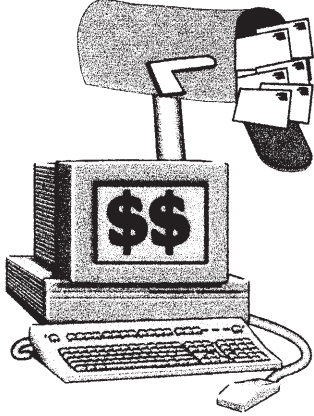
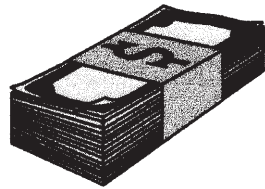


Russ von Hoelscher's



**DIRECT RESPONSE**



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newsletter – Don't miss it!**

VOL. 8 NO. 6

SPRING 2008

## **“SHOW ME WHERE THE MONEY IS NOW!”**

Our recent **INFORMATION MARKETING MONEY-MACHINE SEMINAR** in San Diego was an outstanding event. Experts gave valuable insights into how best you can make gobs of money with information marketing.

Over 18 hours of audio are now available on 18 CD's packed in two big albums. To order, call 1-619-588-2155.

With so many great speaker/presenters in all at the seminar, I don't think I covered one important topic – where the money is now, as it relates to info-marketing. S-ooo, I'm going to give this topic some ink here ...

Although fortunes have been made in information selling for many decades the market is always fluid, and constantly changing.

General information on how to make money in mail-order has been a money-making staple for information sellers for a long time. More recently, large and small fortunes were made with how to get rich selling information on the Internet.

Today, folks seek very specific information on making money, and hundreds of other topics. General information seldom finds a receptive audience. The marketer must zero in on his or her niche markets.

Niche marketing is where the money is now made. Highly specialized topics targeted to a select group of people. Folks with previous buying patterns who have demonstrated a keen interest in the subject matter the marketer wishes to sell.

Let me now give you insights into some of the types of information that can profitably be packaged, marketed, and sold in 2008 and 2009 ...

### **MONEY-MAKING TOPICS**

There is always a ready-to-buy market for wealth-building information. This is true in either a strong or weak economy. Even in times of recession, and often because of the poor economy, people seek ways to improve their personal finances.



***What's working now*** ... in mail order, there are now several multiple-person mailing and gifting programs. Some are making substantial amounts of money for both the operators and the participants. However, many of these programs cross the legality line. There are strict guidelines in this area. A real product or service must be sold. Money being sent to participants without the exchange of a product or service (and yes, good info is a product) violates federal laws.

The more unique a money-making opportunity is, the more likely it is to be successful. Example: A client of mine in Miami, Florida is profiting from offering information on how individuals can find and recover lost funds from bank accounts, insurance companies, tax refunds, etc. ... He sets up recovery agents who charge a fee (a portion of monies collected) for those due these monies.

On the Internet, several info-entrepreneurs are making money by offering websites loaded with a large selection of desirable affiliate programs.

eBay money-making information, especially info with a new twist on how to reap profits from the world's No. 1 auction site continues to be a money-maker.

Another of my clients, a man in Buffalo, New York, is cashing in big by mail, and on the web, selling info on how anyone can cash-in buying, and then selling scrap gold and jewelry.

A lady in Columbus, Ohio, and another man in Minnesota, offer a grant writing service for those seeking funds from the government or private charitable foundations.

***When it comes to offering desirable information, a major key to your success will be what knowledge do you already have that others will pay for ... or, what subject are you willing to research and learn, so that you can provide useful information that people will pay for.***



## **Other Topics Of Interest ...**

**ALTERNATIVE HEALTH INFO** ... people are living longer, and they want to live healthier. The opportunities available in health are unlimited. Specialized diets (hopefully they really work), organic lifestyles, cures to both serious, and nagging health problems, etc., all are making lots of green for several info marketers.

**SENIOR LIFESTYLES** ... The retirement of tens-of-millions of baby boomers has created endless money-making opportunities. Health is a major issue here, but so is specialized home business opportunities, discount travel info, where to find the best retirement cities or towns, and so much more. Put on your thinking cap Bunky, this group will gladly pay for information they desire.

**MLM MARKETING** ... While most MLM/Network marketing products are juice, pills, or glop-in-a-jar, there are also powerful money-making programs built around buying clubs, vacations, timeshares, legal and insurance offerings.

***My favorite MLM program is the Direct Response Network (DRN) which was built to provide valuable information for marketers. This program is very special, and very hot! For more info, give us a call at 1-619-588-2155, and I'll rush you my free report!***

To make the most money in the shorter amount of time, start thinking about what specialized information you can offer to a select market.

