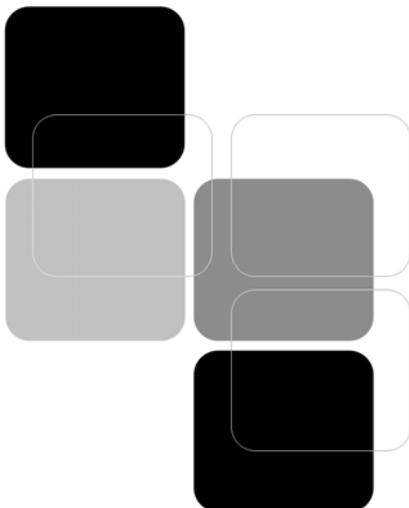




PORTFOLIO

JANUARY, 2008

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Blog/Internet/Web Content

The following sites are representative of the work I've done in Web-based writing. Please note that the Columbus IT and Marketrend sites may have been altered somewhat since their launch, but that I was primarily responsible for writing the bulk of their content.

Wellocities (Blogging)

<http://www.wellocities.com/blog/137>

Tri-weekly blog on living with and managing diabetes.

The Essential Message Blog (Blogging)

http://essentialmessage.typepad.com/the_essential_message/2006/03/index.html

Corporate blog for branding and messaging company The Essential Message. I wrote all posts from February to June, 2007.

Web 2.0 Blog Network (Blogging)

<http://tinyurl.com/368amz> (original URL - <http://web2.0blognetwork.com/>)

Part of Really Big Networks' blog network. I was responsible for covering Web 2.0 technology, social and political issues, and the new media. The company no longer exists in this form (the CEO having absconded to Kenya with what remained of our salaries), but a copy of the blog lives on at the Internet Archives.

Columbus IT (Web Site Content)

<http://www.columbusit.com>

I wrote the majority of the new content for the relaunch of this multinational IT consultancy's Web site, including Web pages and case studies.

Marketrend Interactive (Web Site Content)

<http://www.marketrend.com>

I worked with the Vice-President of Marketing while employed at Marketrend to write much of the content for their new site which would match and enhance their new branding and corporate identity.

Raymond Aaron

Monthly Mentor Web Site Copy

Get The Secret Every Successful Person Knows!

[Date]

Dear Friend,

How do you define **personal success**? Does it mean getting out of debt...more time for the ones you love...a business of your own so you don't have to work for anyone but yourself...healthy, nurturing relationships?

In today's world, you can feel like **you're being pulled in all directions**. Sometimes it may take everything you've got just to make it through work during the daytime, then come home and sit in front of the TV at night and try to relax.

Most people only manage to do the minimum necessary to get by...as opposed to reaching the dreams they have. A well-known saying is that you don't want to be sitting in a rocking chair at 70 or 80 thinking of **'what might have been.'** How true! Dreams are like money in the bank, but if you don't take them out and use them, they just gather dust.

Now think about the people you know who've succeeded. Because you define personal success differently than I do, choose people who've done the things you really want to do – whether financially, spiritually, or intellectually. It's amazing that some of your neighbors may be entrepreneurs, novelists, charitable volunteers, or world travelers.

How are they doing it? And how can you do it, too?

You Can Learn to Be Successful

Successful men and women aren't that different from you. They put one shoe on at a time. They (generally) eat breakfast, lunch, and dinner. Some of them may be so modest that you'd never know they've made incredible breakthroughs in their lives – except for that glow of happiness that surrounds them, that makes you want to spend time with them.

The important thing is that success isn't genetic. It isn't inherited either – if a 'loser' inherits a million dollars, he or she will probably end up wasting it. But if a 'winner' – someone with the winner mindset, someone who knows the secret of success – inherits or makes a million dollars, **you can be sure he or she will make it grow!**

So if success isn't genetic, or inherited, then how can you get it? **The easiest answer is to learn it.** But you need a specific way to learn winning habits. Book learning, in this case, simply won't do.

