

*An Insider's Story:  
How I Made \$100 Million Dollars-  
With Just a Pen... a Pad... and a Simple Idea:*

## THE 12-MONTH MILLIONAIRE

By Vincent James

**A PROVEN BLUEPRINT TO EARN A QUICK FORTUNE...  
REGARDLESS OF YOUR CREDIT...  
REGARDLESS OF YOUR FINANCES...  
AND REGARDLESS OF YOUR EDUCATION EVEN  
IN TODAY'S UNCERTAIN ECONOMY!**

This E-Book Is Brought To You By Joshua Shafran

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### **"By Far The Most Important Marketing Product"**

"I got to know this guy. He's from New Jersey, as street smart as they come, and he has the energy of a shitweasel on amphetamines. He created a business that generated \$100,000,000 in 23-short months. Vincent did this with just a pen, a pad, and a simple idea. I believe this is by far the most important marketing product ever put together. In it, he reveals a lot of secrets that even I have never before revealed to anyone (except a few clients and my closest friends). If you dare say the information you get from this product was already known to you or it wasn't worth the money, you are much more than a shitweasel. You are a stone-cold, unethical liar. Believe it or not, much of this information is so electrifying; it was unknown even to me. And I am now using these secrets when I create advertising for myself or for my clients. You are beyond all hope if you do not order "The 12-Month Millionaire" as soon as you finish reading this message. Your hand should be reaching for your checkbook or the telephone this very second."



### **"I Made The Decision Not To Write Another Word of Copy Until I Devoured Your Book"**

"It is so blazing hot!!! It's so hot- that in between friends from Germany and LA visiting, 2 hanging deadlines (14 days away), four pages into The 12 Month Millionaire I made the decision not to write another word of copy until I devoured your book. Which I did in four days flat and I still haven't had time to go over the pages of notes- but it's in the double digits for sure. So I love the book! It has inspired my soul and sparked a couple of killer ideas I'm gearing to test. With the back-end as the apple of my eye! I will let you know how much money I make and get to keep over the next year applying the secrets, facts and hard-

nosed insider knowledge your book so easily details.”

ALL the Best, Carlos Duran

Send *Your* Testimonial To [The12MonthMillionaire@yahoo.com](mailto:The12MonthMillionaire@yahoo.com)

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## **Introduction To The 12-Month Millionaire**

If you think being educated about a new profession from a guy who plead guilty to Fraud and Money Laundering is a bad idea... this is not your Course.

If you think learning how to make millions of dollars from a guy who almost lost \$48 Million in a brutal lawsuit- practically making him homeless- is a bad idea... this is not your Course.

If you think discovering how to live the "good life" from a guy who was facing 10 years in prison is a bad idea... again... this is not your Course.

But if you are looking for the real... the genuine... the no bullshit way to become filthy rich- and at the same time- avoid any of the pitfalls massive success comes with... this will be the most rewarding Course you'll ever read.

You see, I've made over \$100 Million in fewer than 10 years using the very same techniques I'll reveal to you in this Course. I've also nearly lost all of my fortune being stupid with my success. I'm going to teach you how to make tons of money- and just as importantly... I'm going to show you how to keep your millions in your bank by not being stupid like I was.

This is my first major Course. I am not an accomplished author, so this Course will have some flaws. If you read for style, or for literary quality, like I was saying before, this may not be a Course for you.

But there are paragraphs in this Course- ideas in this Course- whole chapters in this Course that I have never had the balls to put down on paper before! And they will open doors to you- maybe as soon as tomorrow- that otherwise might have taken a lifetime of waiting for you to walk through.

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Right now... I'm sure you're skeptical as hell. You may even be thinking to yourself that you have bought the diary of a madman. But let me make you a small promise:

Give me a few days.

Read this Course.

You will never be the same again.

Once you learn what I have to teach you... unless you somehow lose your entire memory... it would be impossible for you to ever be "ordinary" again. It would be impossible for you to not know how to make tons of money- starting with virtually nothing as I did 10 short years ago.

I hope you'll give me the benefit of the doubt with my promise. If you do, please read on. But if you can't cast-aside your skepticism, please do not waste any more of your time reading any further. Unless you believe in me- this Course will be worth nothing to you.

Anyway, before we jump into this thing with both feet... lets get acquainted. Maybe I should tell you a little about myself, how I grew up and where I came from.

I was born in northern New Jersey on January 23rd, 1974.

I grew-up poor- single parent household. I think I had some sort of learning disability, because as a child, I could not retain anything I learned in school. I'd study like hell for an upcoming test... but as soon as I finished reading a chapter in my school book... I couldn't remember what I just read. It would not penetrate into my brain. It was extremely discouraging, so I gave up. I failed everything... even P.E. class.

I finally dropped out in the 10th grade. Nobody seemed to mind. No matter how hard I tried, it always seemed like I wasn't going to amount to anything real important in life. And this really sucked because I had a passion for the finer things. I wanted the gold Rolex, the sporty Mercedes, and the Million-Dollar Mega Mansion!

But when I looked in the mirror, I didn't like what I saw. I was

convinced the good life I wanted was just a dream. But that was all about to change. Seriously- by the time I was 19, I had a brand-new Corvette. At 20, I had 2 brand-new Mercedes Benz automobiles. And at 21, I was the proud owner of a Rolls Royce Silver Spur!

By the time I turned 28... I made over \$100 Million in gross sales. I profited over \$50 Million. I owned two homes- one of them was 14,000 square feet and had a seven-car garage, a billiards room and a resortstyle pool with an underwater bar! And I paid cash for the home! In my garage, I had a red Lamborghini Diablo, a yellow Ferrari 360 Spider, a white Bentley Arnage Red Label, about 4 Mercedes, and a 12-passenger Lincoln Town Car Limo!

My checking account had over \$10 Million in it. I was earning \$400,000 in pay each and every week. That breaks down to \$80,000 a day... or \$10,000 an hour! And those figures were if I worked 5 days a week for eight hours a day, which I didn't!

In the year 2002, I made more money than the CEOs of Federal Express... eBay... Amazon.com... Time Warner... Apple Computer... McDonalds... Microsoft... Nike... Yahoo... Ford Motor Company... General Motors... and Goodyear Tire- COMBINED! Yes-COMBINED.

