

This is the original My Mag sales letter that we first used in 2004. It has been tweaked and changed a bit since then, but the fundamentals remain the same and this letter has delivered over £3,000,000 in sales.

A government backed survey published in February 2004 showed that three out of five new mothers who return to work do so because they cannot afford to stay at home with their baby. Are you looking for a REAL, legitimate chance to make a serious income AND be a stay at home mum with loads of time for the children?*

* Published in Prima Baby magazine, sponsored by Trade Secretary Patricia Hewitt

If so, here's your chance to discover...

“How You Too Can Be Earning £2,000 Per Month, Starting Just A Few Weeks From Now...”

**Now you can be a stay-at-home mum AND
earn good money with an amazing business
that makes instant cash - starting from your own kitchen table**

A Personal Letter from Sue Botterill

Location: Solihull, West Midlands

Sunday, February 8th, 2004

Dear Friend

By this time next month you can easily have dozens of new business customers eagerly buying your services and regularly coming back for more each month! That's because nearly every business in your area will need your solution, and you will literally run rings around any competition.

It almost sounds too good to be true – but I promise you it's not...

This is a real business that you can run from your own home, in just a few hours a week, and that fits in perfectly around caring for your children and being a great mum (or dad!). But before I share with you what this is – let me start by telling you what it is not:

- It is **NOT** some MLM or network marketing pyramid where you harass your friends and family to give you money.
- It is **NOT** a get-rich-on-the-Internet programme that requires high-tech computer skills just to get started.
- It is **NOT** a program where you buy my catalogues or products to stack up in your garage while I get rich.
- It is **NOT** a franchise -- It does **NOT** require you to spend a small fortune buying equipment and hiring employees before you ever make a penny.
- It is **NOT** a service business that requires you to clean toilets, address envelopes, clean blinds, or anything else where you only get paid by the hours that you put in.

Better still, there is no hard selling involved — this is not a system that trains you to become a super-duper-selling machine so that you can promote some product that no one wants or needs.

Now with that out of the way, let me share a story with you...

I want to let you in on how this idea came to me and why **I guarantee** it will make you money in just a few short weeks. In fact, this could quickly become the **best income of your life**. If you have a real desire for success, this might be the most eye-opening letter you will ever read. But more on that in a minute...

First, let me introduce myself.

My name is Sue Botterill. You may have never heard of me and that's O.K. I'm no guru, sales superstar, or corporate bigwig.

In fact, just the opposite. I'm just your average Midlands mum who loves her family and would rather spend time with them than anything else. I gave up work almost nine years ago when my first child was born – I've now got three, aged 8, 7 and 2 – and ever since I've been a 'housewife'.



In my 'previous life' - before children - I worked as a manager for one of the big high street banks. Work was very important to me, I enjoyed it, earned good money and I saw myself very much as a career woman.

All that changed, however, when my son was born in 1995. Overnight, I discovered a maternal streak that no-one who knew me would have ever guessed existed, least of all me! I adored every minute with my son and to everyone's surprise, I didn't miss work at all.

Exactly twelve months later, baby number two came along and I continued to enjoy the hard and challenging - but ever so rewarding - role as full-time Mum to my two boys. I was lucky in that I didn't have to go back to work. My husband was earning sufficient that, with a little belt-tightening, we could survive on his salary alone.

Part-time jobs and franchises only offered a few hundred pounds a month

Just as my youngest son started school, my daughter was born (!) so my life as a full time mum continued, uninterrupted into its seventh year.

Then twelve months ago, my husband decided to set up in business on his own - a tough decision to make when you have a young family to consider. I backed him all the way but losing his regular monthly salary whilst he got things started was a big financial blow to us and it persuaded me that I should try and contribute to the family income.

But with my 18 month old daughter permanently at my side and two boys at school, what could I do? I looked at loads of part-time jobs but none of them paid anything like decent money and, anyway, a job would mean having to pay for childcare for my daughter and after school care for the boys - it was too much to sacrifice. I had to find another way.