Take this simple example: you want to lose excess weight. Okay, if you read a book on weight loss that says "Exercise more. Eat less" – will that do the trick? No. Even if the book has some tremendous insight into fitness and metabolism that you haven't heard yet, flat one-shot statements don't work. **You need ongoing support.** Just like when you learned to ride a bike...you needed ongoing support from your parents until you mastered it. Just like when you learned your job...you needed ongoing support from your boss or coworkers. Just like when you developed a loving relationship...you needed ongoing support from your partner, and possibly friends and family to make it work.

And now that you want to go for those dreams you've been keeping locked away – you need ongoing support.

Friend, **you need a mentor.** And that's what the Monthly Mentor Program is all about. My name is Raymond Aaron. I'm the Nation's Number 1 Business and Investment Coach. And **I want to mentor you so you can achieve your goals.** Read on.

Is Your Life Full of Messes?

We've all been there. Everyone I know has at one point or another in their life had a 'junk drawer.' Or a messy garage. Or a photo album stuffed full of unfilled pictures.

Here's a simple exercise you can do right now. Take out your keychain. Look at the keys on it carefully. Do you know what all the keys are for? It's quite amazing, but so many people out there have what I call '**mystery keys**'. These are the keys you've been carrying around for years – no doubt they unlock something, but you can't remember what. And **still you carry them around.**

What do keys and junk have to do with mentoring and success? **Everything.**

If your best friend wanted to start a new business, and you knew she had \$25,000 worth of debts, would you encourage her to go ahead? Or would you suggest she find a way to pay off the debts first so that she had a strong foundation to get her business launched?

How Messes Hold You Back From Success

It's exactly the same with messes. **Any mess** – from something as small as a drawer full of junk to something as big as a failing marriage or thousands of dollars in debts – **will hold you back.** It's a psychological anchor dragging you down; something you might not even think about, but that nags in the back of your mind. You know you're not working with a clean slate, so you can't possibly soar to the next level in your life.

Some messes will hold you back from success directly. If you have bad relationships with your relatives, it's hard to reach for your dreams without their support – and in some cases, with their active interference in your life.

Other messes are far more subtle. The mystery keys I mentioned are a constant subconscious reminder to you that you don't have everything in place...that your life isn't organized yet. Just like you wouldn't go on a long

trip without making sure your schedule was clear, you won't be in the success mindset until you clear away all the 'excess baggage.'

I said before the answer to reaching your goals was a mentor. **A mentor will show you how to clean your messes** – from planning to cleaning to follow-through, so you can make sure that garage never becomes messy again, or your relationship stays on track.

As a mentor, **I will teach you the ways to set goals** that you can achieve **easily**, almost **automatically**.

You don't have to have a mentor in life, but...what is your life like without one?

Life without a Mentor

If you're **struggling**, trying to make those goals and dreams happen, but not quite getting there, you're probably **frustrated**. And believe me, I understand that.

Without a mentor – someone who's made his own success – it's easy to go **down the wrong paths** in life. To search for the **quick fix** instead of making simple basic changes to how you live your life. You might find yourself **drifting aimlessly**, sure that you want to be happier but not quite sure what that would mean, or how to get there.

Your job, financial situation, or relationships may be 'enough.' But **are they really good enough?** If you're dissatisfied, if you're yearning for a more fulfilled, happy life...then you're ready to make achievable goals. And as your mentor, I will help you reach them!

It Takes A Mentor

Now, I just used the word '**achievable**' in talking about your goals. Achievable sounds like a boring word, doesn't it? In fact, **it's an amazing word**. You don't want your goals to be like lottery tickets: something you dream over but something that has only the tiniest chance of success...and when you don't win, you feel let down.

No, a goal needs to be something you can achieve – so you can point to it and say "I did that! And now there's so much more I can do!" **You build on your goals**, one after the other, **until you reach incredible results**.

In my **Monthly Mentor Program** (which you'll read more about below), we talk about 'outrageous results'. **Outrageous results** come from goals you might never think that in a million years you can achieve! But using the principles of the Monthly Mentor program, **Outrageous becomes Achievable**. I've been privileged to see first-hand how men and women just like you have succeeded **beyond their wildest dreams**.