In the May 12th, 2003 issue, Forbes Magazine listed their top paid 500 CEOs in America. Of their prominent and prestigious list of the 500 CEOs, I made more money than 483 of them.

\$17,549,000 MORE than the CEO of Starbucks.

\$13,030,000 MORE than the CEO of Target.

\$17,225,000 MORE than the CEO of Motorola.

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Now, this may all seem like I'm some rich asshole bragging about how rich I am... and you're partly correct. I am bragging! But more importantly, the reason why I'm telling you about all this is that this Course is about getting rich very quickly. If the talk of obscene money makes you feel uncomfortable, or even angers you, maybe you do not really want to be rich.

The reason why I'm telling you about all the toys I had when I was just 28, is to prove to you that if an guy like me... with a learning disability... a bad childhood... and no formal education can get filthy rich by the time I was 28... you can absolutely follow in my footsteps and build yourself your very own empire of wealth!

I remember back when I was 18, I was sitting on the steps of my Aunt's home. A few doors down from her lived a girl I went to High School

with. Anyway, while I was out there sitting on her steps smoking a Marlboro, I saw a red Mercedes Benz SL500 pull up at this girl's home. Some preppy geek got out of the car with his sweater wrapped around his neck and went to her front door. He was picking her up for a weekend trip I presumed because she made him carry a small duffel bag to the trunk of his shiny red Mercedes. Things were sure different from when we were both in High School together. Where that girl may have had no problem going out with me back then... nowadays her boyfriends had to be financially accomplished. When I saw that freaking red Mercedes pull away and drive past me, I remember saying to myself, "I've got to get my shit together!" And I did. About a year later- I had the very same model and color Mercedes Benz SL500 in my garage.

How did I get the car? I didn't steal it. I didn't win the lottery. I sure didn't receive an inheritance from some long lost relative who just kicked the bucket. I made the money on my own. I started from scratch with nothing but a pen, a pad, and a crazy idea. I'm now going to teach you how to do the same.

Why would I teach these incredible wealth secrets to total strangers for the small fee this Course sells for? I don't know. Maybe I like to teach people stuff. Maybe I want to be immortal. Maybe I want to leave

something behind on this Earth after I die that will last forever. Whatever the reason- you're in for a treat.

I named this Course THE 12-MONTH MILLIONAIRE because that's what it's designed to do. It's designed to make you a full-blown, certified MILLIONAIRE within 12 months of reading it.

Stop laughing. I'm being serious. And I'm going to guarantee it. If this Course fails to make you a millionaire within the next 12 months... seriously, I want you to send me a letter explaining what you did in an attempt to get rich... and I'll send you every dime you paid for this Course.

Maybe you do not want to become a filthy rich millionaire mogul... maybe you just want a better life for your family... that's alright... but I do have to tell you this...

It's just as hard to make a "good" income in this business as it is to become filthy rich- earning millions a year... and I do not mean this in a negative way... I mean it in the most positive way possible. It's just as hard to turn one dollar into three dollars one hundred times as it is to do it one million times, so why not do it to it's fullest? I sure do.

So anyway, let's get this thing started right away. I'm so excited for you. I remember when I was first learning these secrets, piece-by-piece over 10 years ago. It was like a mental orgasm. I couldn't stop devouring this stuff from every source I could squeeze it out of... whether it was spending \$10,000 on books dating as far back as the early 1900's... or spending \$5,000 to go to a single weekend seminar... or giving up my entire personal life from age 19 until 24... including women... just because I was so excited with what I was discovering. Seriously- I envy you. I wish I could experience again what you're about to learn... but of course I can't. So I have to settle for the joy of watching the light bulbs go off in the thousands of people's minds who read this Course.

In my head, this Course has been begging me to write it for the past five years. I finally gave in and did it. Am I happy with the end result? You bet I am. The very Course you hold in your hands is not just a bunch of paper, ink and glue... it's literally a roadmap... a blueprint... a formula for getting rich in America today.

These secrets are used equally by the single Mother trying to put her child in a good private school, to the small businessperson making a great living... all the way to guys who are running ONE BILLION DOLLAR Publicly-Traded Corporations such as The Sharper Image. These techniques are not Mickey Mouse. They are powerful. They are life altering. They can even be dangerous if they are not used properly. So, I'd like to welcome you to the "Best" of your life. I hope after you make your millions you still remember this Course and tell everyone you know how it helped you.

Enough already- let's get this party started.

## **Chapter One:**

The Best Business In The World

Before you read this chapter, get a pen and a piece of paper.

These are the two main tools you need for this business.

When you add together the pen... the paper... this Course... and a simple idea for a product or service... it could literally be worth hundreds of millions of dollars.

Traditional businesses like retail stores, manufacturing plants, restaurants, etc. require you to jump into the fire, with both feet, risking almost all of your money before you earn a dime... and what's worse is you will not know if you are going to be a success until after you've risked most, if not all, of your start-up money... if you're even lucky enough to have start-up money.

And still worse, these traditional businesses cannot offer you the rapid

forced growth and wild profits of the wonderful business this Course teaches about.

The business this Course speaks of allows you to start small, and only after you have scientific proof and a valid and profitable idea, would you then gradually invest more and more of your money. In most cases, you'll be reinvesting profits.

The business I speak of in this Course allows you to get rich even when 99 out of 100 prospects don't want your product.

The business I speak of in this Course is the Direct Response business. Its a business that allows you to discover very quickly if you have a hit or a miss... usually within 30 days. You can also find out if you have a hit or a miss for cheap... most of the time you can find out for \$2,000 or less.

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Another plus is that your "offering" is what gets judged... not you- Let me explain...

You can be of any descent and suffer 0% racism.

You can be male or female and suffer 0% sexism.

You can be straight or gay and suffer 0% homophobia.

You can be a midget... a gimp... bald... fat... cock-eyed... butt-ugly... toothless... have bad breath... etc. None of this will affect your chance of success in this business.

You can also live anywhere... even in a uni-bomber-type cabin in the middle of BFE... and as long as you can get your letters to a Post Office and as long as you have access to a phone line... your location will not have any effect on your success in this business.

You can be a high-school drop out, like I was, and with the right idea you can run circles around the Harvard MBA with the wrong idea... You do not need any specific expertise in the product you plan to sell. I've manufactured and sold golf clubs while I never played a round of golf once. I've manufactured and sold vitamins, where I am not any kind of Scientist or Doctor. That's the beauty of this business.