Being fiercely protective of my time with my children, I realised that I was probably looking for the impossible - a substantial income but without having to spend time out

at work. I looked into several 'business opportunities' that I saw advertised but the earning potential was just a few hundreds of pounds and I didn't fancy selling cleaning products to my friends or hosting jewellery or make-up parties anyway.

**I never imagined it would be
so successful so quickly**

Frankly, we both know they are a lot of "business opportunities" out there. I've seen my fair share of them and surely you have too. Let's face it...most of what's out there is pure junk.

As I wrestled with my situation – a crucial need to earn good money, but a pathological desire to avoid having to leave my children and 'go to work' – I realised that if I was to be successful in business I'd have to find something that met what I called my '**Must Have Ingredients**'...

Ideal Business Ingredient 1: HUGE DEMAND

For any business to be successful, it must have a product that someone wants and needs. You will see why this is a product that virtually every business really cannot do without.

Ideal Business Ingredient 2: LOW MAINTENANCE

Who needs to spend all day on the phone servicing some product? (None of that here!)

Ideal Business Ingredient 3: NO STOCK

Did you really want to fill up your garage, your basement, or half your bedroom with a bunch of products that no one will buy? No way. The product you'll deliver to your clients will be low cost and hassle free.

Ideal Business Ingredient 4: NO EMPLOYEES

Avoid the cost, the hiring headaches, the training...enough said.

Ideal Business Ingredient 5: RESIDUAL INCOME

You do the work once and get paid over and over again. Your clients will remain clients month after month. The results they get from using your product will ensure that, for the vast majority, once they start, they won't want to stop.

Ideal Business Ingredient 6: RESPECTABILITY

This is a win-win business you can be proud of. Your clients make more money. You win with a profitable business and prestige and respect within your community.

Ideal Business Ingredient 7: LOW-COST

One of the cheapest investments you'll ever make, and your first client means profit month after month after month!

Ideal Business Ingredient 8: Little or NO RISK involved

Rest assured, this business can out-perform anything else out there – despite “the economy”. This system is so powerful that I can back it up with a double-guarantee, but more of that later.

Truth is, in many businesses it's hard to find a single one of these “must have ingredients”. (If you're lucky you might get 3 or 4.)

So how did I come up with the solution everyone's been looking for?

Well, I can't tell you why no one else has thought of this, but I can tell you how I did.

It was breakfast time, one Monday morning in April. Amidst the usual chaos I had an idea! I dropped the boys at school and hurried home, full of excitement. With my daughter happily painting in the kitchen I began to scribble down my thoughts and map out what would need to be done. I felt sure this would work and that it had potential – it met everyone of my ‘ingredients’ but, even in the euphoria of that morning, I never imagined that it would be so successful, so quickly.

Within six weeks of that Monday morning I had generated over £1,745 of profit.

**Every month since I have earned
more than £2,000 profit.**

The money is great—and it has made a massive difference to our household finances - but the real beauty of my idea is that it fits in entirely with my family life. My daughter is at my side all day. We go to all her activities, have fun at the park, and spend hours playing play-dough, cooking, and painting together. I'm there for my boys to take them to school, pick them up, have their friends round for tea, take them swimming or to football practice etc and I still have time for myself and my husband.

If I can fit it in then I'm sure you can too.

Instead of detracting from my family life, my new role fits in around it whilst contributing a substantial income each month (I'm earning more now than I was as a Bank Manager!).

It has also given me a massive confidence boost and a real sense of satisfaction that comes from success and a job well done.

But my business flourishes in just one little suburb of one little town – and the truth is that virtually any town or village anywhere in the world needs what I now do. That's a huge potential market – and a great opportunity for you.

It is easy to replicate, wherever you live in the country, whatever your background or experience - and however many children you have!

So if you could use some serious additional income, want to spend loads of time with your children, and would like to be praised and admired in your community because of what you do, then read on and learn all about **My Mag**...

Here's Part Of The Secret

I've developed a system..

And I mean a complete system — step-by-step, just about foolproof — for starting, marketing, building, and running a successful local magazine business. [Don't get scared it's really straightforward and everything has been thought of for you. Everything.]