[Click here to request more information about the Monthly Mentor Program](#)

How I Did It

If I was in your shoes, I'd be asking myself whether two questions:

1. Did Raymond Aaron use his own techniques to become successful? And...
2. Just how successful is he?

Here are the answers. I don't need to brag, because I'm very happy with my life – but I want to prove to you that **mentoring, and my Monthly Mentor program, can help anyone to succeed.**

I was born into a lower-middle-class family, more fortunate than some, less fortunate than others. I had a loving upbringing and a good education. And yet, I did find myself struggling in some areas as I grew up. I had a weight problem, for example.

I read all the books on weight loss, and like I wrote earlier, “Eat less and exercise more” is something we all know to be true. I just couldn't make it happen by myself.

Then I finally found a weight-loss coach I believed in...and put myself in his hands. He'd helped so many people lose weight – and it was obvious my own attempts weren't working. Well, I lost 30 lbs and have kept it off for many years now.

The same applies to the rest of my life. I have a relationship coach, financial coach, spiritual coach, and others – not because those areas of my life are a mess! But because I want to keep them in good shape, and get a 'tune up' every now and then, so I can make sure I'm getting the most out of life.

I'm very happy with the life I created. I'm in excellent health, have nourishing relationships, and work at a wonderful company with a great team. I travel around the world speaking and educating – doing the things I truly love. **If it wasn't for mentoring**, I wouldn't have been able to learn how to achieve these goals. And that's the process I teach in the Monthly Mentor Program.

[Click here to request more information about the Monthly Mentor Program](#)

This Program Helps You Right Away

The Monthly Mentor Program is designed to give you the tools and help you need to succeed. When you sign up, you'll receive two binders full of information you can use **right now** to start turning your goals into reality. You'll also get several audio CDs you can play in the car or while you're exercising, so you can get a **head start on your success.**

Each month, you'll receive a new lesson by mail – showing you **effortlessly** how you can set up a life that will guide you towards your dreams, effortlessly. I've designed this program so you can sit down and **start doing – not just dreaming.** As you work through the simple lessons, you'll learn:

- **How to figure out what you really love** – not what other people want for you, and not what you THINK you should love – but the dreams and aspirations you're really capable of, that will make you happy and fulfilled.
- **How to clean up your messes** – so you can eliminate worry and concern from your life, and have the emotional space for all the successes that lie ahead.

- **How to acknowledge others** – and why acknowledgement is an incredibly powerful tool to reaching your goals.
- **How to get others to help you with your goals** – easily, and in a mutually-beneficial way.
- **How to overcome your most difficult personal situations** – in any area of your life.

Just starting this program will be **so powerful for you** – because you're going to see that you **can** reach your goals – that you can make the most out of your life – and because this program tells you how to do it in **easy, straightforward steps**. If you have a pen or pencil and this program, that's all you need!

[Click here to request more information about the Monthly Mentor Program](#)

I'm with You Every Step of the Way

During the Monthly Mentor program, I'll be with you as **your personal mentor**. From the letters and lessons I write, to the special messages on CD you'll receive, you'll get the benefit of my experience mentoring men and women like you. And at any time, you can **email me personally** and I promise to respond! I want to ensure you get the benefit out of this program, so you'll be able to ask me anything! That's a promise **other programs simply don't offer**, and one I am happy to give you.

Testimonials

There are **so many people** who have benefited from the Monthly Mentor Program, that we can't fit them all on this page! These are people who started with various messes, and saw **incredible results** by following the steps in the program. I invite you to <click here> [link to popup testimonial window] to read how the Monthly Mentor Program turned their lives around – and how it can improve your life too!

As well, I invite you to listen to **what the experts have to say**. Jack Canfield, renowned author of the "Chicken Soup For the Soul" series, as well as T. Harv Eker, "Millionaire Mind" guru, **endorse the Monthly Mentor Program**. <Click here> [link to popup expert window with multimedia players] to hear what they have to say with our exclusive audio testimonials.