And guess what is best about this business? You can be sitting in your one bedroom, roach infested basement apartment right now... but as soon as you craft the right letter, selling the right product, to the right people, for the right price, and at the right time in his or her life... you can be in possession of some intellectual property worth over \$100 Million! And it'll take you just 7 to 10 days after you mail your letters to know what you have. Seriously.

About five years ago, I was between businesses. I was not earning any money. I was a little discouraged. I created a letter for a product and I

tested it and got 6-times my money back. It cost \$600 to mail 1000 letters and I got \$3600 back, of which all was profit, once I subtracted the \$600 mailing cost.

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Now, what I then knew was that the amount of names I could mail the letter to allowed me to sell 40,000 new people every month for \$180. That means I'd make \$7.2 Million in gross sales every 30 days. It would cost me \$1.2 a month to advertise. So when everything was said and done, I was looking at \$6 Million profit every month.

Pretty hard to sleep that night knowing I had 4 sheets of paper that were going to bring me over \$70 Million. Twenty months later, I grossed over \$77 Million and netted \$48 Million in pure profit from this single sales letter.

What did it cost me to create this letter? A pen... a legal pad... a good idea... and the skills and secrets revealed in this very Course!

The Direct Response business is not a new business. Ben Franklin even had a mail order catalog! There are scores of books in bookstores you can buy for \$10 or so that can tell you all about direct response... or mail order as some call it. But what I want to teach you is how I do it. I do it a little different.

Right now, we're going to focus just on mailing sales messages for a product to a qualified mailing list. Later, we'll talk more about magazine advertisements and TV and radio commercials.

In 2000, I had an idea for a dietary supplement. Actually I didn't even have the idea. I saw a product selling in health food stores for \$60. I thought this was a hot product that was not getting marketed properly. It was buried on the back shelves of the store... so I bought myself a bottle. Its best to sell products you cannot find in stores... but since this one was so poorly placed in retail stores, I felt I could effectively sell it through direct response.

The good thing about dietary supplements is that manufacturers cannot Patent the ingredients they use. I can come up with a great blend of herbs and spend hundreds of thousands in clinical studies and all it takes is someone to read the ingredient list on the side of the bottle- which is required on the bottle by law... and they can knock-meoff instantly. So, basically I can take a bottle of anything I find in the vitamin store or in any catalog and any local vitamin manufacturer can

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make the identical pill for \$2 a bottle or so... even if it is selling for \$50 to \$60 in stores!

No need for research. No need for clinical studies (if the other company already sponsored one or there is one in the many medical journals).

You can have your very own brand name dietary supplement for a few dollars a bottle.

Anyway, back to my dietary supplement.

I was quite amazed when I saw these pills advertised and sold for \$60 when I could make them for \$2... and even less in larger quantities! I made up a name for my "new" product and had labels made for the bottles through the pill manufacturer. Viola! My very own, trademarked brand name dietary supplement in less than a week's time!

So, I crafted a sales letter for this product and located a few mailing lists to mail the sales letters to. Sometimes it's easier to come up with a product by looking at the different types of mailing lists on the market. For example, instead of thinking of a new product to sell, look at all the different types of mailing lists on the market and their sizes, and then fit a product to the list.

I'll talk more in great detail about mailing lists later in this Course. Anyway, the pills sold for \$60 in my letter, and remember, I made them for \$2. It cost \$1.50 to ship them to the customer including the bubble bag. I charged \$6.95 for shipping and handling, so this fee covered the 1-800 phone bill, the order taker's paycheck, the shipping fee, the credit card processing charge... hell it even covered the cost to make the damn pills themselves!

It's totally legal to do this. That's why it's called a shipping and handling fee. You can charge whatever you want for "handling"... even if your customer knows it costs just \$2 to send his order and you charged him \$5... the difference is the handling fee.

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So, basically, when a customer would call me and order these pills for \$60, plus \$6.95 for the shipping and handling... all \$60 of the selling price was pure CTO. CTO is short for Contribution To Overhead.

CTO is what your business will net after you pay for goods sold. Out of this CTO, you still have to pay for advertising, postage, employees, etc. Most people are amazed when I tell them that 50% to 100% of your CTO may go to the advertising expense to bring in the customer! Who pays 50% for advertising? In this business, you'd be lucky if you can pay just 50% of your initial purchase CTO on advertising.

Anyway, when I tested this new supplement on a handful of mailing lists, I was pleasantly surprised. This is what happened: At the current time I tested this product, postage cost \$370 for every thousand stamps.

It would cost \$100 per thousand for names to mail the sales letters to.

It would cost about \$100 per thousand to print and stuff the sales letter we sent to the names on these lists.

When we're all finished, it's safe to assume it's going to cost \$600 to mail 1000 sales letters to qualified groups of prospects.

Being my product sold for \$60... I got to keep all \$60 of it, as the cost to manufacture the product is covered in the shipping and handling fee. Common sense would tell you that when I mail 1000 letters for \$600... I need at least 10 orders to break even and get my advertising dollars back.

Lets say my product was a new diet pill. Not just any diet pill, but one that actually enlarges in size once it reaches your stomach so it feels like you are full all the time.

Now, let's say the mailing lists we're mailing our sales letters to are made up of people who have bought diet pills in the past, so we know they are prime prospects.

OK- we're mailing our hot, new diet pill to 1000 people who actually bought someone else's diet pill in the mail recently. Of the 1000, how many do you think would order our pill? Some would say 250 of the 1000. I'd say that they're crazy. Some would say 100.

Again, they're crazy. Let's say that 98% of the people we mail our letters to, throw our sales message right in the trash... Let's say just 2% of our prospects decide to purchase our new, super diet pill. Let's do some math. Two percent of 1000 letters is 20 orders. Remember, I said earlier that we need at least 10 orders to break even. Since we received 20 orders, we just doubled our money... but that's not the best part.

When I sold my supplement, I was amazed when each customer purchased an average of 4.4 bottles over the next 6 months. This figure is called LCV or Lifetime Customer Value. I'll tell you all about it later in this Course.

Anyway, when a customer thought he was buying a bottle of pills from me for \$60... he was actually spending \$180 over the next six months. He didn't know this... but from statistical data I've compiled from past customers, I was well aware of what each customer was worth.