**NOW AVAILABLE!**

# **“THE INFORMATION MARKETING SUPER SEMINAR” ON TAPE!**

*IN TWO BIG VOLUMES (A TOTAL OF 18 AUDIO CD'S)*

Information marketing is the ideal home-business. It has helped scores of ordinary people achieve extraordinary wealth-building success.

Recently, 14 of the best marketers in America came to San Diego to make special money-making presentations at Russ von Hoelscher's fabulous **“INFORMATION MARKETING MONEY-MACHINE SUPER SEMINAR.”**

*Here in alphabetical order is the all-star line-up of speakers ...*

☆ ALAN R. BECHTOLD

☆ BRETT KITCHEN

☆ ERIC J. BECHTOLD

☆ KEN PEDERSEN

☆ JACK BEWLEY

☆ MICHAEL PENLAND

☆ LEE COLLINS

☆ T.J. ROHLER

☆ ROBIN COLLINS

☆ KENT SAYRE

☆ DALE EASON

☆ TED THOMAS

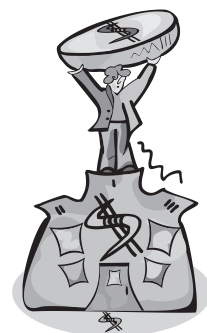
☆ JEFF GARDNER

☆ RUSS VON HOELSCHER

As a group, these top-gun marketers have sold nearly **HALF A BILLION DOLLARS** worth of products and services, and most of their sales have come from information-marketing. T.J. Rohleder alone has racked up more than 100 million dollars selling information products!

Now you can learn what these stealth-marketing wizards are doing in 2008 to make the biggest profits in today's economy.

You'll discover secrets of making huge sums of money in information marketing (by mail and/or on the Internet), plus learn about today's hottest, and most profitable MLM opportunities.



**A BARGAIN AT \$695.00 – A  
STEAL AT ONLY \$295.00!**

Wealth-seekers gladly paid \$695.00 to attend the 3-Day Super Seminar in San Diego. Now, we're making the complete event available to you for the big discount price of only \$295.00. 18 hours of how to really get rich, closely-guarded information from 14 of the world's best info-marketing experts for only \$295.00.

## WHAT YOU WILL LEARN ...

- ✓ How to uncover simple, but valuable information, that can earn you a fortune ... sooner than you ever thought possible!
- ✓ How to package and sell information for maximum profits. Example: Info selling for \$100.00, or more, can cost you less than \$10.00.
- ✓ How to market on the Internet at zero cost!
- ✓ Direct mail dynamite! Some may call it junk mail or snail mail, but my experts and I call it “money mail!” We’ll show you why direct mail is still the best way to make a boatload of money.
- ✓ The secrets of making a fortune with niche marketing – overlooked, but desirable info-products that can make you rich.
- ✓ Display and classified advertising. Today, advertising costs too much money. How to save up to 70% on larger ads, plus where to place hard-working classified ads at the lowest rates.
- ✓ How T.J. Rohleder can help you earn huge streams of income in today’s best info-marketing MLM opportunity.
- ✓ How real estate wealth-building guru, Ted Thomas can help you strike it rich, even if you have very limited investment money, in today’s depressed real estate markets.
- ✓ Eric J. Bechtold’s monster money-making discovery!
- ✓ Plus much, much, much more.

Don’t miss out! We have a limited number of Russ von Hoelscher’s “**INFORMATION MARKETING MONEY-MACHINE SUPER SEMINAR**” on 18 CD’s. Let the home-study seminar (and everything was captured on these 18 CD’s) open your mind to the fantastic profits that can be yours!

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**PUBLISHERS MEDIA, PO BOX 1295, EL CAJON, CA 92021-1295**

( ) **YES! I want the complete 3-Day INFORMATION MARKETING MONEY-MACHINE SEMINAR on 18 audio CD’s.**

Enclosed is \$295.00 (\$279.00 + \$16 S&H).

I’m paying by ( ) Check ( ) Money Order ( ) VISA ( ) MasterCard

If paying by credit card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_ Phone: \_\_\_\_\_

**For Faster Service Using Your Credit Card, Call  
1-619-588-2155**

# READ AND RE-READ THE GODFATHER'S GREAT BOOK

If you want to learn the fundamentals of direct marketing, you must read and re-read Claude C. Hopkins marketing masterpiece, **SCIENTIFIC ADVERTISING**.

**Claude C. Hopkins (1866 – 1932)** is the Godfather of all direct response/mail order copywriters who are worth their salt, and who are smart enough to learn from this esteemed master.

Although I never knew Mr. Hopkins personally, (he died long before I was born) I have been enriched over and over by his enlightened book, "Scientific Advertising." For more than twenty years, I have read and reread it; I always receive deeper insight into his learned ideas on how to advertise for maximum results.