[Click here to request more information about the Monthly Mentor Program](#)

Start Today With These Free Exclusive Reports and Seminar!

I've prepared three exclusive reports about mentoring and your success that I guarantee will excite you and show you the successes you can achieve with a mentored life:

1. Why Mentoring Is So Valuable.
2. Delegation: Getting Other People To Help Achieve Your Goals
3. Cleaning Messes – how to get rid of the clutter in your life once and for all!

I've also recorded one of my seminars about how mentoring works and why it's so powerful.

I invite you to <click here> [link to Squeeze page] and read the reports and listen to the audio file. You'll soon see just how you can set outrageous, achievable goals, and how the Monthly Mentor Program is designed to help you get the best out of your life.

If you're ready to get more information about the Monthly Mentor program or sign up right now, then <click here> [to contact page]

Best wishes. I look forward to helping you make your dreams come true.

Sincerely,

Raymond Aaron

P.S. These exclusive reports on mentoring and delegation can't be found anywhere else. I strongly encourage you to check them out and discover for yourself what the mentoring process and the Monthly Mentor Program can bring to your life! <Click here> [link to Squeeze page]

P.P.S. The road to success is a simple one...once someone shows you how to get on it. I invite you to join us at the Monthly Mentor Program and make your dreams a reality, now.

[Click here to request more information about the Monthly Mentor Program](#)

FOR IMMEDIATE RELEASE:

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Toronto Is Key to Next Generation of “Web 2.0 Television”

TORONTO, CANADA, OCTOBER 17, 2006 – Who’s going to represent Toronto in the hot new online medium – Internet video? Really Big Networks knows.

Online video is big (Google just bought YouTube, an Internet video company, for \$1.65-billion (U.S.)), but viewers want quality, and companies want to be able to support it without having to worry about copyright issues.

Startup company Really Big Networks presents Web 2.0 Television, with Web video content that’s original, unique, and tailored to viewers in Toronto and elsewhere. Like every major city, Toronto will soon have hosts –fun and dynamic men and women who know the T.Dot scene and can report on the action as it happens.

Toronto is well on its way to picking the first host, with shooting for Round 2 wrapping up. Web 2.0 Television host hopefuls have interviewed many of Toronto’s Who’s Who, from Mayor David Miller, to John Tory, to Jamie Angell of the Angell Gallery.

Torontonians can help pick the online face of Toronto now, by going to <http://web2.0television.com>, registering, and voting. But that’s not all – Web 2.0 Television is the democratization of TV. They can vote on what videos they’d like to see, and rate the videos that have been posted.

Aside from video about Toronto, Web 2.0 Television presents lifestyle channels like Art & Film, Fashion, Health & Fitness, and Lifestyle & Entertainment. It’s the best video content about Toronto and the world – by the people, for the people.

ABOUT REALLY BIG NETWORKS - Really Big Networks provides products and services focused around 'Web 2.0' - new ways for people to interact with the Internet and each other. Our flagship service is Web 2.0 Television, which brings user choice to television through fun, online videos that users can download to their cell phones or PDAs.



Web 2.0 Television

The Revolution Will be Televised. Pass it On.

[Why Apple's hands are tied over ITV](#)



Next year, [Apple](#) hopes to take the living room by storm with its ITV ([currently in prototype](#)).

ITV will be a set-top box, presumably connected to a Mac by 802.11n wireless networking, that will stream content from iTunes and the Internet to the television.

But Apple's current business model may put a crimp in ITV before it even gets off the ground.

Consider this: Apple makes its money selling the blades, not the razor. Sure, you'll buy the iPod once, but Apple's counting on you to buy music tracks and videos. Videos are a key to iTunes' success.

That means that Apple won't want you to access videos any other way...like from your TV set. That means you probably won't have true DVR functionality on your ITV. You'll be able to play videos you purchase, and probably DVDs from the Mac, but that's it.

