

***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!***

Welcome! Twenty years ago I read an ad in a magazine about a business I could build through the mail. I did what they said to do and made some money my first month.

But that was 20 years ago and I wasn't really ready to stick with one program. So I stopped doing what worked, went on to other things, and forgot about it. In the meantime, the two people who started that business devoted all of their time to perfecting it. Along the way they won worldwide recognition for their methods and often earned more than six figures monthly!

But they were frustrated, just as you have been sometimes. They learned that not everyone had the ability to run a business like they did. So they built a business that does for you what you don't want to do, gives you the ability to learn and earn as you go, and lets you earn as fast as you want, on your budget!

My longtime customers and friends in my Lazy Wealth™ business knows that I have always tried to find ways to help them succeed. It has frustrated the heck out of me knowing I can succeed with something while others fail!

In December of 2007 I decided to join forces with the two smartest business builders I know, Bob and Jayne Gazetti; you might have heard of them. They have spent 20 years testing and perfecting every aspect of their business.

More importantly, along the way they made a list of all the negatives that stop people from finding success, and then found solutions, one at a time! They didn't listen when people said this "sounds good" or "should" work; they tested every theory until the only thing left was proven, absolutely rock solid methods.

Look what they ended up with:

- They do all the explaining, handle all the calls and orders, and do all the recordkeeping for you.
- You can build the business on any budget
- There is no luck involved; every aspect has been tested and is in use daily
- There is no running around, no long distance phone calls, no long hours, no meetings, no presentations, no face-to-face with anyone.

The timing couldn't be better; the economy is uncertain, most people do not have a retirement income, nobody trusts social security and companies are downsizing. THIS BUSINESS IS BOOMING AND THERE'S STILL ROOM FOR YOU!

After you read through this booklet you might think, "This sounds too good to be true." I have a reputation for always providing honest information. My money is in this program, I believe it is the right program for most home wealth builders and invite you to please join me. After you read through the entire letter, send your application form in and also send an email to [mrlazy@lazywealth.com](mailto:mrlazy@lazywealth.com) so I can explain why enrolling as part of my team gives you an advantage nobody else gets!.

Larry Oxenham, aka Mr. Lazy

## **MIGHT AS WELL START WITH THE TRUTH: TWENTY YEARS AGO IT WAS ALL ABOUT THEM!**

Bob and Jayne were just like you and me when they began, they wanted a business that would work for them, help them survive and help them find this elusive creature called success. And they wanted to be happy along the way! They were *not* thinking of you or me or of the thousands who would join them over the years. In other words, they were just like you and me; e.g., until they took care of #1 they couldn't possibly think of anyone else.

Not only that, they did not like the industry they chose and, in fact, are not sure they like it today! Well, they didn't really choose the industry: It was the only one that worked for them at the time. This was not their dream industry, they didn't go to school to learn about it, and for their first 4 years, they kept looking for something else. Every day they wanted out! (Is this beginning to sound a little like you and me?) The problem was they couldn't find anything with less risk or more potential.

### **THEY WERE STUCK!**

That, in a nutshell, is why this opportunity is here for you today! This was the only industry that fit in the beginning and then, once they were in it, they couldn't find anything better. *They were stuck and it turned out to be the best thing that ever happened to them, and now might be the best that ever happened to you.*

### **GETTING STUCK GAVE US THIS GREAT OPPORTUNITY!**

You know how it is when you trap an animal; it fights and fights to get out. Bob and Jayne fought and fought and finally made the decision to change everything they didn't like! Not only that, they sat down behind closed doors where nobody could hear them and there would be no distractions, and wrote down everything they didn't like, everything that didn't work, and every thing they did not believe in! Then, more importantly, they went back over that list, one item at a time, and found solutions, great solutions, as you will soon find out.

### **THE FIGHT CONTINUES TODAY!**

They found solutions for themselves and, to their surprise, discovered that what worked for them was exactly what the majority of people need to get a business of their own off the ground. Their business skyrocketed with their new solutions! They realized if they could offer this method to others it would be impossible to fail! They already had all the glory, won all the awards, had a SIX FIGURE MONTHLY INCOME, but they now knew they had a business that could help ordinary people succeed.

And this is where I come in! I have searched and searched and searched to find the one business that would work for my customers and friends around the world. As you know, the most frustrating part of my success is not being able to pass it on to you. I have done very well with the Gift business, very well with real estate, and very, very well with my *LazyWealth*<sup>TM</sup> business but, no matter how hard I try, some of you have not been able to

succeed using the same methods I use. It breaks my heart to see people spend money and get nothing back, or very little. And I know how frustrating it is for you!

Let's face it, some of you are just not good at being on the telephone, or choosing where and how to advertise, or building an organization or teaching others, or writing, or keeping a budget, or thinking long term, or .... You are just like most people!

When I came across Bob and Jayne's program again – after twenty years! – the light came on! WOW! DOUBLE WOW! I knew I could tweak their program just slightly, use their incredible skills, and provide you a business opportunity that could be built step by step, slowly or quickly, and absolutely, without fail, work!

I will never quit researching, testing and investing, and will continue providing you the same personal service that is the hallmark of *LazyWealth*<sup>™</sup>, but now I have a program I can introduce with confidence to everyone no matter your budget, skill level, or needs!

## **AND YET, I CONFESS**

I was thinking of me when I researched their program! Now I can add the incredible resources and personal assistance Bob and Jayne offer to my own skills. Bob and Jayne earn more in one month that most people earn in a year!

What they taught me twenty years ago – when I wasn't ready to succeed – continues to work today but even better! Together, we will lead you step by step through real examples of people just like you earning a few hundred, a few thousand dollars or much, much more each month. Twenty years of application builds a platform that works!

And once you put the system into place and see the results for yourself, you can get your own calculator out and figure out what it will take to speed your results up! You will have the confidence that comes from knowing the system is working! You will not waste one penny on uncertain marketing methods, newspaper or magazine ads or telephone calls or anything that takes money out of your pocket and is not proven to work! This is common sense and it works, so let's get started!

## **THIS IS EXACTLY THE WAY IT IS!**

I believe true, honest information should be the foundation of every opportunity, so here is exactly what I am talking about: 1. You will be in three multi-billion dollar industries at the same time: MLM, direct mail and health. 2. You can build all three at the same time – the system is set to allow you to do so – or concentrate on just one. It's your choice! 3. You will build your business in a way nobody else is doing and Bob and Jayne's organization will do most of the work for you!

## **THROW AWAY EVERY IDEA YOU EVER HAD ABOUT BUILDING AN MLM BUSINESS!**

If this involved meetings and stockpiling pills and potions and recruiting everyone you know I would not be writing this now. So let's get rid of every idea you ever had about

Multi-Level Marketing, or MLM or Network Marketing. Let me introduce you to the new, smart MLM, the only way to make money and love your business, too!