Having a system is really important. There is a reason why the government says that franchises are ten times more likely to succeed than other businesses. It's the concept of using proven systems. **Do exactly what someone else is doing, you will get similar results.** Makes sense, right?

Make no mistake, this isn't a franchise. There are no ongoing licence payments and royalty fees and you don't have to buy stock etc. from me. But, just like with a franchise, there is a 'system'. There is a huge demand for **My Mag** from businesses in and around your area. **There is little risk involved, because the systems are already in place** and have been tried and tested for you. **We've done all the hard work so that you don't have to...**

So, **My Mag** is a magazine, distributed free to homes in your local community, and in which local businesses advertise.

- It is professionally printed (your only ongoing cost)
- It is truly local, with a distribution of less than 2,000.
- As well as adverts it contains editorial features, restaurant reviews, cinema listings, useful phone numbers and other features.
- It is published monthly - to maximise your cashflow.
- Advertising in it is very low cost which makes it attractive to businesses.

Why My Mag works

Local businesses are always seeking new ways to promote themselves to their potential customers - and a quality magazine that gives them the opportunity to get their message across to a **tightly targeted audience**, is very attractive to them.

- **My Mag** is truly local. All advertisers operate in or close to the area that it is distributed in. There is strong evidence that truly local services are preferred by the majority of the UK population.
- People like it and use it. The magazine is widely read and used by the residents of the area. Most of our advertisers appear month after month – because the Directory works and generates business for them.

All our 'premium pages' (front cover, back cover, inside covers etc) are already sold for every month in 2004...

- Price.

Advertising in the magazine represents incredible value for those businesses whose target market includes the residents of your distribution area. Because it is such good value, business owners don't have to think twice about 'giving it a try'.

- Longevity.

People keep the magazine and use it for reference during the whole month. It isn't thrown away each week like a local newspaper.

But before we go any further let me clear up one thing. By now you may be thinking:

“Sue, this is great! But, there’s got to be a catch or you wouldn’t be telling me about this opportunity.”

Well, there’s no catch, but I will tell you...

The 3 True Reasons Why I’m Willing To Share This Secret, And Show You Everything You Need To Know To Be Hugely Successful In This Business...

1. The Market Is Huge! - Think about it: how many hundreds of thousands of businesses are out there? How many clusters of 2,000 homes are there in the UK alone? Do you think I can possibly reach every one of them? No way.
2. It’s often said that, *“The best way to get what you want is to help others get what they want.”* If I can help you reach your goals, then I’m reaching mine too. By letting you in on this opportunity, you make a lot of money, I’m getting paid to help you...It’s a win-win situation.
3. There’s really just no good reason not to – I have no desire to create some high priced national franchise, or a huge “distributor network”, that’s **way too much work**. Before you know it I’d be a full time businesswoman and a part-time mum – no thank you!

What I value most is time with my family remember. I have zero desire to work more than a few hours a week, so my interest lies in finding people that I can help realize their dreams.

It is truly that plain and simple.

I do need to tell you though that there are four basic things that you will need to bring to the table yourself in order to succeed with **My Mag**.

1. You need **sufficient resources** to make this investment. I'm not talking thousands like a franchise, but you can't use your last few pounds to get started with this either.
2. You'll need the **desire** to take this material and put it to use. If you sit watching soap operas all day – I can't help you.
3. You'll need a **computer**. (You don't need to be a computer whiz or anything like that – since I'm definitely not. But you do need some basic computer skills.)
4. You'll need the **discipline** to perform the few simple tasks that your business requires on a regular basis. I'll give you the plan – You just have to follow it. After your initial start-up period you're probably looking at something like 8-10 hours per week.

If you think that any of these may present a problem, then it's probably best that you skipped this opportunity.

So now that we've got that out of the way, let's cover all of the things that make this business exactly what you need to open the door to a lifetime of easy income and a lifestyle that enables you to be a great mum:



Your kit contains 4 complete manuals loaded with all of the information and instructions needed to get going right away. In addition, there is a set of bonus CDs which contain templates of absolutely everything required including full video tutorials on the two easy-to-use software packages that you need.