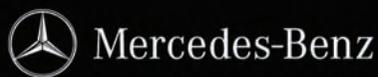
On the other hand, [Microsoft's Media Center](#) was designed out of the box to record TV shows (up to three at a time, depending on how many tuners you have). Because Microsoft hasn't had a decent integrated video store (which [Zune](#) may change), Media Center had to rely on broadcast television to provide content. Microsoft made its money up front with the box, and will do so down the line for those who upgrade to the Vista version of Media Center.

If Apple puts a TV tuner into ITV, it's effectively competing against its own iTunes videos. Worse, it would need a local hard drive to record the TV shows - whereas if it only played videos from iTunes or the Internet, it could get away with streaming it from the remote Mac.

ITV will probably be a success with Mac users, as most Apple products are. But don't count on it having any kind of recording capabilities.

Tags: [Apple](#), [ITV](#), [Set-top boxes](#), [iTunes](#), [Media Center](#), [TV](#)





Client: **Fletcher Jones Imports, Las Vegas, NV**
Brand: **Mercedes-Benz**
Solution: **Marketrend's Service CEM program and Point-of-Sale Materials**

RESULTS:

- Increased customer pay by 150%
- Increased hours per RO more than 50%
- \$71 to \$1 ROI on targeted direct mail

"On a single mailer to customers who had not been in for a while, our \$1,379 investment returned more than \$98,000 in customer pay work."

- Gus Hoppel,
Director of Fixed Operations

BUSINESS CHALLENGE

Fletcher Jones Imports in Las Vegas recently built a new 228,000 square-foot store, complete with a massive indoor showroom, 54 service bays, salon and boutique, and a business center.

Prior to building the new store, Fletcher Jones had noted it was underachieving in hours and dollars per repair order, and that the service department was primarily a repair and warranty shop, doing very little customer-pay maintenance.

GOALS

To strengthen revenues and customer retention prior to moving into its new facilities, Fletcher Jones would have to bring in more customers, and increase hours and dollars per repair order, while moving away from warranty work and towards customer-pay and regular maintenance.

"We knew that the fixed costs of our new dealership would require more revenue," Mr. Hoppel, explains. "But we had to fix our underlying systems. Until we were educating customers about service, and getting them to come in again and again, we knew we would keep focusing on less profitable aspects of our business."

SOLUTION

After a thorough assessment, Marketrend created model- and year-specific maintenance menu flyers tailored to the dealership's amenities and service schedules and designed to reflect the Mercedes value proposition.

Based on feedback from sales and service CSI, Marketrend also created and mailed appointment reminder letters to a targeted list of customers. Using Marketrend's contact center, Fletcher Jones also contacted each Mercedes owner overdue for service appointments

personally to ensure they received the letter and to book the appointment. Marketrend also created targeted mailers for potential and lost prospects.

"We had a number of customers who had not come in for more than a year, and we knew they were likely to go to the aftermarket shops," Mr. Hoppel says. "It was important that these customers and the other Mercedes owners in our area understood that we are competitive, even if our store is very sophisticated." To illustrate the competitive service pricing, Marketrend created signs and flyers, and educated the dealership staff on their use.

RESULTS

Hours per RO have increased more than 50%, and customer retention has improved significantly. The most dramatic increases, however, have been in the area of customer pay.

In the 12 months since implementing the Marketrend programs, Fletcher Jones' customer pay has increased by 150%. "The most interesting thing about this increase is that it happened before we moved to the new store," Mr. Hoppel observes. Since the move, customer pay has gone up considerably more, something Mr. Hoppel attributes in part to the Marketrend programs. "On a single mailer to customers who had not been in for a while, our \$1,379 investment returned more than \$98,000 in customer pay work," Mr. Hoppel says.

BOTTOM LINE

Selling 225 to 250 new and used vehicles a month, Fletcher Jones has cemented its position as a top dealer and is able to position itself among discriminating Mercedes owners as a premium destination with competitive pricing. "I've worked with Marketrend in the past," Mr. Hoppel says. "And I knew the regular visits by their professional advisors would ensure our program's success. Fletcher Jones broke the ground but Marketrend helped to pave the way."