We will use my favorite marketing tool, Direct Mail, to build your business, but we will do so differently from any way you have ever heard of! So, if chasing family and friends, cold calls, presentations and meetings leave you cold; if you don't have the energy to run all over town; if you despise retail sales, we have great news for you! We have eliminated everything ugly about the MLM business but kept everything good, especially the extraordinary income potential and freedom!

## **HERE IS WHAT IT IS, AND WHAT IT ISN'T!**

MLM is just another way to market goods and services. Instead of a storefront, paid sales force and huge advertising expenses, MLM uses the most effective form of marketing ever devised: word of mouth. In our case, we call it word of *mail*!

All MLM companies provide goods or services for their Independent Distributors to market. Commissions are earned with every sale. Simple enough, isn't it? Or is it?

MLM can be exciting because you can multiply your earning potential by enrolling others to help build your business, and they can enroll others, and so on. And you have the ability to get paid for the people you enroll and the people they enroll and on and on.

## **“BUT WAIT A MINUTE, LARRY, I DON'T WANT TO KNOCK ON DOORS OR BUG MY FRIENDS TO SELL PRODUCTS!**

“I don't want to chase people around trying to sell 'this and that'. I can't sell! I'm too shy. I don't have the time. I can't do it. I won't do it. You can't make me. I don't have the right clothes. I will break out in hives. I'm getting really sick just thinking about it. I'll get a note from my doctor. And, anyway, my mother won't let me!”

## **OKAY, OKAY, STOP! WE HEAR YOU, AND WE ARE HERE WITH YOU!**

Remember, I said this program eliminates everything that has made you fail in the past! With this system you will make sales, get repeat sales, make a ton of money for years and years without doing any personal “selling”.

Be patient, this will all make sense soon...

## **INTRODUCING MLM THE PAIN FREE, TROUBLE FREE WAY!**

Let's talk about MLM the 21<sup>st</sup> Century way, the Bob and Jayne way that has been ahead of the industry for twenty years! First, this is not time consuming – the old way is -, this is not! Invest a few hours or less each week: the system does the majority of the work for you!

You won't run all over town holding meetings, selling products, doing presentations or worse, cold calling. You can sit at home wearing whatever you want! Period! No face to face meetings, ever! This program changes MLM forever!

## **WELL, OKAY, BE SPECIFIC ....**

The company – the 20 year old company! – is Advanced Marketing Concepts, Inc. (AMC, Inc.). As a corporation, it has represented MLM companies full time for 20 years! Finally, after years of requests, Bob and Jayne developed their own MLM company built on all the principles they have perfected in the past 20 years. This is big news in the industry and big news for you and me, too.

Even better, there has never been a better time to join! The “new” program was introduced and quickly successful, more so than Bob and Jayne could ever have imagined. (Funny thing, though, you would think they would have expected this success after twenty years, but they are always cautious.)

Now, for the first time ever, their doors are open to everyone! The system and methods can be followed by everyone, they have been tested and perfected, and you now have an opportunity to *expect* the success you always *wanted*.

## **THE BEST OF BOTH WORLDS, OLD AND NEW!**

The timing is perfect! With AMC, Inc, you have the #1 advantage of a new concept using methods that are still “new” to most people: the world is wide open! Most people who suffered through MLM the old way secretly vow never to get involved in anything like that again. We are not interested in the old way, the old frustrations, the old problems.

More importantly, AMC, Inc. has been on the frontlines for twenty years. The owners and the company are well-known and well-respected in MLM and direct mail. AMC is a debt-free multi-million dollar entity. And *LazyWealth*<sup>TM</sup> has been around more than ten years, is respected for providing quality, honest information, and has extensive direct mail experience. You get a double whammy of success to support you!

You will have the best of all worlds: A new concept supported by two respected companies with years of experience who will be around for a long time to come!

## **THIS HAD TO BE DONE!**

When you work someone else's system you have to adapt to them. As AMC flourished they were frustrated that the ideas they were certain would work would not fit their existing programs. They solved the problem and eliminated their frustration by developing their own program. Today, like *LazyWealth*<sup>TM</sup>, they have no restrictions or “control issues” mandated by other companies. The company and those involved – you and me - have no restrictions on how much and fast you can earn! The AMC program was designed around those who do the work because Bob and Jayne have twenty years of experience doing the work!

## **THERE'S NO STOPPING US, OR YOU, NOW!**

There are MLM companies that offer health products or leads and there are direct mail and retail business opportunities. But *never* has one company been able to combine MLM with direct mail and health products, each offering a way to earn substantial income.

You can build each separately or combine them anyway you want: build an MLM business and direct mail business, or retail with direct mail, or a lead business or whatever you choose. And AMC will do the majority of work for you, including your retail health business! Let this sink in: you can have a retail business without doing any selling.

Imagine what I've told you so far! But this is not your imagination, this is real!

## **LET'S TAKE IT FROM THE TOP!**

When you become a member of AMC you will receive 50 – 100 leads each month: names and addresses of people who have recently responded to ads about starting a business of their own. No need to chase family and friends, the leads are brought to you. Remember, the key to a successful MLM business – or any business – is multiplying your business by enrolling others to help build your business.

The leads come on peel and stick labels. **YOU PROSPECTS ARE AUTOMATICALLY A PART OF AMC, INC. AND THE SYSTEM. LEADS ARE ONE OF YOUR PRODUCTS!** And the company sends them to you!

I hope you are beginning to see why I am strongly recommending this business to everyone, and why I have committed so firmly to it!

## **THIS SYSTEM IS SELF-CONTAINED!**

Automatically, every month, month after month, you receive your leads from AMC, Inc., and those you enroll will receive leads, too! So you introduce your leads to AMC, they introduce AMC to their leads, and so and so on and it keeps going and going and going, just like that little battery bunny!

Sometimes you have to think about this for a few minutes to truly realize this is a self-contained system that causes 100% participation! This is the ultimate MLM dream! **AUTOMATIC! SELF CONTAINED! 100% PARTICIPATION!**

Once again, Bob and Jayne's goal was to find a way to offer an opportunity that eliminates all those things that people don't like to do, and don't do. My only goal has been to eliminate the road blocks that keep you from achieving. For twenty years Bob and Jane have worked on their goal; for more than 10 years *LazyWealth*<sup>TM</sup> wanted exactly what AMC, Inc., has perfected. But,

## **QUICK, PINCH YOURSELF! IT GETS EVEN BETTER!**

We said you will “introduce” your AMC, Inc., leads to your business. But, not the old fashioned way with a phone call or personal visit; you will use a simple postcard – the same one that introduced you to this business -, the exact same postcard you received that prompted you to download this booklet. You don’t have to design it, it is already designed and working!

How simple is that? When you enroll you will immediately receive camera ready postcards, free of charge; all you will do is add your personal ID#, make copies, stick your leads on them and “introduce” yourself to every lead!

Pinch yourself again! What could be easier? You will use a simple postcard to build all aspects of your business, including the retail/health side. No phone calls, no meetings, no ... I know, I know, I already told you!