When it was all said and done, each customer was worth \$180 in CTO. Lets go back to the 2% who bought from my sales message. We've got 20 orders at \$180. That's \$3600 in CTO for every 1000 sales letters I mail. It costs \$600 to mail 1000 letters, so we can safely say; I'll profit \$3000 for every 1000 letters I mail. That's \$3 a letter on average. What

are you going to do when you get a diet pill or a wrinkle serum to pull numbers like this when you test the Victoria's Secret mailing list that has 900,000 FRESH names a month? Can you really make \$2.7 Million from just one list? You bet your ass!

And that example was for mailing sales letters to just one mailing list! There are many ways to sell products via Direct Response. You can sell products through magazine advertisements... direct mail sales letters (like we just spoke about)... radio spots... television spots... long format infomercials... internet search terms... telemarketing... and many more we'll go over in this Course.

I used them all... but only a handful are the ones that really work well. We'll talk all about magazine ads... direct mail... radio... television spots... and some Internet promotion in this Course. These are the best ways I've discovered to make money in this business.

Basically, your ad or sales letter, or radio ad or TV ad is salesmanship multiplied. That's all that advertising is. Salesmanship in print... or on TV... or on radio... That's all. Forget all the fancy stuff Madison Avenue ad agencies may try to tell their clients. In a head-to-head, dollar-for-dollar competition, direct response techniques like the ones you'll learn in this Course will always out pull the fancy shit these guys are churning out.

Are you having a hard time believing you can really strike it rich in this business? Let me give you some examples of what people have done in the past, and how their lives changed.

**Proactiv Skin Care Solution:**

Proactiv is an acne treatment you've seen advertised over TV infomercials since 1997. The product was created by a couple of Dermatologists and is sold for \$39.95. In their prime, they were selling 30,000 new kits a month. With reorders, I'm sure they were selling 90,000 kits! I'd guess they gross \$50 Million or more in annual revenue. Do you need to be some Dermatologist to sell this product? Absolutely not. It does add to their credibility, but for a few cents on each kit sold, you can sure get your own Dermatologist to endorse your product.

This skin care product is a good direct response product because the three bottles of cleanser they sell in the kit could cost \$6 or so to manufacture, and \$2 to ship. A shipping and handling charge of \$7.95 could easily be charged, so the \$39.95 selling price is pure CTO. And this is a consumable product!

**Girls Gone Wild:**

This guy is in his early 30's and is making close to \$100,000,000 a

year. Yes, that's ONE HUNDRED MILLION. He owns two private jets, Ferraris, numerous homes all over the place... and from what? Cheaply shot, cheaply produced videos of drunken college girls showing their breasts. What this guy does is offer 2 videos for \$9.95 and then a new

video every month for the regular price of \$19.95. Now, it probably costs \$2 to produce a VHS cassette and \$1 to ship. To charge a \$4 shipping and handling fee is realistic, so the entire \$9.95 or \$19.95 is 100% pure CTO. And he automatically sends his customers a new video every month!

Carlton Sheets No Money Down Real Estate:

Carlton discovered a way to buy real estate for no money down and instead of running around himself buying homes using his techniques, I'm sure he realized it was far easier and far more profitable to simply make a home study course and sell it via TV infomercials.

Carlton has been on TV for over 10 years and I'd bet he's made 100 times more money telling others how to buy real estate for no money down than he has from actually using his own techniques... which is fine.

Remember the California gold rush? I'm sure the men selling the picks, shovels, and overalls made more money than the men who actually were in the mines trying to find the gold. Levis is still making jeans... but all the miners and their fortunes (if they ever found any) are all long gone.

While information products are great... it is more of a challenge to create "back-end" sales... that is products you can go back and sell to your customers. When we are selling pills, it's an easy resell. A video series... again, an easy resell. Still- information products are one of the top direct response products because they are cheap to produce and they can have a limitless perceived value. A simple sheet of paper may cost nothing to produce... but when that simple sheet of paper is a winning lottery ticket; it can easily be worth \$10 Million and more!  
Tae-Bo Videos:

Billy Blanks was a struggling California exercise instructor, as most exercise instructors are. But what happens when you videotape your amazing exercise routine and sell it via direct response? If you were Billy, you'd be looking at selling 5 MILLION copies of your video and more! I'm sure over \$100 Million was grossed with this amazing product. But did you know this: Billy was teaching this unique Karate and boxing inspired fitness techniques for years in Southern California

gyms... it took someone with direct response smarts to say, "Hey, let's get a camera and film this guy. People all over the World would love to do this in their own homes!"

Can you come up with a million-dollar idea? I hope so. What I'm here to do is tell you what type of products you need to make for this business to work for you. And once you have that winning idea... there is no better set of tools you can get than this Course to show you how to suck every ounce of money from your idea.

***Here's How You Can Make \$100 Million With Your Ideas...  
EVEN WHEN 98.4% OF YOUR PROSPECTS TELL YOU TO "BUZZ OFF"...***

The Amazing Money-Making Secret of a 28  
year old Convicted Felon Who Earns More  
Money Per Year Than The CEOs of FedEx...  
eBay... Amazon.com... Time Warner... Apple  
Computer... McDonalds... Microsoft...  
Nike... Yahoo... Ford Motor Company...  
General Motors... and Goodyear  
COMBINED!

**"Finally! Successful Entrepreneur and High School Drop-Out  
Vincent James Breaks 12 Years of Silence To Teach YOU His  
Money-Making Strategies and Powerful Secrets That Anyone  
Can Use To (*legally*) Make As Much As \$77 Million By This  
Time Next Year!"**

*DISCOVER why marketing guru GARY HALBERT is calling this...*  
**"BY FAR THE MOST IMPORTANT MARKETING  
PRODUCT EVER PUT TOGETHER!"**

"I urge you to go and lock the door... take the phone off  
the hook... grab your favorite beverage and study every  
single word of this letter- because **it's just that damn  
important!**"

**From: Vincent James  
Las Vegas, Nevada**

Dear Friend,

If you would like to know how someone can start with a  
simple idea... and then... *generate over \$100,000,000 in sales  
in just 23 short months...* this is going to be the most  
interesting letter you will ever read. Here's why...