For more information, contact: | 1.800.360.2410 | sales@marketrend.com | www.marketrend.com
or your nearest Marketrend location:



Texas
3727 Greenbriar Drive, Suite 115
Stafford, TX 77477
Tel: 281.565.8118

New York
3959 North Buffalo Road
Orchard Park, NY 14127
Tel: 716.662.8557

Canada
Corporate Headquarters
61 Wildcat Road
North York, ON M3J 2P5
Tel: 416.650.5122

Client: The Canadian Cancer Society, B.C. and Yukon Division.
Audience: General public readership.
Distribution: *Vancouver Sun/Province*, October 2002 (special supplement).

Beyond Genes (383 words)

By: Jonathan Cohen

If your family has no history of breast cancer, are you out of harm's way?

Not necessarily.

Researchers are finding that your chances of getting breast cancer are less influenced by your genes, and more by your lifestyle and the environment in which you live. "Breast cancer is a disease of genes going awry, so all breast cancer has a genetic component," Dr. Marilyn Schneider, executive director for the Canadian Breast Cancer Research Initiative (CBCRI), states. "The question is how much is inherited, and how much is as a result of the environment."

If your parents passed certain mutated genes on to you, you're more likely to develop breast cancer. But you won't actually get breast cancer unless more mutations happen -- mutations caused by how you live, and what's in your environment.

One study shows that when an Asian woman moves to Canada, within one generation she and her children will be developing breast cancer at the same rate as Canadian women. What's going on here?

The CBCRI is trying to find out. As the primary funder of breast cancer research in Canada, the CBCRI is a partnership between seven cancer-fighting organizations. It recently awarded eight grants to study which lifestyle and risk factors contribute to breast cancer -- and which ones you may be able to control.

Consider this: A study by Dr. Christine Friedenreich shows that you can reduce the risk of breast cancer up to 40% just by becoming more physically active.

Over the next eight years, the studies will examine a wide range of other potential triggers for breast cancer, including diet, pesticides, other chemicals, and stress.

Regular progress reports from the CBCRI-funded studies may point to risk factors for cancer that you can change in your everyday life. In the meantime, you can lower your risk of getting breast cancer through common-sense lifestyle choices: Exercise regularly, eat sensibly, and take care of your health.

You can also help the fight against breast cancer in other ways. Consider a donation to an organization fighting cancer, or even signing up for clinical trials; contact the Canadian Cancer Society (1 (888) 939-3333) for information.

“Canadian women want to be able to control their risk of breast cancer,” Dr. Schneider concludes. Researchers hope to give women the information to do so.

Client: Confidential client (online marketer).

Audience: Client's existing customers.

Distribution: Client's mailing list.

[ADDRESS BLOCK]

My Mailing List Has Tens of Thousands of Qualified Prospects Who Are Ready to Buy...

And Now You Can Sell To Them, Too!

Dear Friend,

As businesspeople, we're all on the lookout for the same things: the next hot market niche, the product or service idea that'll outfox our competition, and ways to keep satisfied customers.

Prospecting for Gold

But the one thing we all need, the gold that fuels our businesses, is a sure-fire way to get prospects. Qualified prospects - the people who are ready and willing to buy just the product or service you provide.

A direct-mail campaign is a great way to jump-start your business, or take it to the next level. But for a campaign, you need a mailing list. And not just any old mailing list.

Sure, there are lists you can buy for next-to-nothing...from list suppliers whose credibility is...well, next to nothing. You know better. You want a list with accurate contact information, no restrictive rules (What? They want me to pay to use the same names every time I send a mailing?), and above all, quality and qualified prospects. Otherwise, you're just sending postage and paper down the drain.

Those Who Buy, Will Buy Again

It's one of those iron-clad rules of business. Men and women who've bought products and services similar to your own are very likely to want to buy more of the same. Far from being satisfied with

one purchase, most people are likely to want to expand their collection, in the case of information products.

Now...what if you had access to a clean, quality list of prospects who'd bought any of these information products in the past:

- Tapes
- Manuals
- Kits
- Seminar seats
- CD-ROMs
- ebooks
- ...and more?