## **NOW, THIS IS WHERE AMC, INC., GOES TO WORK FOR YOU!**

This is easy and fun so far, isn’t it. Receive some leads, stick them on a postcard, stick them in the mail and go to the beach! You probably responded to one of these leads which proves how well they work. And you might have responded to our postcard which proves how well it works.

You already have two very important, proven aspects of the business! The leads and the postcards work and the fact that you have read this far proves that this booklet works, too. You are experiencing the power of the system first hand!

But now AMC, Inc. goes to work for you. And, remember, they have perfected their methods over a twenty year period. After the postcards are mailed the AMC, Inc., support team becomes “your” support team. You get a staff of your own with none of the hassles.

Here’s how it works: when someone reads the postcard with your ID# on it, and either downloads or sends for the booklet, the computer inquiries and orders go to AMC, Inc. AMC sends the printed booklets to your prospects on your behalf and enters your ID# permanently in the database. Twice each month you will get a computer-generated report with a list of your prospects, including addresses, so you have proof your mailings are working.

AS YOUR PROSPECTS REVIEW THIS BOOKLET AND CONSIDER THE BUSINESS, AMC TAKES THEIR PHONE CALLS AND ANSWERS QUESTIONS ON YOUR BEHALF! Think about this, Bob and Jayne and their staff have 20 years of experience; they are experts in this business. Who better to talk to your prospects than the experts who have 20 full-time years invested!

Then, when your prospects join, the application is sent to AMC, Inc. for immediate processing and you are notified by mail. At the same time, YOUR new member gets a Welcome Package with instructions. And, just like you and all members, they start receiving leads, automatically, every month. And that’s just the beginning ....

## **THE SUPPORT DOES NOT STOP THERE!**

AMC provides all of the promotions, such as vacation certificates, that cause more responses and enrollments.

Also, AMC IS ALWAYS AVAILABLE TO YOU AND YOUR PEOPLE AND THEIR PEOPLE BY PHONE OR EMAIL WHENEVER YOU NEED HELP! You do not have to take phone calls or provide technical support on your own. Your people know they can plug into the system, use the postcard, rely on AMC to work with their prospects, enroll people on their behalf, and so much more. System and support are available to everyone who joins AMC; they will mail booklets and enroll people for everyone in our group!

Further, there is an optional system to automatically mail your monthly leads for you, and an optional mailing service to mail larger quantities. THERE IS EVEN A VERY UNIQUE AND SUCCESSFUL SYSTEM IN PLACE TO ALLOW UPLINES AND DOWNLINES TO SHARE IN THE COST OF LARGE MAILINGS. This method creates wonderful team spirit and more “bang for your buck”. Members who take advantage of this have the fastest growing and most profitable businesses by far! Find out about this method when you join.

There is a system already in place to contact your upline and downline to share mailing costs. All you do is fill in the blanks and mail the forms AMC provides to the members of your team. AMC provides newsletters, bulletins and a member website to keep you updated and provide additional training.

REMEMBER, THIS IS A SYSTEM BUILT OVER 20 YEARS OF SUCCESS! Bob and Jayne willingly share everything that works, and what doesn't. Anytime you want to do more – although you never have to – you can count on Bob and Jayne to help you. All they ask is that you treat this business seriously and stay within a monthly budget you can afford!

## **NOW FOR A LITTLE TEASER, AND THEN LET'S TALK MONEY!**

Most MLM companies introduce products and services first, but it is the COMPENSATION PLAN that is most important to you! After all, would you be reading this booklet if you were not interested in \$\$\$? Besides, there are lots of good products and services out there so it is the COMPENSATION PLAN that truly separates them. We are going to discuss the COMPENSATION PLAN first. We will get to the products and services a little later; you can assume they are great, too.

**Here are the ways you earn money just by mailing the postcards:**

- 1. When members join the MLM business according to the COMPENSATION PLAN that follows.** (And, as you will see, there are more ways to earn than with any other company.)
- 2. The potential to build your Vitamin Power retail business every time a booklet is sent on your behalf.** You get paid anytime someone who got your

postcard purchases products. This gives you the ability to add your Health business to your Direct Mail and MLM businesses.

- 3. Commissions on “Special Services” like mailing lists, vacation certificates and phone cards:** Proven business builders for years and years that can give you a substantial income! (*LazyWealth™* knows a mailing list alone can retire you! Those in my organization will learn the inside secrets of mail list wealth.)

**And there are more ways to earn:** You can, if you wish, hand out Vitamin Power catalogs and recommend the products. Your ID# will be on each catalog so people who don't even know you can order, and you will be paid! (You can view the new [www.amc-vitamins.com](http://www.amc-vitamins.com) website.)

**Much, much more is in development!** Since AMC is a proven company with a 20 year record of success, it is able to spend more time on research and development than some new company that is struggling to keep the doors open!

## **OUR PROMISE AND COMMITMENT TO YOU!**

AMC, Inc., will consider, test and develop new ideas at our expense. The only goal is to bring you more and more ways to earn money with your simple, powerful postcard! We want you to get more return for every dollar invested, and to help you grow while staying within the budget you choose.

Bob and Jayne have already had all the glory the industry can offer – awards, trips, bonuses, photographed, written about, video taped, flown here and there, pinned and crowned, you name it! **AMC, Inc. is about YOU, and only you!** This may be the only company ever built on the idea of making MLM a *real* business for *real* people like you.

## **MONEY! THE MAGIC WORD!**

Okay, a quick review: You mail the postcards and AMC Inc. – Bob and Jayne and trained staff – do the rest. Amazing, isn't it, you really can build a business this way!

We want you to become a member of AMC, Inc. (Advanced Marketing Concepts, Inc.) by completing the application at the end of this letter. Then, as long as you are a member, you will automatically receive 50 or 100 leads monthly. And this is just the beginning of your membership benefits.

When your leads become members – again, all through mail with AMC doing the majority of work for you – you start getting paid according to this schedule:

First member gives you a Fast Start Bonus (FSB) of \$25 or \$50! (Depending on which membership your prospect purchases.)

Then, you get a Fast Start Bonus (FSB) of \$25 or \$50 on your 3<sup>rd</sup>, 5<sup>th</sup>, 6<sup>th</sup>, 7<sup>th</sup> members and every one thereafter!

Pretty good pocket money, don't you agree. Might help with groceries or electric bill, won't it?

Or maybe you can use this money to grow your business even faster! Really, the main purpose of the Fast Start Bonus (FSB) program is to help you build your business, well, FAST! (NOTE: There is a very good reason you don't get a bonus on your 2<sup>nd</sup> and 4<sup>th</sup> members. We'll explain later!)

## **SO, SIMPLE MATH = BIG \$\$\$**

For example, let's say you mail your postcards and get three new members:

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

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

You get paid on the 1st, 3<sup>rd</sup> and 5<sup>th</sup> membership and on everyone thereafter. And it gets a whole lot better. Imagine you sold 10 memberships giving you 8 FSB's:

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

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

And this is just the beginning! What if you got 20 or 30 new members or more? It is possible and it adds up fast.