Are you interested in discovering proven "step-by-step"  
techniques for DRAMATICALLY exploding your bank balance?  
Would you like to QUICKLY set up a print promotion or  
website that makes you tons of money (I'm talking 6...7... and  
even 8-figure money)... 24/7... even while you're sleeping?

If so... I know you'll find this letter EXTREMELY valuable...

**"Because I'm going to show you what took me 12 years to perfect- (and even spent 94 days in stripes to learn)- a PROVEN "Battlefield-Tested" system for learning, mastering and profiting from the BEST business in the World!"**

**Look... There are tons of people in the direct response business that have NO DAMN RIGHT passing around their "incorrect" information... Here's what I mean:**

**MOST LIST BROKERS DO NOT KNOW WHAT THEY'RE TALKING ABOUT!**

If most list brokers really knew what mailing lists worked... they'd be mailing their own offers to these lists and making millions for themselves! I mean really- unless a broker knows "inside" information... what advantage do they have over you? None.

**MOST COPYWRITERS DO NOT KNOW WHAT THEY'RE TALKING ABOUT!**

Most copywriters are full of shit. Usually, the best copy they wrote is the copy to sell YOU their services! If they really were so good- why are most of them piss poor?

**MOST CONSULTANTS DO NOT KNOW WHAT THEY'RE TALKING ABOUT!**

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I have a theory about most consultants- they are like the guy who knows 365 sexual positions... but cannot get a date on Friday night!

**The ONLY people who actually "KNOW" what they're talking about (in my opinion) is the Multi-Millionaire Direct Marketers running their own 7... 8... and 9-figure empires.**

**THE ONLY THING IS THEY'RE NOT TALKING TO ANYONE ESPECIALLY NOT TO PEOPLE LIKE YOU!**

I've made as much as \$400,000 in pay per week. I wrote my own copy that sucked in \$8 MILLION a month- every month. I've done it all. I'm one of the guys who "know what they're talking about." And since I'm unofficially "retired" for at least the next couple of years... I don't feel "threatened" releasing my priceless trade secrets. I want to show you how absolutely USELESS most "experts" are.

That's why I decided to publish EVERYTHING I KNOW in The 12-Month Millionaire. I've actually experienced firsthand the massive success... time and time again. I've held nothing back. All the "inside secrets" have been spilled...

**Even Gary Halbert says, "Believe it or not, much of this information is so electrifying; it was unknown even to me."**

Here's just a sliver of the techniques... tips and tricks you'll learn and master:

\*How to create your own perfect product over a short weekend... so you can start earning your fortune even if you do not have a real business or anything to sell yet! *There's only certain "types" of products that people actually WANT to buy. Unless you got 10 million bucks in the bank- chances are- you're not selling one of them.*

\* I will show you where to have any product manufactured for the lowest cost possible. Diet pills for \$2... plastic gizmos for 25 cents... books for \$1... videos for \$1... car wax for \$4... CDs for 25 cents... etc. *There are hundreds of companies you don't know about ready to manufacture anything you can imagine!*

\* How to hire Fulfillment companies that'll take and process all your phone and mail orders, ship your orders, do the bank deposit, handle customer service requests and refunds... *all while you're on vacation hundreds of miles away!*

\* How to know within 7 days if you have a million-dollar hit... or a really bad idea investing only a few hundred bucks. *I've developed a scientifically VALID formula for evaluating if a mailing is going to be a success- not in the usual 30 days it takes... but in just 7. It works every time!*

**\* How to add a simple paragraph to the end of your sales letters that will triple the amount of product your customer buys! This paragraph added \$60 Million in sales for me annually- without spending an additional penny in advertising!**

\* How to get an UNLIMITED merchant account up and running inside 3 days- even if you have little, poor or NO credit!

\* How to properly craft an up-sell or cross-sell script that will get a MINIMUM 50% conversion... *bumping your unit of sale through the roof!*

\* The best day of the week to mail your letters to harvest the best response. *It's amazing but if you mail your sales letter on this day... you can see response lift 25%- I have!*

\* How to SMUGGLE the entire cost to manufacture your product into the Shipping and Handling fee you charge your customer- without pissing him off! *This simple technique eliminates the "need" to have the 3, 5, even 10-times mark-up the "experts" say you need.*

\* How to close "high-ticket" deals for obscenely large amounts of money- even in a sales letter where your prospect can't see or hold your product! *I'll show you how I get people to buy a \$5000 product in quantity- and they're practically lining up to do so!*

- \* How to employ letter shops that will stuff, seal, address and then mail as many letters you choose and you won't have to lick even one stamp! *In the year 2001 and 2002, I mailed 500,000 letters a month and never touched one single letter!*
- \* Imagine mailing 1000 letters for \$500 and getting 82 orders for \$1000 a pop! *How about mailing 120 letters for \$120 and getting \$25,000 in orders? I'll show you how!*
- \* How to locate and identify large groups of people hot to buy your product. *This is where most marketers fuck up. They spend all their time working on a product that they cannot mail loads of sales letters to. Plus...*
- \* A secret "call center" that will take all your phone orders FOR FREE- 24 hours a day- 7 days a week. *After 7 years and making \$100 Million, I never had to speak with one customer personally!*
- \* How to persuade 90% of your orders to go through your website- instead of your toll free lines. Fewer employees... lower phone bills... less human-error. *It's usually much better to leave it up to your website to take the lion's share of orders.*
- \* A simple tactic you can use to cut back on credit card charge backs 25% instantly! I've got another secret that may eliminate any and all charge backs totally- *keeping Visa and MasterCard happy to have you as a merchant!*
- \* The ONLY 4 reasons why your prospect WILL NOT buy your product. *Once you master these 4 things, you'll have people lining up and begging you to take their money!*
- \* How a few simple math formulas can tell you (before you spend a penny) if you can make millions with your idea... *or if you should abandon it like a redheaded stepchild!*
- \* How to earn a 2000% return on your advertising dollar- month after month after month.
- \* **How to get magazines to finance your advertisements for no money upfront. I had 4 full-page ads in MAXIM that cost \$240,000 and I didn't pay for them until after \$1.8 MILLION worth of orders came in!**
- \* If you already own a business... I will show you a goldmine you're sitting on right now- that you do not know about- that's worth \$10,000 to \$1,000,000 in sales immediately. You can suck these profits into your bank account a week after reading *The 12-Month Millionaire!*
- \* How to identify and "copy" winning promotions to make yourself millions. One of my "copycats" brags about selling over \$250,000,000 worth of a product he copied from me. *Another copycat makes \$320 MILLION ANNUALLY and even sponsors his very own Nascar race team! He copied one of my ideas and ran with it.*
- \* The two places to find an unlimited source of CASH FUNDING for your winning

product ideas. *All the broke, but self-proclaimed "top" copywriters will love this one.*