My Mag Is A Complete System!

I got help from one of the UKs leading business development companies, N5 Ltd, in putting this system together. We have left no stone unturned. Everything, literally, everything you need to start earning big money in just a few short weeks is included.

Here's what you get:

My Mag 1 - Setting Up Your Magazine

This first work-book guides you carefully through the crucial 'foundation-building' stage. Inside you'll find step-by-step guides to:

- Your **4 week timetable** to publish your first magazine
- **Defining your area.** The 7 key criteria that you need to consider, and how to tackle them
- **Naming your magazine.**
- **Setting up your home 'office'** - everything is covered from computers to telephones to stationery. (including a really neat trick that 85% of home businesses should use, but don't!). We'll talk you through step by step what to do and where you can get help.
- **Finding the right printing company** to print your magazine for you. This is your only outside cost and you'll get a 10 point check-list to make sure you make the right decisions and get the right price.
- **Opening a Bank Account** - things to consider, what you'll need, why do it in the first place...
- **Accountants** – do you need one, if so, what to look for and how much to pay...

- **Distribution of your magazine** - There are seven secrets to successful distribution. We give you them all, and more...
- **Your Production System**—how to make it fool-proof from Month 1. Just getting this bit right will save you a fortune in wasted time and money.
- **And much, much more...**

My Mag 2 - Marketing Your Magazine

Your success will depend, to a very large extent on how well you market your magazine to your potential customers. This work-book takes you step-by-step and guides you through the whole marketing process to help you start generating cash in the quickest possible time. Examples of what are included are:

- **The basics** - how to get properly prepared and be confident
- **Pricing** - you're in control, remember, so what you charge is up to you. This section gives you a simple model that you can use, plus loads of information on comparative pricing, prices that work etc.
- **Identifying your target market** and approaching them in an effective way
- **Four golden tips** to get advertisers to ring you
- **Your Media Pack** - what it is and why it's so important. There's also a copy of my Media Pack included that you can easily adapt and personalise in about 7 minutes.
- **Using the telephone** - what to say and how to say it to get maximum results
- **Premium Space** - what it is, and how you can make sure it earns you maximum £££'s
- **Packages and Bundles** - what they are, why you must have them, and how to use them to generate that £2,000 per month.
- **How to write good ads** - a marketing mini-course that will give you more knowledge and experience of advertising than 90% of you potential customers - guaranteed!
- **Loose inserts** - a real cash-cow. We show you how to get them
- **Ten Top Tips to get the income rushing in**—the smart things you must do first to get yourself off to a flying start...
- **Fitting marketing into your already busy day** - Six secrets that will make it easy for you.
- **And much, much more...**

My Mag 3 - Producing Your Magazine

Your magazine has to ooze quality and professionalism when it lands on the doorstep of your readers. This third work-book guides you through the whole production process and shows you just how easy it is. It includes:

- **Creating your visual identity** - a three step process
- **Building your magazine in Microsoft Publisher**—we show you how and give you all the settings and templates that you need.
- **Your Flat Plan**—what it is and how to use it to make your whole production process run smoothly
- **Creating adverts** - many of your customers will do their own, but some will want your help. In this section we help you become an expert ad writer and guide you through all the templates that will make you look like an expert to your customers - even on day 1.
- **The beauty of JPEG's TIF's and GIF's** - what they are and how you can persuade your customers to use them to make your life easier
- **Index**— how to produce it effectively, and five reasons why you mustn't go to print without one
- **Proofing** - the final stage before you publish. What to look for and how to spot errors and omissions
- **Getting your magazine to the printer** - there are many pit-falls if you don't know what you're doing. We guide you step-by-step through the process
- **Distribution** - planning it out, scheduling time, hiring help - everything is covered...
- **And much much more...**

My Mag 4 - Administration and Finance

Being well organised will help you to save time, avoid mistakes and also keep track of everything—including who owes you money. In the final work-book you'll learn about:

- **Cashflow** - and how to ensure that you always remain 'cash positive' even in Month 1
- **Your book-keeping system** - why you must have an automated system, how to set it up so that it works best for you.
- **Invoicing** - you're guided step-by-step through this critical monthly activity
- **Entering payments received...**

- ...and **chasing payments** due - we give you five techniques that work and explain how your system can help
- How to **plan and prioritise** the urgent things each week and ensure that you can fit them easily into your schedule
- **Keeping track of expenses** e.g. mileage
- **And much, much, more...**

My Mag 5 – **Every single template** you will ever need all on one neat CD Rom. From Media Packs, to Flat Plans, sales letters to Compliment Slips. You can even create your own headed paper with what is on this disc!