**Before I go any further I have to confess that you probably won't understand all of this; I know I didn't when I began. But remember that the Bob and Jayne and staff do ALL of the explaining.** You can learn as you go. Bob and Jayne understand it because this was the system they painstakingly developed! They wrote the plan!

Your job is to put labels on postcards; AMC Inc.'s job is to turn your prospects into CASH IN YOUR POCKET!

This money can be helpful and it can be substantial, but my *LazyWealth*<sup>TM</sup> customers and friends know I have made much more over the years, so there must be more to AMC than just a simple marketing plan and some bonuses for enrolling people! And there is:

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

Remember, Fast Start Bonuses (FSB's) are meant to help you start earning faster, and build your business. AMC, Inc., is the first company to offer DOUBLE FAST START BONUSES! Instead of being paid only in the month a new member joins as your 1st, 3<sup>rd</sup>, 5<sup>th</sup>, and all levels thereafter, YOU WILL EARN ANOTHER FSB THE SECOND MONTH OF THE SAME MEMBERSHIP! You get \$25 or \$50 the first month AND \$25 or \$50 the second month!

Now, that \$75 of \$150 becomes \$150 or \$300. EVERYTHING DOUBLES!

Now, thinking ahead, if you are enrolling new members every month you will be getting FSB's ON NEW MEMBERS AND DOUBLE FSB's ON LAST MONTH'S MEMBERS! It begins to add up, doesn't it!

### **BUT THERE'S ANOTHER UNIQUE WAY TO EARN: "ADVANCEMENT" FAST START BONUSES!**

As you will learn, AMC Inc. has two membership levels: \$49 and \$99. You choose the one that fits your budget. (I came in at the \$99 level and paid six months in advance. You'll understand why later on.) Eventually, everyone wants to be a \$99 member.

**WHENEVER A \$49 MEMBER ADVANCES TO \$99 THE PERSON WHO GOT THE FIRST FAST START BONUS WILL RECEIVE AN ADVANCEMENT BONUS!**

Now the excitement is built in! Let's say your first enrollment is a \$49 member giving you a \$25 first month FSB and another \$25 Double FSB in the second month. Then, when this person upgrades to \$99 you will get an Advancement Bonus of \$50. Remember, this is just one member moving up one time! You still can look forward to Monthly Commissions, Retail Commissions and so much more ... all resulting from those postcards you are mailing out. The system does the majority of the work for you!

Now, back to our example, in which you enrolled 5 members and they got ten:

### **SO FAR YOU MADE \$800 IN FAST START BONUSES**

This is just the beginning because you can earn more income, much more, on those same members.

### **HERE'S THE NEXT FAST START BONUS, THE MOST EXCITING OF ALL, "2-UP" FSB'S!**

Remember, it is not important to understand the technical side of the pay plan; it is only important to know you just keep on getting paid and getting paid!

Let's stay with the 5 memberships in the example: You get Fast Start Bonuses, Double FSB's, and Advancement Bonuses on the 1<sup>st</sup>, 3<sup>rd</sup>, 5<sup>th</sup>, 6<sup>th</sup> 7<sup>th</sup> and all thereafter.

**YOU ALSO GET FSB'S ON THE 2<sup>ND</sup> AND 4<sup>TH</sup> MEMBERS YOUR MEMBERS ENROLL!**

You might want to read this over and over again until it settles in! This is phenomenal and explains why you didn't get FSB's on your 2<sup>nd</sup> and 4<sup>th</sup> members. You see, someone else in your upline is getting those 2 FSB's (Everyone's 2<sup>nd</sup> and 4<sup>th</sup> FSB's roll upline. You still get commissions and other bonuses on them, and on every member they enroll according to the Compensation Plan, but only the FSB's roll up.)

But we are talking about you, so here's what happens: The 1<sup>st</sup>, 3<sup>rd</sup> and 5<sup>th</sup> members enroll their 2<sup>nd</sup> and 4<sup>th</sup> members: YOU GET 6 FSB's, 6 MORE DOUBLE FSB's, AND 6 MORE ADVANCEMENT FSB's. And it gets better still: When those 6 enroll their first 4 members you earn 12 more FSB's, 12 more double FSB's, and 12 more Advancement FSB's.

But then it gets even better: When those 12 enroll their 2<sup>nd</sup> and 4<sup>th</sup> members, you get 24 FSB's + 24 + 24 and more THROUGH INFINITY! The "2-UP" FSB's pay on an unlimited number of levels! You will always be linked to the 1<sup>st</sup>, 3<sup>rd</sup>, 5<sup>th</sup>, 6<sup>th</sup>, 7<sup>th</sup> and all other members you enroll and the computer will look down through infinity to pay you!

Back to our example, you would get 3 + 6 + 12 + 24 Fast Start Bonuses for a total of 45. Then you get 45 Double FSB's and another \$45 Advancement FSB's for a total of \$4,500 in FSB's. Now that's more like *real* money.

We just covered a bunch of numbers but it is based on you enrolling only 5 members but getting paid through infinity for all the success those other members have! (Advance hint here: All my *LazyWealth*<sup>TM</sup> friends know that I am almost fanatical in my commitment to their success. So what if AMC would encourage you to help others by paying some of your marketing costs and getting your upline to pay even more? Read on!)

## **\$4500 IS JUST THE BEGINNING!**

Your "2-UP" FSB's are paid through infinity! So those 24 enroll their 2<sup>nd</sup> and 4<sup>th</sup> members and you get paid 48 FSB's, 48 Double FSB's, and another 48 Advancement FSB's! Then 96, then 192 and ... aren't you glad we suggested you not try to master the math at this point? We have a saying that money is always brought to your door by the Happy Truck! Well, the Happy Truck is going to spend a lot of time at your door! And it will get more mind boggling as we go on ....

## **ARE YOU BEGINNING TO SEE MORE MONEY IN THIS REVOLUTIONARY PAY PLAN? A LOT MORE?**

Remember, we've been at this for 20 years. Our goal is to put more money in your hands faster so you can build your business faster. But let's take it a step further: Our pay plan puts more money into the hands of your members so they can do more mailings and earn more money for them, and for you!

Can you see what is wrong with other MLM programs? There is nothing quite like this Compensation Plan anywhere. What you have seen so far is remarkable, extraordinary, exceptional, and ...

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

So let's do that now! MONTHLY COMMISSIONS ARE FOR ALL LEVELS, INCLUDING THE 2<sup>ND</sup> AND 4<sup>TH</sup> LEVELS, WHEN FSB's ARE NOT BEING PAID!

