 4. Talk to your customer like a friend
 5. Command your reader
 6. Create urgency
 7. Be honest
 8. Give them hope
- How to get **300 visitors** to your website—every day!
- How to find Internet sites that will post your website advertisements in local and national newspapers and magazines!

And if That's not Enough...

There's this too...

If... while you're putting your internet marketing plan into action...

...You have a question, a concern... you've hit a stumbling block... you don't know what the next step should be... you aren't sure how to do this, or that...you're confused, frustrated... you need hand—holding... or want a pat on the back, or a pep-talk...

...You'll have a dedicated and assigned marketing coach—a member of my personal marketing team—who will work with you—intimately, regularly and continuously to guide you and keep you on the path to internet marketing success!

You'll have up to **20 one-on-one phone sessions**—*sometimes more*—lasting up to **30 minutes each**—*sometimes more*—with your marketing coach.

And though you'll always be able to ask your coach as many questions as you like, about as many things as you like—it won't be a one-way street!

Your coach is going to ask you questions, too!

To begin with, he or she will need to know your near and long-term goals—what your overall marketing comfort level is—which aspects of internet marketing you want to tackle first... and many other questions.

In that way your coach can custom-design a mentoring program that will be perfect for your level of competence and comfort—so you can achieve **optimum results in a minimum of time, with a minimum of effort.**

And as you progress, and the results—and money—start to snowball, your coach will ask for your feedback—so he can fine-tune his efforts, and your results even further!

Angela made \$9,600.00 on one deal!

"There's a lot of stuff about the Internet that I wasn't quite aware of, or how to do it. They walked me through that and were really helpful with any questions."

-- Angela L., South Carolina

Your personal coach will also help you fully master and implement...

Internet "Trade Secrets" that Helped Me Pull in \$100,000,000 in Sales In Just One Year!

Secrets like:

- How a simple and quick "tweak" to your website can **increase your sales by up to 900%... or more!**
- How to write an email to note-holders who request information on your website—and increase your profits by **100% a month!**
- How a simple change to your email "format" could **increase your sales by 500%!**
- How to easily **overcome your prospects' natural skepticism** using a powerful strategy called "shifting the risk"!

And...

I'll Share This Trade Secret with YOU Right Now!

As you should know, every single day there are thousands of note-holders actively looking for the exact service you're offering.

Parents need cash for their children's education. Retired folks need liquidity to pay medical bills. The reasons are endless.

But here's the thing—while these thousands of note-holders are looking for you... and you're looking for them...

Note-holders would actually prefer to find you—instead of you finding them!

Yes, it's a fundamental truth of human psychology that when the average individual—which includes note-holders—are given the choice between working with someone who *solicited* them—and someone *that they found* on their own...

They'd much rather work with someone they found on their own!

People are naturally wary of anyone that looks, smells and acts like a salesperson.

And here's another fact: more than **60 MILLION Americans** use a search engine every day!

And... more than **1 MILLION AMERICANS LAST MONTH ALONE** were actively searching for information about cash flow notes—about the business you're in!

Can't you just see the potential here? Can you see the money that's out there hunting for YOU?

Can you see the thousands of dollars in fees your business could be pulling in EVERY SINGLE DAY by putting your business on the Internet?

Tyler scored \$19,975.00 over the Internet!

"My deal came through the website that you guys set me up with from the get-go through the Master Marketing Program."

--Tyler D., Colorado

By getting your name out there—establishing your Cash Flow business on the internet—you'll be placing yourself in front of 1 MILLION people actively searching for information on what you are the master of: the Cash Flow Business!

That's why you must market your Cash Flow business on the Internet today!. And my **Master Marketing** system will help you do exactly that—every step of the way.

It will show you...

- How to send hoards of eager customers to your website—often WITHOUT spending a dime!
- How to fully automate your Internet marketing so you can spend your days doing whatever you want—play golf, go on vacation—**just like I did when I pulled in \$500,000 in one week while I was sunning myself on the beach in Florida!**

- How to uncover thousands of popular keywords that people are using to search for cash flow services—**so they'll find you before your competitors find them!**
- How to scoop up "neglected key phrases" that will stream "qualified" traffic—note-holders in desperate need of your services—to your website!
- How to use BILLIONS of other people's advertising dollars to boost your profits by 500% or more!
- How to pay as little as \$.01—ONE CENT—for real, qualified customers when, and *only* when, they come to your website.