My Mag 6 **More than 207 different adverts** that you can 'steal and copy' all on CD Rom in easy to edit formats that make life extra easy for you...

Deployed properly, this system has the potential to generate an income for you that is well into four figures **EVERY** month – and it will only take a few hours of your time each month. (I've just invoiced my February '04 edition and that has made me a profit of £2,465, and that's by no means my best month.)

I know you might be a little worried that the cost of a programme like this has got to be too high. It's not, I promise. That was one of the very problems I saw with franchises, and I refused to let that come between this programme and any serious entrepreneur-mum!

Forget about the tens of thousands of pounds that franchises require. You get everything for an initial investment of just £1,797 (or 3 easy payments of £699 each, spread two months apart). That's it. There are no monthly license fees or royalty payments. Everything you earn is yours to keep.

At this rate you should be showing a profit in month 1 and your second and third payments ought to be comfortably funded from income from your customers NOT your own bank account.

But to help you say “yes” right away you’ll also get...

£2,341 In Bonuses For Acting Now!

This system on its own is all you need to build a really successful business. But, for a limited period, to reward you for acting now, I’m also providing the following bonus items **FREE** of charge as part of the package.

Invest in your ~~My Mag~~ Programme by next Wednesday and you’ll also get:

Bonus 1 & 2 Two complete video based computer training courses that you can go through at your pace and go back and revisit as often as you want. (They’re built using the very latest cutting edge technology from the USA and really are wicked!)

The computer side of this business really isn’t very taxing. I was able to master it really quickly – and I am your classic ‘computer-phobe’. But it is a critical aspect of the business and I didn’t want to leave anything to chance. So I insisted that we included some proper training as part of the System.

If you’re like me, I learn best by example - and that’s exactly what you’ll get here:

- See the expert literally demonstrate right on YOUR computer screen.
- Listen to him tell you exactly what to do.
- Watch as he clicks the mouse...writes the text...creates the pages...right on your computer screen!

You just follow his examples with nothing left to chance!

Our expert guides you from A to Z, step-by-step, through the entire design and production process and everything you need to know about your book-keeping system as well. There’s absolutely nothing left out. The demo’s really, really work!

Value £ 1,239

Bonus 3 A special **Fast Start Guide** – that gets you up and running and generating cash in double quick time. This book will help you ensure that you spend your time doing the most impactful things – the ones that will put money into your bank account.

Value £89

Bonus 4 You get lots of copies of my magazine that you can use as a reference – and also as a sales tool in your early days. (Invaluable to show a prospective advertiser what your magazine will look like!!)

Value £48

Bonus 5 Access to our specialist My Mag **Technical Help Desk – FREE** for the first 90 days. If you get stuck on any part of your production, say, it's great to know that help is just a phone call away. The Technical Helpdesk is available 9.00am – 5.00pm Monday to Friday.

Value £224

Bonus 6 I've negotiated a great **discount** with my office supply company **on all your stationery and office supplies** that you might need – PLUS you get an instant 30 day account. It's great because you can order over the phone and everything arrives the next day –ideal for us busy mums! And the 30 day account means that you don't have to use your own cash to buy paper or pens or folders etc.

Value £92 minimum

And here's the best bonus of all:

Bonus 7

Two 30-minute phone consultation coupons. This gives you time directly with me as you look for answers in developing your business. I am here to support you! **I anticipate removing this bonus shortly as the demand for these telephone consultations can get extremely overwhelming.** Sure, you can send me an e-mail at anytime but should you wish to speak with me to thrash-out any more detailed

issues, or to strategise toward your success, we'll set up a time for a phone meeting. Hurry for this one! **Value £249**

Phew...I told you we'd packed everything in. The box we have to send it all in is huge!!