You get paid Monthly Commissions on the people your members enroll *and* on the people they enroll according to the pay plan that follows:

|                | <b>EB</b>   | <b>L1</b>   | <b>L2</b>   | <b>L3</b>   | <b>L4 – Infinity</b>              |
|----------------|-------------|-------------|-------------|-------------|-----------------------------------|
| <b>\$49.00</b> | <b>\$10</b> | <b>\$5</b>  | <b>\$5</b>  | <b>\$3</b>  | <b>5%, 10% or 15%'s plus \$50</b> |
| <b>\$99.00</b> | <b>\$20</b> | <b>\$10</b> | <b>\$10</b> | <b>\$10</b> | <b>5%, 10% or 15%</b>             |

You automatically earn on your first level as long as you are a \$49 or \$99 member. To earn on your second level, you need to have one personally enrolled member; to earn on the 3<sup>rd</sup> level, you need two personally enrolled. Personally just means you enrolled them either using your AMC postcard or through any other method!

### **ANOTHER UNIQUELY PROFITABLE FEATURE!**

The **EB** above stands for Enroller Bonus: you earn \$10/\$20 on each member you enroll and get paid every month you are not entitled to an FSB. (Remember, FSB's are paid or EB's and Commissions, but not all at the same time.) The Enroller Bonus is another unique feature that kicks in after the FSB's are paid.

So, for example, you enroll 10 members personally at \$49. You get \$100 (10 x \$10) in EB's plus \$50 (10 x \$5 in Monthly commissions every month (except the FSB months, of course.)). Then, when these 10 advance to the \$99 level, the EB will be \$200 (10 x \$20), while your Monthly commissions will increase to \$100 (10 x \$10). This does not count the Monthly Commissions you get paid on members enrolled by others!

(REMEMBER, THIS WON'T MAKE MUCH SENSE UNTIL YOU ARE GETTING PAID, SO DON'T RACK YOUR BRAIN TRYING TO FIGURE IT ALL OUT. THE IMPORTANT THING TO NOTE IS THAT YOU GET PAID ALL THE TIME FOR EVERYTHING YOU DO! THIS IS A VERY SPECIAL PROGRAM!)

### **GO AHEAD, ADMIT IT! YOU HAVE NEVER SEEN ANYTHING LIKE THIS!**

Imagine, you can build this business from the comfort of your living room, have the full strength, experience and support of a company with twenty years of thoughtful success behind you! You can build the business by doing little more than mailing postcards to leads sent to you automatically each month! And you get paid Fast Start Bonuses, Double Fast Start Bonuses, 2-UP Fast Start Bonuses, Advancement Fast Start Bonuses, Enroller Bonuses and Monthly Commissions. And still there is more, much more, to come!

### **WE ARE SO PROUD OF THE GOALS WE'VE ACCOMPLISHED!**

AMC, Inc., Bob and Jayne, wanted to develop *real* methods for *real* people. DONE! They wanted to make it possible for everyone and anyone to succeed. DONE! And they wanted to create as many income streams as possible all tied into a simple postcard and this booklet. DONE!

But this is just the beginning! If you think you have seen a lot of income sources, think again! There is so much more, yet all tied to the postcard and this booklet.

## **INFINITY MEANS INFINITY!**

The little chart on the previous page shows the Compensation Plan pays on just a few levels: but you get paid to infinity! If you have 50 levels you get paid through 50 levels! If you have 212 levels you get paid through 212 levels! WOW!

## **BUT THIS IS “ADVANCED INFINITY”**

As a \$99 member with 3 members enrolled, you qualify for an Infinity Bonus of 5%; with 6 people the bonus goes to 10%; with 12 it goes to 15%.

This is the simple version! There is more to understand but best learned as you grow. (Unless, unlike me, you are a math genius and can do this stuff in your head!) The ongoing newsletters (downloaded from the website) give you examples as you go along so you can gradually absorb all of this. In the meantime, the most important thing to know is you keep getting paid and paid and paid!

## **DON'T WORRY IF YOU'RE NOT GETTING ALL OF THIS!**

You can easily see that the income potential is extraordinary with AMC, Inc.'s Compensation Plan. You will get ongoing updates and explanations in the newsletters. You will get ongoing examples to help you learn ... so please don't worry! The main thing is that you can start earning money, start building your business before you understand everything! Believe us, it will come together, and make sense. Learn as you go. Learn as your grow! Learn as you profit!

Okay, take a deep breath and repeat after me: “I don't need to get this right now. Bob and Jayne, and their support team, will do the majority of work for me. I WON'T HAVE TO EXPLAIN THIS TO ANYONE, THEY WILL DO IT FOR ME! All I have to do is mail the postcards and I can do that! It's okay. Really okay.” Go ahead, sing it out. And dance around the room, too. You should be excited!

## **THE ICING ON THE CAKE!**

(Special Note: I could take everything you have read so far and tell you this is the best and most important business opportunity most people will ever see. But the information that follows is so valuable it will really put a spark into you! Within days of enrolling in AMC, Inc. I received a letter from someone above me – someone I had never met – offering to help pay for my mailings! Why would someone who doesn't even know me

offer to help pay to build my business? The answer is revealed as you read the rest of this letter, but think *infinity* as you read.)

TEAMS build successful MLM businesses; self-serving individuals do not! There is no exception to this rule. AMC, Inc., teaches teamwork and they have built in certain features that automatically “create” or “force” teamwork. The foundation, of course is the 3x3 Forced Matrix with Infinity Bonuses. Why did they choose this pay system? Because, after 20 years of working all types of pay plans, they were convinced this was the right plan for their MLM company.

## **WE’VE WORKED THEM ALL .... AND PROVEN THE MATRIX WORKS BEST!**

Most MLM companies have “false” commission schedules: e.g., there may be more commission on certain levels but you’ll never see it because you have no way to attract and keep new members. The matrix offers unique benefits to you. To begin with, every member (even you!) has only 3 levels on your first leg, 9 on the second, 27 on the 3<sup>rd</sup>, and so forth. When the first 3 levels are filled, a 4<sup>th</sup> position opens on the first and then builds the same way. This means, if someone joins and enrolls 6 people immediately, 3 go on the first level and 3 on the second level under the first 3. So that means three people already have one downline member before they get started! Only the matrix plan allows this; YOU BENEFIT FROM THOSE BELOW YOU AND THOSE ABOVE YOU!

## **THE MATRIX CREATES URGENCY!**

By now you should be at least a little excited maybe considering joining us. What if right now, there are 12 people completing their applications. The first 3 go on my 1<sup>st</sup> level, the next 9 go to my 2<sup>nd</sup> level. Then you send in your application and you are on my 3<sup>rd</sup> level.

But wait a minute, wouldn’t you rather be on my 1<sup>st</sup> level? If you are you would already have 4 members before you mail your first postcard! And there would be five people working to build your business. This is the type of urgency the matrix creates!