\* 10 techniques to pay 50% less for magazine ads. Just one technique will save you 15% EVERY SINGLE TIME! *My theory is this: ALL products advertised in magazines can be successful and profit. It all depends on how well you negotiate your ad rates. I'll teach you how to kick the crap out of your ad rep and get the ad for almost what it costs the magazine to print the page!*

\* 5 CRITICAL questions to ask magazine sales reps BEFORE placing your ad that will decide if your ad will either make money or lose money! *If an ad rep answers just one question incorrect- there is a 90% chance your ad is going to flop.*

\* How to come up with KILLER concepts and identify the exact cash-rich, passionate prospects, DESPERATE to buy your product! *Want to know what market I look to when I need to make a million bucks within a month's time? I'll reveal it to you! And...*

\* How to market your product to the World using the only REAL techniques that make the Internet pay off. *You can count the REAL ways to make money on the Internet on your left hand. The Internet is not as complicated as many people make it out to be- and you'll know MORE ways to make a website profit than even the best "web consultant" just a few pages into the chapter on Internet Marketing.*

\* How to protect your assets from unscrupulous "Alphabet Agencies" who are looking to ROB you of your hard-earned profits- even if you're doing it legitimately. *I've lost \$48 MILLION BUCKS in one day by leaving all my assets "VISIBLE." I'll reveal the entire story in The 12-Month Millionaire- it'll leave you shaking your head in pure HORROR!*

\* And probably the best chapter in the entire course is the LAST CHAPTER where I'll reveal how YOU can hire (in my opinion) the BEST Direct Marketing consultant for just \$13.70 a day! *When you got this guy in your corner- you'll never be on your own again- possibly making the wrong choices... and he's so CHEAP- anyone can hire him! And so much more- I'm going to make you question everything you've ever learned about Direct Response- no matter what "expert" you got it from!*

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**Here's how you can turn your passion or hobby into a 6 to 7-figure income!**

All the techniques used to do the following are found and documented in The 12-Month Millionaire!

*-An average "hack" golfer creates a video for a few hundred dollars, which teaches other hacks to drive longer, farther and straighter. He sells this video for \$39.95.*

*-A dermatologist creates a line of skincare products. She sells so many kits a month that she makes \$650 MILLION A YEAR!*

*-A fitness expert creates an exercise video series and sells 40,000 customers a month at \$50 a pop!*

*-A realtor creates a simple 3-ring binder full of useful home listing techniques and sells them to other realtors for \$400!*

*-A 30-year-old kid grabs a video camera and films drunken girls on spring break showing their breasts. He makes \$90 MILLION selling these cheaply produced videos every year!*

If you're still having a hard time thinking of a product or service- don't worry... I will teach you how to create the perfect product people will actually want to buy- even if your best skill is sitting on your ass- seriously. Now understand- this is NOT information you'll find in the 100's of ad writing and marketing books out there in the "mainstream"...

And you definitely will NOT find this level of information in the curriculum of the top universities in the country! You can only learn this from someone who's done it before- like me. Look- Over the past 12 years, I have tested, tweaked, and recorded techniques that almost-magically force people from all over the country to fill a mailbox with thousands of cash orders. NOBODY teaches like I do because NOBODY, (except a handful of millionaire moguls) know all of these secrets. Now for the first time ever- I'm willing to teach few lucky people looking to accomplish the American Dream.

### **The Cost To Master The Skill That Never Stops Rewarding You:**

I'll be honest with you- my system does NOT cost as much as you may think it would. It'll cost just \$297 plus \$18.95 (add \$20 for international) to ship the entire thing to you. It's twice the size of a NYC phonebook! If the \$297 is going to keep you from feeding your family tonight- please do not buy it. I only want serious "players" to have access to this information.

***Gary says: "If you dare say the information you get from this product was already known to you or it wasn't worth the money, you are much more than a shitweasel. You are a stone-cold, unethical liar."***

To get your very own copy of The 12-Month Millionaire, you can order by having your credit card handy and **clicking here**.

I promise this will be the smartest, most productive purchase you'll make the entire year of 2005! Look- I may not have the best GPA... the highest IQ... or the top SAT score. But if there's one thing I know how to do

better than ANYONE ELSE... it's how to magically force people from all over the country to fill a mailbox with thousands of cash orders. If you feel it's worth \$297 to better your craft- order The 12-Month Millionaire right now.

Thanks For Your Time!

**Vincent James**  
**Author and Entrepreneur**

**PS:**

One more word of priceless advise from Gary Halbert...  
***"You are beyond all hope if you do not order "The 12-Month Millionaire" as soon as you finish reading this message. Your hand should be reaching for the telephone this very second."***

**PPS:**

Here's one last promise: *"I'll teach you everything you need to take any product or idea from raw concept to breathtaking success- virtually overnight... using the very same time-tested techniques I've used to gross over \$100 Million with my own crazy ideas. My new course is 310 pages of raw, uncut, edited... no-bullshit tactics and secrets you can REALLY use to make yourself a bundle of cash you can take to the bank IMMEDIATELY!"*

**Order It Now at:**

**[www.MillionaireInTwelve.com](http://www.MillionaireInTwelve.com)**

**IMPORTANT NOTICE:**

My course reveals priceless trade secrets I have developed over the past 12 years. There are powerful techniques in the course. **DO NOT USE THE ADVANCED PERSUASION TECHNIQUES TAUGHT IN THE 12-MONTH MILLIONAIRE TO TAKE AN UNFAIR ADVANTAGE OVER PEOPLE.**

The techniques taught in my course are powerful- *real powerful*. Many techniques almost *force people to buy whatever you are selling* and I just want to make sure you are going to use my information in an honest, ethical manner.