[Click here to get all this now](#)

A Quick Review

So let's go over it quickly. In a nutshell, you get:

- ✓ **The four work-books that include the full My Mag system**
- ✓ **A CD with every template you'll ever need**
- ✓ **A CD with over 200 adverts that you can 'copy and steal'**
- ✓ **Two full video tutorials, worth over £1,200**
- ✓ **A Fast Start Guide**
- ✓ **Full technical support**
- ✓ **4 Incredible Bonuses** that include consultation phone calls, distribution rights on a top-selling e-book, discounts off all office supplies and more

Add all of this up and you'd pay upwards of £10,336. But you're getting everything for a mere fraction of that cost...just £1,797.

Or you can make 3 easy payments of just £699 each spread two months apart.

And even better...I'll take all of the risk!

To make sure you are 100% satisfied, you get my

Iron-Clad Better Than Money Back Guarantee

Take the system and put it to work for you for one FULL YEAR.

If at the end of the year, you have not made more than enough profit to cover all your investment I will not only refund the difference between what you have earned and what you invested, but I'll give you £250 on top as a thank you for giving *My Mag* a try.

The whole point with this guarantee is that I'm *SO SURE* you will succeed and will be making money every month, there is *NO WAY* you will want to opt out. In truth, you should be making your investment back in profit *EVERY* single month.

Obviously, you will be expected to disclose your accounts and you must be able to demonstrate that you have been active and have followed the *My Mag* programme. You must also seek our assistance when necessary in helping you to get your *My Mag* publication established. **In short this guarantee must not to be seen as an excuse to avoid the necessary effort** – but it does mean that your investment is more than 100% risk free!. I can't be any fairer than that.

The worst position you're in this time next year is that you've got £250 more than you've got right now – and the best position, well...big monthly income, only a few hours work a week, loads of time with the children, your own business, etc. etc.

And if you're more career minded than I am you don't have to stick with just one magazine. You can set up two or three or more, each covering a different area (one lady in Yorkshire is doing just that!. It's becoming her full time job, and she's on track to building a business with sales of £500,000. Not bad for an investment of £1,797!!)

But you NEED TO ACT NOW!

[Click here right now to get started now!](#)

It's important that you get involved with this today, because I am totally serious about the success of *My Mag*. For that reason, I will not flood the market with people offering this **TOTALLY UNIQUE** and **LOW-COST** product.

I am strictly limiting the number of *My Mag* programmes in any one geographic area. So at any time, I may pull the plug on this deal and you'll miss out forever.

And the prize here is awesome. Not only do you get your own business, and a healthy monthly income but you get to spend all the time you want with your family – especially your children – and, best of all you don't have to get a job and go to work!!

Listen, you can search and search, but I can tell you right now: **you will not find a better money maker ... ANYWHERE. Let alone one that is almost purpose designed for mums.**

I am going to help you get into a new career that makes more money probably with less work than you've ever done in your life. You can work when you want and how you want. And this is a real business that you will truly be proud of.

I've laid all of my cards out on the table. Everything possible has been done to give you a business that is so fool-proof that you can't possibly say no. The chips are stacked on your side of the table.

Don't you think you really owe it to yourself to take advantage of this opportunity and make a big difference in your life?

Do not put this off...if you do, you could miss out on a real chance to live the life that you've always wanted!

Let's get started right now to make certain that you will reach your goals.

Here's to your success!

A handwritten signature in blue ink, appearing to read 'Sue', with a stylized flourish underneath.

Sue Botterill

P.S. For the next 12 people to sign-up, there are **two additional bonuses** that I won't even give details about here. Because your success is of the utmost importance I've carefully "hand selected" 2 very special products (1 book and 1 audio CD) that have made a positive impact on my life and will give you a tremendous competitive edge in the entrepreneurial world. This information alone has changed the life of thousands, made many people rich, and could do the same for you.