You enroller is already working – this booklet proves it! I mailed 2,000 my first month and continue with at least 1,000 monthly! Somebody will benefit; why not you? When I enrolled I got this letter from one of my upline members:

*Hi, Larry,*

*I always send my personally sponsored members help with a 100 piece mailing when they join. I will always be your sponsor and you can come to me anytime by mail or email. I am doing very well ... and will show a good profit this year.*

The best “testimonial” you will ever get is from someone actually doing the business. The sooner you enroll the sooner you will receive letters like this, from me and others! How nice is it to know you will get help from the very beginning, both encouragement and financial! How can you fail?

Certainly, nobody can absolutely guarantee success but when you join a company with a twenty year history of success, a full staff to support you, the best pay plan in the industry, and help from those around you, well, it will be hard to fail.

## **THE MATRIX CREATES GLUE!**

This system is designed to keep people in the business, a unique idea in MLM! Some people – perhaps you – join with a “I’ll give it a month.” attitude. If they get commission checks with their first downline report they just might stick around. Not only has AMC, Inc. seen people build a successful MLM business for the first time with the matrix pay plan, but members regularly say the AMC, Inc. system has made all the difference. What a remarkable combination!

Even better, since one person may enroll a member and yet that member falls under someone else, there is a mutual interest to help the new member succeed. That’s TEAMWORK and that’s GLUE!

## **WE COULD HAVE CHOSEN ANY PAY PLAN WE WANTED!**

Remember, AMC, Inc. is a 20 year success story! Bob and Jayne have worked every type of plan! They chose the Matrix plan by comparing growth versus retention of the various downlines they have built. They were at the top of every company! They built enormous organizations, so this is based on solid data!

IN EVERY CASE THE ORGANIZATION THAT BUILT THE BIGGEST, FASTEST, AND IN THE SHORTEST PERIOD OF TIME WAS A MATRIX! More importantly, when they looked at member incomes, the matrix won! Then they plugged their previous downlines into the computer to compare, the incomes doubled, tripled and sometimes even quadrupled. Choosing the matrix was a mandate!

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

This letter is about you and your downline, about you enrolling some members who enroll some members using nothing more than the postcard. And having the company do the majority of work for you! So,

## **FORGET ABOUT US! FORGET ABOUT ME!**

We enrolled thousands of members over the years without meeting anyone face-to-face from the comfort of our home. We are not just telling you about this business, we live it every day. Unlike many who offer you an opportunity, we actually do it every single day!

But forget about us, let’s talk about you. Our members, like you, regularly tell us this is the first time they have ever enrolled people, the first time they actually had a downline, the first time they ever made money and the first time they have found success.

## **WHAT A SURPRISE!**

Perhaps the best “testimonial” we can offer to the power of our program is that well over 50% of the members who join us do so without talking to us first! They read this booklet, as you are doing now, and send in their applications. What an endorsement!

Our members fit every age, income level and background. Our system even attracts direct mail experts and a large percentage of successful investors/entrepreneurs (Like me!). Because the system is simple and can produce significant income it truly is for everyone – novices and seasoned professionals alike.

## **THE GROCERY STORE TEST!**

This system fits, say 99.9999999% of the people! And the truth is you won't find a “Bob and Jayne” anywhere else who will do it for you. Bob and Jayne know because, with 20 year's experience, they had to do it all on their own; they never found “themselves”.

Instead, you find the types of people you see in the grocery store. Everyone is in a hurry! People are busier than ever. After a long day at work no one has the time or the energy or the desire to go to an MLM meeting tonight and tomorrow and Saturday. No one has time to get on the phone and make long distance cold calls. Nobody has the time to take phone calls for hours on end, either. After working 40+ hours each week, there's still plenty to do: take the kids to little league and piano lessons, the house needs painting, company's coming, and so on. Every day is a long day, barely time to rush in and out of the grocery store. If we could only eliminate sleep ....

Second, as you look around the grocery store you will notice most people are introverted, not extroverted. People are almost standing on top of each other, yet rarely look at each other or start up a conversation. These people have no interest in doing MLM the old fashioned way. If they accidentally joined they would quit before they got started.

Third, the majority of people have no sales background and do not want to sell. You can't teach people to sell or how to overcome objections fast enough to build an MLM business the old fashioned time-consuming way! Period. Exclamation point!

## **THIS IS WHY THIS SYSTEM IS SO SUCCESSFUL!**

Do your own “Grocery Store” test and you will see our method appeals to everyone. We eliminate all the problems and even let you set your own budget. Basically, it comes down to, “Can you mail a postcard?” And, if someone does not want to mail a postcard we have a mailing service that will automatically mail a member's monthly leads. It is easy to see why we have been so successful. We hope you will come along, too.

## **LET'S TAKE IT FROM THE TOP!**

You enroll at \$49 or \$99 by completing the application at the end of this letter. AMC, Inc. sends you a Welcome package with camera ready postcards and your ID#. You receive 50 or 100 leads automatically each and every month.

Now you mail postcards to your AMC, Inc. leads. Then AMC takes over and mails the booklets, keeps you informed, handles all phone calls on your behalf, and works to enroll members on your behalf. (You can spend this time at the beach!)

Then, when AMC enrolls “your” members 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 described.

Then AMC sends a Welcome Package with camera ready postcards and ID# to your new members and ... well, the system is in place, everything is ready, IT IS AUTOMATIC!

## **DO YOU SEE HOW THESE LEADS CAN ADD UP?**

You AUTOMATICALLY receive 50 – 100 leads per month which you use to enroll members. Then new members enroll and they receive 50 - 100 leads each month. To do what? To find new members, which benefits you!

With 10 new members there would be 500 – 1000 leads monthly to build your business. 500 – 1000 people who are looking for a business! What if you had 100 people? Wow!

## **5,000 TO 10,000 LEADS A MONTH. EVERY MONTH!**

With 100 members in your organization there would be 5,000 – 10,000 leads every month distributed to members of your downline. Hmm, think there might be some members join your group if that many were contacted each month?

And, of course, those new members will receive leads. The system creates excitement, leads, and results! So what is left?

## **BECOME A MEMBER OF AMC, INC, TODAY!**

Join the program I researched, tested, invested in and believe in, the only long term program I have recommended in more than 10 years as an entrepreneur. You have seen the compensation program, you know you will be receiving 50 – 100 leads a month, but there are still some great surprises in store.

**To begin with, when you become a member of AMC, Inc. for only \$49 or \$99 a month, you’ll receive all of the following** (Remember, I came in at \$99 and paid my first six months in advance. I’ll explain my reasons later on.):

- **LEADS:** \$49 members receive 50 leads every month; \$99 members receive 100 leads every month. Leads are sent on peel-and-stick labels, and are one of our products.
- **PRODUCT CERTIFICATES:** \$49 members receive a \$10 product certificate and \$99 members receive a \$20 product certificate each month. Certificates can be used to purchase health products from our Vitamin Power catalog; certificates can be used monthly or collected to apply to larger purchases. There are more than 300 extraordinary products to choose from and they offer you, yet, another income source – again within

the system. (You can visit [www.amc-vitamins.com](http://www.amc-vitamins.com), code #111 to review. You automatically get 20% discount on your first order.) A Vitamin Power catalog will be included with your Welcome Package.