*You may have heard of The 12-Month Millionaire over the past few weeks... but have yet to order it because you wanted to hear what OTHER marketers had to say about it.*

**Well- Is 8 Enough?**

## **TESTIMONIALS**

### **I Have Never Before Seen A Product Like This!**

"This is the MUST HAVE course of the year on direct response and marketing. There are THREE HUNDRED AND TEN excellent and amazing pages that will absolutely blow your mind. Vincent James spills the beans on how he made ONE HUNDRED MILLION DOLLARS in just 2 YEARS and how ANYONE can duplicate his success!

I have never before seen a product like this that explains STEP BY STEP how you can achieve the same success that Vincent has. YES, THIS IS THE PRODUCT YOU'VE BEEN SEARCHING FOR YOUR WHOLE LIFE. It is easily worth \$1000 or more! Also, buyer should know that Vincent gives his email address in the Course and is very accessible should you have any questions (within reason of course!) I had a question about one of his strategies and I heard back from him in a matter of hours.

And

his clarification and advice was right on the money! Vincent James is one hell of a marketer, I can't say that enough."

Pat Curley

### **Will Make Me A Ton Of Money!**

"I ordered and received the Course and I am amazed. I've only read the first 6 chapters so far and I know for a fact that this system will make me a ton of money. The first six chapters outline a very scientific direct mail process that Vince uses, complete with ideas galore. Just from what I have read so far, I got a ton more than \$300 worth out of it." Scott Standke Would Have Gladly Paid 3 Times The Price!

"I received my copy Friday afternoon. I was really excited when the mailman delivered it and couldn't wait to tear into it. Well, after I opened it and got past the introduction I discovered something... This Course was EXACTLY what I have been looking for! Each page is full of direct marketing GOLD. My mild disappointment waiting for the package to arrive did a power slide and quickly turned into amazement. Had I know exactly what this Course contained; I would have gladly paid 3 times the price. I devoured it in hours, re-read it a little slower allowing myself more time to soak in the information. And I'm getting ready to start on my third pass.

I know I'm probably shooting myself in the foot posting this review on a forum full of marketing

sharks.”

Chris Anderlin

### **My Business Has Increased 26% In Only 3 Weeks!**

“I am reading this Course now for the 3rd time. My business has increased 26% in only 3 weeks, applying some techniques I discovered within. Why the hell I did not discover it 1 year ago? Real Excellent Stuff.”

John Voight

### **A GEM In A World Full Of How-To Books That Are Pure C...!**

“A few weeks ago Gary Halbert introduced me to a brand new direct marketing manual that he was endorsing called The 12-Month Millionaire. I have to be honest that I was extremely skeptical about it from just the title of the Course. Most products carrying a name like that sound too good to be true and almost 100% of the time are.

But I was intrigued because Gary’s name was attached to it. For those not familiar with Gary you should know that he is not only one of the best copywriters to ever live he is also one of the most successful direct marketers to ever live as well. I picked up a copy of The 12-Month Millionaire a few days ago and what I determined after just browsing it is that this Course contains some of the most powerful direct marketing secrets that I have ever seen revealed! I was amazed that the author would let go of these secrets for the price he was.

I personally think he is crazy for doing it. One thing Gary had mentioned is that if you read this manual and can honestly say that you did not learn anything from then you are a bold faced liar. This is an extremely bold statement and one that I was looking forward to calling him out on after reading the Course. The problem being that just after browsing the Course I cannot call him out because he was absolutely right! I have now read the Course entirely cover to cover twice and have learned something new and more powerful each time.

My copy is now covered in yellow stickies and highlight marks. There is just so much amazing information in this Course that it doesn’t matter how experienced a direct marketer you are. You will take away something that will improve your business in some way after reading this manual. Even though you may not recognize the authors name you will know who he is after reading his personal introduction that he placed at the very end of this over 300-page manual.

Chances are you have either seen one of his advertisements or ordered one of his products. The marketing secrets he shares in this manual are the same ones that he utilized in building his own multi-million dollar direct marketing empire. He covers everything from creating a product that “will sell”, finding businesses to outsource various aspects of your business to that will save you time and money, writing powerful ad copy, how to properly test a product idea and know if it will make money before you even begin selling it, and so much more.

To put it all into a nutshell this Course is a GEM in a world full of how-to books that are pure c...! I highly recommend this manual to anyone involved in any form of direct marketing.

Here is a link for you to go and learn more: The 12-Month Millionaire I recommend that after you read this page that you buy it. You won't regret the decision. Will it make you a millionaire in only 12-months?

Only time will tell but I am confident that you will increase your sales and profits with any product or service after reading this manual."

Troy Pentico

### **This Guy Is THE REAL DEAL!**

"I got my copy of the 12MM a few days ago and I wanted to tell you all that this Course is by far the BEST step-by-step plan EVER WRITTEN ON PAPER and the fact that Vincent wrote it all down and was kind enough to share it with us speaks volumes about his character. If you have the SLIGHTEST interest in marketing or direct response then this Course is absolutely essential to your success. In fact, I had a question about the Course for Vincent and I emailed him about it. (He gives his email out at the end of the Course) Well, he is VERY accessible and answered my question in a matter of hours. I just want to report that this guy is THE REAL DEAL and his Course is EXCELLENT. I'm one happy customer."

Pat Curley from New York

### **It's a Great Course!**

"Hi, Vince! I would like to tell you that Gary Halbert was absolutely right recommending me your Course. I have read a lot of them, but never met such one like yours. It is written with goal to give truthful and confident information without leaving most important parts behind the curtain.

It's a Great Course and I will recommend it to all people who are interesting in Direct Marketing.

Thank you!"

Toly from Canada.