So now I ask you... who in the right mind wouldn't want to know all this—to do all this—and scoop all this Cash Flow money off the table?

Listen, my friend, if you believe that I, Russ Dalbey, know the Cash Flow business like no other—you've got to believe me when I say: my **Master Marketing** system is your best chance to achieve financial success and independence today!

And all you've got to do is call **XXX-XXX-XXX** right now to get started!

But Don't Call that Phone Number Yet—Not Until You Read This!

...Because I and my marketing team have room *and* time for only 24 motivated, energetic and dedicated Cash Flow business owners...

...We need to be extremely particular about whom we choose to coach—so we don't waste our time *or* the time of the other participants in the **Master Marketing** program.

You see, after each phone-coaching session—all the coaches and I will meet and strategize on how to best help each participant—based on the conversations and progress detailed and reported in each phone coaching session.

That's a lot of time and effort on our part.

And it needs to be matched by you.

And therefore you should know...

With Absolute Confidence...

...We're serious about helping you and every other participant become a true success story.

Indeed, when you finish the **Master Marketing** program I intend, whenever possible and with your permission, to show you off—**on T.V. in print, and everywhere else**—to prove to the world that the **Master Marketing** system works like gangbusters!

So let me be perfectly clear—the **Master Marketing** system requires far more than desire and dreams of wealth and luxury—all of which it can deliver...

It requires hard work on your part, too.

So if you think you're going to sit back and watch me and my marketing team do all the work, while you do nothing but applaud—don't call me.

Indeed, you're going to be given homework—yes, homework—assignments where you'll actually begin to place your Cash Flow business on the Internet—in real-time!

Rest assured though, I and my **Master Marketing** team will be alongside you every step of the way.

\$4,000 on Mark's First Deal—over the Internet!

"One of the first things I did when I started the Winning in the Cash Flow Business course was to market my business all over the Internet, which I'm still aggressively doing today. A real estate person saw my information, contacted me, and the rest is history—I made \$4,000.00 on my first deal!"

--Mark T., Illinois

And yet, it's important to understand...

- You do NOT need previous business experience to succeed
- You do NOT need to be a technical wizard to master the Internet
- You do NOT need a merchant account to make money
- You do NOT need any formal online experience at all to become rich
- You do NOT need to have a web site—we'll give you one!

Yes, we'll show you how to launch your website and immediately capture note deals—with **NO programming, NO web training, NO confusing technology** at all!

This is your chance, at long last, to make the money you deserve—quickly and automatically!

If you're serious about starting and growing a successful Internet business, the time to act is now—**because I'm only accepting 24 qualified applicants.**

Do not delay! Call **XXX-XXX-XXXX** right now!

To your success,



Russ Dalbey
CEO & Founder
Dalbey Education Institute

A Special Gift for YOU!

The first 15 Cash Flow business owners whose applications are accepted for enrollment in my **Master Marketing** program will be rushed, under separate cover, my “**Business in a Box**” marketing tool-kit—a **\$495 value**—absolutely **FREE!!**

“**Business in a Box**” gives you all the templates you need to create high-impact business cards, professional letterheads, custom logos, personalized layouts, designs, and much, much more—everything you need to market your business online and off.

If you were to assemble a resource kit like this on your own, you'd pay a designer **\$2,000.00 or MORE!**

But I'm giving my “**Business in a Box**” to you—for **FREE**—if you're among the first 15 people to enroll in my **Master Marketing** program.

Call XXX-XXX-XXX right now!

LATE BREAKING NEWS!

A Triple Header Win!

Just recently... thanks to Russ Dalbey's **Master Marketing** program...

Marsha B. from Ohio closed **13 deals** totaling: **\$134,573.07**

Darrell S. from Washington closed **5 deals** totaling: **\$23,006.25**

Enrique S from California closed his first deal for: **\$11,510.00**

Add your name to the growing list of Internet marketing success stories!

Call XXX-XXX-XXX right now!