- **PREPAID PHONE CARD:** Another great product, this card offers 100 minutes of free calls. Use it to call us or use it anyway you want.

## **AND YES, THE HEALTH PRODUCTS ARE ANOTHER SOURCE OF INCOME!**

And there are several ways to promote the health products, too. Of course, what is really exciting is that **you will earn 25%** of the sales price whenever your AMC ID# is on a product order. It doesn't matter if you caused the sale or even knew it was happening! You will earn 25% and continue to earn on all repeat business, too! This even includes postcard prospects who order products. Best of all, we do the majority of work for you!

And you can sell "anonymously", if you like. The company information is on the catalog along with your ID, but not your name. You can recommend the catalog to others like a good book or a restaurant and nobody will know you are the sales person.

This is the **direct mail/retail/health** part of the business, separate from the MLM, and can generate a long-term, substantial income. Best of all, you do not have to fill your garage with products in order to get paid! You can purchase as many catalogs as you want, have business cards printed if you wish, even offer 10% or 20% discount. So you can build this separately or let the system do all the work for you!

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

As an AMC, inc. member **you will earn 25% commissions** on Vacation Certificates and **15%** on the Prepaid Phone Cards listed in the back of this booklet, and **you will earn 40%** on our mailing lists! Bob and Jayne have been selling these services successfully for years. Almost everyone looking at this business is involved in other businesses now or will be in the future. Our Mailing Lists, Vacation Certificates and Prepaid Phone Cards can be used to build any business! More items will be added to these Special Services as time goes by and, of course, you will earn commissions on those. You can build the direct mail portion of your business separately if you want to.

## **HAVE YOU EVER SEEN ANYTHING QUITE LIKE THIS?**

Have you ever seen so many potential sources of income in one business? And all can be marketed through the mail! And AMC support staff does the majority of work for you!

This is truly the perfect business opportunity for everyone and anyone – yes, you! It is ideal for the very busy person. Experience doesn't matter, nor does age, health, personality type, or current financial situation. You can do this business; we designed it that way, to be the business for everyone. EVERYONE!

We wanted our doors wide open and they are and that is why our business and our system are so successful. That's why people who have failed at other systems succeed with ours. There's nothing to think about, it is all automatic, self contained! Nothing else compares!

We challenge you to prove us wrong, but be prepared! There's nothing else this simple with such 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 consider your decision to join us, and at which level, remember this is a serious and real business. Use good business judgment. Please be realistic about your budget so you can get in the business and stay in the business. You can increase your budget when you begin making money, see the results, and have more confidence. But start at a level that will allow you to devote at least a year to build your business.

## **SO LET'S DO IT! LET'S GET STARTED TODAY! HERE'S HOW...**

Review this booklet as many times as you want, then call our 24 hour hotline anytime 7 days a week to learn more, hear about what is going on, and more about our methods. WE WOULD LOVE TO TALK WITH YOU PERSONALLY, TOO, SO PLEASE JOT DOWN ANY QUESTIONS OR CONCERNS YOU HAVE AND SPEAK TO US OPENLY AND DIRECTLY. YOU WILL ALWAYS GET HONEST ANSWERS BASED ON 20 YEARS OF EXPERIENCE AND SUCCESS!

Then just fill in the simple application in the back of this booklet, choosing the option you want. Next, mail or fax your completed application and payment to us. We will process your application and mail you the Welcome Package which includes your camera-ready postcards and ID#, plus your leads, your Product Certificate, your Prepaid Phone Card (I gave mine to my daughter who is always losing her cell phone!) and everything else you need to get started.

## **ARE YOU A LITTLE CRAZY YET?**

Compensation plans make great late night reading, don't you agree? You know, when you can't get to sleep?

Seriously, though, don't worry if this seems over your head at this point or seems like a foreign language. It took us more than 6 months before we understood our first one! But the plan didn't matter since we were building our business. We didn't know how or why we were getting paid but we didn't have any problem depositing our checks!

When we began all the terms associated with MLM were so strange we wrote a song we called "The Upline-Downline Blues". (You do not want us to sing it for you!) Even today, compensation plans make us dizzy. It doesn't matter though because you can learn as you go, learn as you grow just like we did. Most people in MLM do exactly this!

As long you can follow the simplicity of your system, see the income potential and don't mind us doing the majority of work for you ... it doesn't matter. It's okay, really okay, there's plenty of time to learn everything.

In the meantime, you can start earning \$\$\$ - just like we did – just like other members of our group have done and are doing! Remember, we understand the compensation plan, inside and out! We designed AMC, Inc.'s pay plan! We developed the entire system. And we will be doing all of the talking for you! So, relax.

Our newsletters and bulletins will help you learn the business. We address all aspects of the Compensation Plan – and so much more – in our newsletters. And, if you have particular questions, pick up the phone and call. Have your pen and pencil handy and we'll be glad to run through examples and answer questions for you. Once you get started you'll realize it's a lot easier than you thought.

## **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* send postcards to your leads. *We* mail the booklets (or they get downloaded from the internet). *We* keep you updated. *You* earn Fast Start Bonuses. Double FSB's. 2-UP FSB's, Advancement FSB's. *You* earn Enroller Bonuses, Monthly Commissions, Infinity Bonuses. *You* earn Product and Service Commissions, too!

*We* train and update *you* and *your people* with our newsletters, and continue providing services and support to *your* entire organization. So, if you know something simpler, more self contained, something else completely home based, this lucrative with low, predictable start up costs, well, call us immediately! But have proof it is working, because we have proof our program does! In fact, we are the proof! We live it everyday!

Now, let's get started one step at a time. Then, once you put the system in place, once you start seeing the results, once your confidence is built...

## **YOU'LL KNOW WHEN TO LEAP!**

And what a leap it will be! There are no secrets to our success and extraordinary income we earn every day! We have done exactly what we are telling you about here! We were careful in the beginning by doing limited mailings each month according to our budget. Then, when we started seeing consistent results and when we could afford to, we increased the mailings. A common sense approach, just like we recommend to you.

It all came down to some simple calculations: once the system was successful we increased the mailings until we could do enormous mailings when we choose. You will get all of our proven secrets when 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. Choose the \$49 or \$99 membership with AMC, Inc. Then decide if it is best for you to pay monthly by bank draft or credit card, or to pay 3 or 6 months in advance with a check, money order or credit card. (Note: I paid 6 months at \$99 in advance because I believe you must commit to enough time in the beginning. I recommend the same for you if you can afford to.)
2. Fill out the application; be sure to check your form of payment.
3. If paying my check or money order make it payable to AMC, Inc. Be sure to sign the application (Applications without a signature will be sent back, delaying your processing.)
4. Enclose a blank, voided check if paying by monthly draft from your checking account. Write 'VOID' on your check, attach it with your first payment to the application.
5. Mail everything to AMC. PMB 700, 10800 Alpharetta Highway, Suite 208, Roswell, GA 30076
6. Your Welcome Package will be on the way to you within 48 hours.