**Order It Now at:**

**[www.MillionaireInTwelve.com](http://www.MillionaireInTwelve.com)**

## **A Review of The 12 Month Millionaire By Alexi Neocleous, Advertising Copywriter and Author from Australia**

First up, I want you to know I'm not getting paid to write this. I'm not part of Vince's affiliate program (I don't even know if he has one). I've NEVER spoken to

Vince on the phone... and only corresponded to him by email a few times. I received this book exactly 4 days ago... and I haven't put it down since (except to sleep, shower and visit The John ☺)

I am writing this review, for you, my fellow direct response enthusiast... just in case you want an objective assessment of the program, and whether you're on the fence about purchasing The 12 Month Millionaire. Let's start with what I **didn't** like about this book:

- The presentation is as uninspiring as it gets. A blue folder... white sheet inserted as the cover, with black text. No pretty pictures. No colours. Nothing. It looks as though it's been printed at a Kwik Copy or something.
- There isn't much sample copy (like full page ads and sales letters) for us to learn from. That would have been a nice addition... perhaps as a bonus would be good. Having said that, there is ONE sales letter in the book we can read.
- Vince uses profanity. Personally, I'm not fussed about that... but... if you're a softy, be warned.
- Sources would have been good. And what I mean that... is... access to Vince's Rolodex of contacts would be very helpful – print shops he's used... hosting company for his sites... copywriters to recommend... letter shops he personally recommends... his graphic designer etc., He doesn't share that information.
- He doesn't dig very deeply on HOW to write copy that makes the register ring. But then again, Vince admits that isn't his goal. His goal is to show you how to run, and build a million dollar plus direct response business. Writing copy is only one part of the equation.

As for the negatives, I guess, that's about it. I've racked my brain to think of more, and nothing is coming to mind.

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Now, for the positives. Here's what I **did** like about the book:

- Well, it's as practical as they come. Actually, it blew my mind. And I don't say that lightly. I live and breathe advertising and direct response. I've written two books on the subject, and have just completed a third. I've studied all the greats... and... I honestly thought there wouldn't be much more I could learn. What a load of BS! I was dazzled in the first few pages. I think Vince has forgotten more than what 99% of 'experts' know (including me).
- The MOST redeeming and important positive of this book is that Vince talks from experience. He isn't theoretical in the least. He ONLY talks about what he has done, his winners, his losers... and... his disasters (which we definitely can learn from). And... when somebody who has built a \$100 million company in less than two years speaks, we ALL should listen.

- The 12 Month Millionaire is totally devoid of filler. And there's over 300 pages of information! Every single page... and I mean, every single page... has something valuable in it.
- This is the best the book I have ever read on how to run a multimillion dollar direct mail business. There are so many books on how to write copy... but so few on the mechanics of building it to 7 figures and beyond. And boy oh boy, is this book chock full of practical, and proven methods Vince used to build his company. He just unloads on you, the reader, with total abandon for the rush of adrenalin that's gonna course throughout your body when you read it. No kidding... there should be a health warning on this thing... 'Not for the faint hearted.'
- I thought I knew all there was to know about life time value. However, with what Vince shares in Chapter 8 and 9... well... to put bluntly, has given me a totally fresh perspective on LTV. Outstanding.
- You get into Vince's brain... how we thinks when he's putting together a direct response promotion. I can't tell you how important this is... because... so FEW experts of his caliber let you into their brain, especially not for the pittance Vince is asking for this course. And he doesn't pull any punches. He goes into incredible detail. He gives you everything you need, and much more, to take your direct response business to where you want it to go.
- He gives you the full skinny on how magazines, letter shops, printers, call centres, and even the post office can screw you... and he shows you how to avoid it. Any of one of these little nuggets of wisdom will save you thousands of dollars.
- Chapter 27 is a corker (that's slang here in Australia for awesome). In this chapter Vince lays out 14 steps for getting an idea... into... a test mailing. This chapter is Homer Simpson easy... and... especially valuable for anybody new to this business.
- The chapter on up selling is hot. Vince shows how he almost doubled the original order his customers placed... with some very, very savvy methods. Easily adaptable to your business.
- The chapter on keeping out of jail is extraordinarily relevant, especially in this age of 'zero responsibility'. It's so easy to get sued... even if you did nothing wrong. Well, in this chapter, Vince reveals through his hard won experience, just how to tip the odds in your favour and safeguard yourself, legally. Simple tips? Sure. Valuable? Yes!
- Perhaps my favourite out of the entire manual is the "\$60 million paragraph". What paragraph is this? Well, it's the exact wording Vince used in one of his sales letters that added \$60 million to his annual sales. That's right... one paragraph... 60 million juicy bucks! You get a word for word copy of it. It's only 10 lines, but oh so powerful. If you're business is suited to it, you'll be able to easily adapt the paragraph to your own copy.

My Rating

Sure, there's some stuff in here that you've seen before... if... you've studied marketing (like how to write winning headlines... three ways to grow a business... the best spots in a magazine to place your ads etc.,) But I gotta tell you, even the way Vince puts forth 'tried and proven principles' is great to read, as it's yet another perspective.

This book gets a 9-9.5 out of 10 from me. Friend, I don't give it this rating lightly. I'm a harsh critic... because... there's so much garbage out there, and frankly, I'm sick of wasting my own money. The 12 Month Millionaire is really in a class of its own... even with all the information that's available to people interested in direct response.

Should You Buy It?

**Yes. Most certainly yes. Damn yes!**

Vince has filled a **HUGE** void with this information. I've never seen a book that nails down the specifics and mechanics of building a direct response business like this.

Personally, I purchased this book on the good word of Gary Halbert... who I am largely indebted for whatever success I've experienced in business. However, I **WILL** say, after ordering, I was still somewhat sceptical about the claims Vince made about his experiences, and this book. But now that I've got my copy, The 12 Month Millionaire delivers on all its promises, and then some.

For the newbie to direct response... you're gonna have the biggest challenge with this book. Why? For two reasons:

1. There is so much in here for you to ingest, it's like entering the NBA the day after picking up a basketball for the first time in your life.

2. Without any context to compare the information to, you may not fully appreciate just what Vince has provided you with. What I mean... is... unless you've been in traditional business (and know how much it sucks)... have been burnt in business in some form... purchased thousands of dollars of courses on direct response and seen what's out there... or... tried to build your own direct response business (and struggled), The 12 Month Millionaire may be 'just another book' to you. Take my word: it ain't. This thing rocks.

If you have experience in direct response, or have your own business right now, well... you're as lucky as hell (just like me). **GET THIS BOOK NOW!** Don't hesitate, not even for a moment. It **WILL** make you money. I have **NO** doubt in my mind.

That's about it. I'm sounding off.

**Alexi Neocleous**

PS

Because there's always a PS

PPS No... seriously... don't be foolish enough and NOT buy this book. Don't whine about the money... don't bust Vince's butt with questions about it. Just get it. Now.

Get your copy of **The 12 Month Millionaire** to continue this thrilling journey into the world of direct marketing. Go to:

[www.millionaireintwelve.com](http://www.millionaireintwelve.com)