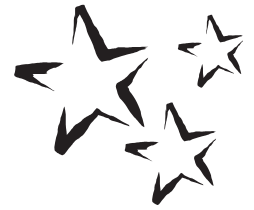
Here are some of his precious insights on successful advertising/marketing ...

- **The road to success lies through ordinary people. They form the vast majority. The man who knows them, and is one of them, stands the vastly better chance (for advertising/marketing success).**
- **The good salesman can teach the advertiser much about how to sell.**
- **To properly understand advertising, one must understand the principles of salesmanship. The only purpose of advertising is to makes sales.**
- **Advertising is multiplied salesmanship.**
- **Literary qualities have nothing to do with it (good advertising).**
- **Some say (advertising) should be brief. People will read only a little. Would you say that to a salesman? With a prospect standing before him, would you confine him to a certain number words? That would be an unthinkable handicap.**
- **Too many advertisers forget they are salesmen. They try to be performers. Instead of sales, they seek applause.**
- **Too many ads are written to please the seller. The interests of the buyer are forgotten.**
- **Remember that people are selfish, as we all are. They care nothing about your interest or your profit. They seek service only for themselves.**
- **The motto is "The More You Tell, The More You Sell!" And it has never failed in any test we know of.**
- **The competent advertising man (or woman) must understand psychology. Human nature is perpetual. In most respects it is the same today as in the time of Caesar.**
- **Advertising is much like war, minus the venom.**



David Ogilvy, the highly respected advertising guru has said, "Nobody should be allowed to have anything to do with advertising until he has read "Scientific Advertising" seven times. Very good advice.

*Crain books of Chicago, Illinois has published two works of Claude C. Hopkins in one volume, "My Life in Advertising & Scientific Advertising" (the must-read Hopkins book). Sadly, it's not available in many bookstores, you can special order it from your bookseller, or write this distributor, Bell, 15 Surry Lane, East Brunswick, NJ 08816.*



**FREE TELESEMINAR**  
**On May 29, 2008 – Register Now!**

# **“NOW YOU CAN CASH IN ON A SPECIAL GAP IN A BOOMING SEVEN-TRILLION DOLLAR INDUSTRY”**

Recently your good buddy, Russ von Hoelscher, has gotten involved in one of the biggest, hottest, fastest-growing, and exciting industries in the world.

A very sharp, young millionaire friend of mine brought this opportunity to me. He had already made buckets of money with this unique, truly remarkable opportunity. I'm glad I jumped aboard, since I made over \$4,000.00 in just a few days of joining forces with him. I'm so glad I learned about this five-star opportunity, and so will you.

Consider this amazing fact: This market is bring an astonishing 19 Billion Dollars A DAY right now – (that's \$13-Million dollars every second!) and experts predict that this MASSIVE market will double in size by the end of this decade to a 14 TRILLION DOLLAR GOLDMINE!

But what makes this even more exciting, in addition to its MASSIVE SIZE is the fact that we've discovered a new way for you to claim a share of the huge profit pie!

This is why I'm now extending the opportunity for a special group of my newsletter clients to stake their claim along side me. I feel strongly that this NEW WEALTH-MAKING DISCOVERY will create more first-time MILLIONAIRES in the next few years alone than all previous wealth-making discoveries combined! THIS IS THAT IMPORTANT ... and I want you to be among the first to CASH IN!

What makes this even better is that because the program has already proven itself to have a VERY HIGH PROFIT POTENTIAL, I'm prepared to put my marketing expertise behind this opportunity because as you will soon discover ... I will make a fortune with this by STUFFING YOUR POCKETS WITH CASH FIRST!



I know you may be a little skeptical at this very moment ... this is why **I will be co-hosting a very special LIVE teleseminar even with a SPECIAL MYSTERY GUEST on Thursday, MAY 29<sup>th</sup> at 7:00 pm Eastern, 6:00 pm Central, 5:00 pm Mountain and 4:00 pm Pacific time!**

All I ask of you now, is that you suspend your skepticism and attend this life-changing telephone event on MAY 29<sup>th</sup>! ACT QUICKLY and you will have a chance of being one of the first of my clients able to JOINT VENTURE with me on this amazing NEW Wealth-Making DISCOVERY! You don't want to miss this!

**IMPORTANT!** My super successful friend and I can only work with so many wealth-builders. If you want to jump on this money-making fast train, you must register for this fabulous free MAY 29<sup>th</sup> teleseminar now.

**Visit: [www.NextGoldmine.com](http://www.NextGoldmine.com) or call  
(212) 990-6201 and REGISTER TODAY!**