Now you can. I'm selling my gold-standard mailing list, so that you can go prospecting for the same nuggets I've been selling to successfully for years.

Read on - you'll see why the [name of client] mailing list is the best deal going today.

Six Reasons Why My Mailing List Will Work For You

One: There are absolutely no limits on what you can do with the names you buy from me. None. No need to worry about additional rental fees, frequency restrictions, or how you can contact the prospects.

We're all mature, responsible businesspeople. I'm giving you full access and rights to the names on my list because **I trust you** to market to them in a savvy, friendly way that will grow your customer base and your profits.

Two: You can buy the number of names you need, and no more. I didn't want to state the mailing list size earlier, because I know some people might think "Whoa, that's too many names for my purposes!" Not a problem.

There are **[number] names and addresses** on the [name of client] mailing list (all in the United States). You can buy the names in blocks of 10,000, or purchase the entire set. It's up to you, based on what kind of campaign you're planning and your marketing budget. One size doesn't fit all, so take exactly what you need.

Three: As I've said, these are **qualified** prospects. I know, because they've purchased information products from me before.

If your direct-mail piece pulls just 2-3% response, you're looking at 1,300 to 2,000 sales based on the entire list. But, knowing the quality of the list, I wouldn't be surprised if you did much, much better.

Four: This is a **quality, clean** list. You won't be wasting money mailing to folks who've moved or don't exist.

On [date], I had the [name of client] mailing list cleaned by a reputable list cleaning service. That means the list is **NCOA and CASS certified**).

Just in case you're not up on all the direct-mail acronyms and jargon, here's why NCOA and CASS are so important:

NCOA (the United States Postal Service's National Change of Address service) certification means that the addresses have been updated for families and individuals who moved in the last four years and provided the USPS with a change-of-address form.

CASS (the USPS's Coding Accuracy and Support System) verifies and corrects addresses, adds the ZIP+4, carrier route and delivery point codes. All names on the list are standardized to USPS specifications.

NCOA and CASS, simply put, mean that you can be sure that your mailing piece is getting to the right people.

Five: The [name of client] mailing list is rushed to you on **your choice of CD-ROM or 3.5" floppy disk**.

It's in a standard comma-delimited format so that **you'll be able to import it right away** into your favorite mailing list, mail-merge, PIM, or word processing program.

Six: The [name of client] mailing list is **a qualified list from a qualified source**.

I've run successful and profitable businesses for **over 20 years**, and a large part of that business (aside from the sales, of course!) has been developing and nurturing my customer base. I've been pleased to offer them useful information on publicity and marketing that they just couldn't get anywhere else.

I'm offering you now another of the secrets of my success, so you can follow in my footsteps. **Start digging for gold and get ready to strike it rich** - order the [name of client] mailing list today.

Regards,

<Signature>

OK, [name of client], I want to buy names from your mailing list to boost my sales. I've checked off the segments of the list I'm interested in. I understand that I will own the names I buy, and that the names are mine to do with as I please.

I also understand that there are no further rental fees, and that I can use the names I buy as many times as I want.

Please check one list option below.

- I'm interested in purchasing 10,000 names. I understand that the price for these names is \$XXX.
- I'm interested in purchasing 20,000 names. I understand that the price for these names is \$XXX.
- I'm interested in purchasing 30,000 names. I understand that the price for these names is \$XXX.
- I'm interested in purchasing 40,000 names. I understand that the price for these names is \$XXX.
- I'm interested in purchasing 50,000 names. I understand that the price for these names is \$XXX.
- I'm interested in purchasing 60,000 names. I understand that the price for these names is \$XXX.
- Yes! I want to buy the **entire set** of [number] names. I understand that the price for the complete list is \$XXX.

Please send me the mailing list on CD-ROM or 3.5" diskette (please check one).

Name: _____

Address: _____

City: _____ State: _____ Zip: _____ Phone: _____

Credit card #: _____

Expiration date: _____ Signature: _____

**For Fastest Service FAX This Form To:
1 (###) ###-#### - 24 hours a day**

or call 1 (###) ###-####

**or send to:
[Address Block]**