*Congratulations! We're delighted you're joining with us and we look forward to working with you for years and years to come!*

- *Please keep a copy of the next page at the front of your AMC, Inc. file; this form contains all the contact information for AMC, Inc.*

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 hour fax)

770 621-5872 (24 hour hotline)

Email us:

[Amcnow@mindspring.com](mailto:Amcnow@mindspring.com)

Visit our product website at:

[www.amc-vitamins.com](http://www.amc-vitamins.com)

(Use code #111, or ask for a catalog)

*(Please help us help you by leaving a detailed message when our direct line rolls into the mail box. If you call during regular business hours, this means we are on other lines. Business is booming so we are often taking phone calls back to back. However, we will return your calls so please write down your questions and write down our answers. Thank you.)*

## AMC, In., Membership Application

Name (First, MI, Last) \_\_\_\_\_

Address: \_\_\_\_\_ Apt/Ste \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Email address: \_\_\_\_\_

Phone: (Home) \_\_\_\_\_ (Work) \_\_\_\_\_

Social Security Number/Fed ID#: \_\_\_\_\_

**INSTRUCTIONS:** (1) For your initial payment you can pay AMC, Inc. with a check, money order, or major credit card (American Express, Visa, MasterCard or Discover). Use Section A if you are using a credit card. (2) You have the choice to pay monthly or you can pay 3 months or 6 months in advance. (3) If you choose to prepay 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 **CHECK THE BOX AND CIRCLE YOUR CHOICE IN EACH SECTION BELOW.**

▪        **MONTHLY AGREEMENT:** I have enclosed my first month's payment of \$49.00 OR \$99 plus a one time \$38.00 registration fee, 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 (Section B) or pay with a check or MO, enclose a blank voided check, and initiate monthly debits from your checking account (Section B) (Circle amount paid).

▪        **PRE-PAYMENT AGREEMENT:** I choose to pay 3 months in advance/6 months in advance. Enclosed is a check/MO/ credit card for \$185.00 (3 mos/\$49) OR \$335.00 (3 mos/\$99) OR \$332.00 (6 mos/\$49) OR \$632.00 (6 mos/\$99). (One time \$38 reg. fee included.) (NOTE: AMC, Inc. will invoice you in the 4<sup>th</sup> or 7<sup>th</sup> month.

\*        **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.

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### 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. # \_\_\_\_\_ CC Exp. Date: \_\_\_\_\_

Date: \_\_\_\_\_ Account Owner Signature: \_\_\_\_\_

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### 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. #: \_\_\_\_\_ (Cking/AMEX/VISA/MC/DISCOVER)

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

Account Owner Signature: \_\_\_\_\_ Date: \_\_\_\_\_

---

**Enroller/Sponsor: LARRY OXENHAM**

**AMC ID# 161578**

# **AMC, Inc. Membership Agreement**

**IMPORTANT:** You must agree to the following to become a member of AMC, Inc.  
Print this form and mail it along with your Membership Application to:

AMC, Inc., PMB 700, 10800 Alpharetta Highway, Ste 208, Roswell, GA 30076

**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 joining AMC, Inc. and freely using AMC, Inc.'s/Bob and Jayne Guzzetti's system without any malice toward the program or its members.**
- 3. I understand that any and all costs to promote this program/business and any and all costs for "optional" services available from Advanced Marketing Concepts Inc./Bob and Jayne Guzzetti are non-refundable. I take full responsibility for my budget and for all monies 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.**

# 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 PrePaid Phone Cards, and our Health Products with you. Use the Order Form to Purchase these items as often as you like.

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

|                                     |                                     |
|-------------------------------------|-------------------------------------|
| <b>100 names for only \$15.00</b>   | <b>250 names for only \$30.00</b>   |
| <b>500 names for only \$55.00</b>   | <b>1000 names for only \$110.00</b> |
| <b>2000 names for only \$220.00</b> | <b>3000 names for only \$330.00</b> |

**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 approximately value of \$175.00.

|   |
|---|
| <b>1 Vacation Certificate = \$4.00</b>                |
| <b>2 – 15 Vacation Certificates = \$3.50 each</b>     |
| <b>16 – 30 Vacation Certificates = \$3.00 each</b>    |
| <b>31 – 50 Vacation Certificates = \$2.50 each</b>    |
| <b>51 or more Vacation Certificates = \$2.00 each</b> |

**PREPAID PHONE CARDS:** Another great promotion to help you build any business! 100 prepaid minutes at only 4.9 cents a minute, anywhere in the United States, anytime. Can be used internationally, too, at a higher rate per minute.

|  |
|--|
| <b>1 – 20 Prepaid phone cards = \$5.00 each</b>  |
| <b>21 – 40 Prepaid phone cards = \$4.75 each</b> |
| <b>41 – 60 Prepaid phone cards = \$4.50 each</b> |
| <b>61 – 80 Prepaid phone cards = \$4.25 each</b> |

81 or more Prepaid Phone Cards = \$4.00 each

# SPECIAL SERVICES ORDER FORM

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ ST: \_\_\_\_\_ ZIP: \_\_\_\_\_

Phone: (home) \_\_\_\_\_ (work) \_\_\_\_\_

\_\_\_\_ Check here if you are an AMC, Inc. member or joining today.

| <u>ITEM</u> | <u>QUANTITY</u> | <u>\$ AMOUNT</u> |
|-------------|-----------------|------------------|
|-------------|-----------------|------------------|

|       |       |       |
|-------|-------|-------|
| _____ | _____ | _____ |
| _____ | _____ | _____ |
| _____ | _____ | _____ |
| _____ | _____ | _____ |
| _____ | _____ | _____ |

Total enclosed: \_\_\_\_\_

Credit Card # \_\_\_\_\_ Exp date: \_\_\_\_\_

Signature: \_\_\_\_\_ Today's date: \_\_\_\_\_

**IMPORTANT: Pay by check, money order or credit card. Mail to Bob Guzzetti, c/o AMC, Inc., PMB 700, 10800 Alpharetta Highway, Ste 208, Roswell, GA 30076. Fax credit card orders to 770 645-7873 or call your order in to 770 645-7878.**

## Special Note: WHY DOES ENROLLING UNDER Mr. Lazy GIVE ME AN ADVANTAGE I CAN'T GET ANYWHERE ELSE?



Mr. Lazy says, “*Some days it just feels good to work at home!*”

Mr. Lazy has been working from home for more than ten years. He has loyal customers and friends around the world who depend on him for advice and assistance. He takes his responsibilities very seriously and is **100% committed to helping you have every bit as much success as he has had!** 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 have encouraged all of my *LazyWealth*<sup>™</sup> customers and friends 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.

Larry Oxenham  
L.W. Publications, Inc.

P.S. Send an email to [mrlazy@lazywealth.com](mailto:mrlazy@lazywealth.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.

