

Sample Excerpt From The Lazy Writer Insert

Make \$75,000 A Year Or More-Working 20 Hours A Week Or Less!

By putting in as little as 45 minutes a day you could be well on your way to making between \$500 to \$3000 a day providing a service everyone needs. No special skills required.

Dear Friend:

If you have a telephone and a computer, then you could be well on your way to making \$30,000, \$50,000, \$75,000, or even \$100,000 a year-or more working just 20 hours a week or less.

That's all you'll need to operate what may be the world's easiest and most profitable business. What's more, it's a business that costs almost nothing to start...and one you can do right on your kitchen table.

This stress-free business can dramatically improve your life. You can earn as much money as most doctors, lawyers, or engineers...without the long years of schooling.

In fact, it only takes less than 7 hours to be in this highly profitable business.

And you can work whenever you want to...for as many hours a day as you like.

You'll Be In High Demand Earning AT Least \$500 A Day Working As Little As 2 Hours A Day!

Imagine waking up any time you want to. No long drive to the office. No bad weather to prepare for. No traffic jams. No office politics. Your only commute is a short walk to your den or kitchen is the only commute you do. And you only have to work to 2 to 4

hours a day! Then you have the rest of the day to lie on the beach, play golf or do whatever it is you enjoy doing in your spare time.

You can earn \$95 for roughly 45 minutes of your time. \$150 for about an hour. \$300 in just 90 minutes. At least \$500 a day or more.

This is the kind of money you can earn, simply by offering a vital service practically everyone needs and wants.

In fact, people in your area will pay top dollar for your services. That's because you'll have a valuable skill that will help people change their lives. Help them make more money. Help them get more out of life. And help them succeed.

In As Little As 6 Hours and 35 Minutes You Could Be On Your Way to Earning up to \$145 an hour!

All you need is a very basic home computer, the ability to press a few keys-then you can make an extra \$75,000 a year part-time. Or, you can "fire your boss" and make more money full time.

Self-employment experts Paul and Sarah Edwards listed this business as one of the best home-based businesses to operate in their book "The Best Home Businesses for the 21st Century.

What home based-business can you earn up to \$145 an hour...and help people change their lives? It's something millions of people need and want right now because they're unhappily employed and they desperately want to change jobs.

According to a recent survey by Careerbuilder.com, nearly one-in-four workers say they are currently dissatisfied with their jobs. Six-in-ten workers say they plan to change jobs within the next two years.

While workers feel fortunate to have jobs in today's tight job market, job satisfaction levels are declining and many people are making plans to change jobs as soon as the economy picks up.

Another recent survey by Careerbuilder.com states that nearly 75% of workers are still looking for their dream job.

Workers are facing dissatisfaction with various job factors. Challenged to produce the same results with fewer co-workers, half of workers say their workload is too heavy.

Along with heavier workloads, 55% of those surveyed say they are working under a great deal of stress.

53% of workers are dissatisfied with their pay. 45% are dissatisfied with opportunities for career advancement with their own organization. 63% say that finding a better job would improve their quality of life.

And what will these dissatisfied people need to improve their lives?

They need an effective professional resume!

That's right! In today's highly competitive job market, a professional resume is crucial to winning any job or getting that badly needed promotion and raise.

But you know what?

Most people have no clue about how to write a winning resume.

And that leaves you with a golden opportunity to make a lot of money-while helping a lot of people-just by turning on your computer and pressing a few keys.

Between 1800 and 60,000 People in Your Area Will Need Your Services in the Next Two Years! Which Means You Could Make At Least \$75,000 A Year For Several Years.

There are millions of people looking for jobs this very minute. The top three demographic groups seeking jobs according to New York based global outplacement firm Challenger, Gray & Christmas, are:

- 3.2 million jobless, ages 20 to 24.
- 9 million stay-at-home parents, who could re-enter the workforce at any time.
- Would-be retirees 55 and older who have been forced back to work by lack of health insurance and high credit card debt.

And don't forget about the thousands of college graduates who enter the workforce each year. According to the National Association of Colleges and Employers, 1.3 million college graduates will be out looking for jobs this year.

You see, the people in your community who are looking for another job can make you very wealthy. Think about how your life could change. No more working paycheck to paycheck...barely able to pay your bills. You can even take vacations anytime and anywhere you want. Because you'll have plenty of money to live the life of your dreams.

Think about it this way. If you have 3000, 5000, 20,000 or even 100,000 people in your town, 60% of them are looking to change jobs in the next two years. So, if you have

3000 working people in your area, about 1800 are looking to change jobs. If you live in a city that has 100,000 working people, roughly 60,000 will need your services.

And here's some good news. According to the U.S. Labor Department, the U.S. workforce is projected to increase by 17 million people over the next ten years.

That's a decade full of potential customers-customers that could pay you anywhere from \$75,000 to \$100,000 in the next several years. But before I tell you how you can get started making money in this fantastic business, let me tell you a little something about myself.

3 Powerful Secrets That Will Help Change Lives For The Better and Make You Up to \$3000 a Day!

My name is Charles Bryant. Over 10 years ago, I answered an ad in the paper for a resume writer. I knew absolutely nothing about resume writing. In fact, I had no professional writing experience at all. Despite my lack of experience I was hired.

It didn't take long for me to see the money-making potential of this business.

My very first day on the job, the phone rang off the hook. At the end of my first day I had 22 orders for resumes worth \$3150. And it was like that every day! Between 10 and 25 people were calling every day for resumes.

To handle the volume, I developed a system where I could create a good, solid resume in about an hour or less. Word quickly spread that I had helped a lot of people land better jobs. The resumes I wrote helped blue collar workers get promotions, students fresh out of college get their first job, and executives land six-figure salaries.

Soon, I realized that I was doing all the work and my boss was making all the money. I developed the system for handling the workload. I perfected the information gathering process. Yet, I was only getting 25% of the profits. \$785 on an average day (not bad)-however, my boss walked away with \$2,344 (even better).

That's when I knew that in order to profit from this business I had to start my own resume writing service. But I wasn't ready quite yet. So I stayed on the job and learned everything I could about the resume writing business. As soon as I learned the ins and outs of this business I left my job for good.

Then I did some more research. I read every book on resume writing I could find.

However, the most important information that I discovered was not found in any book, or any library. Not even on the internet.

The most important information I discovered came from a friend of my wife's, who just happened to be the personnel director for a major corporation.

She told me that there are three things that every personnel manager looks for on a resume.

If these three things aren't there, in the right order, or in the right style of type, then that resume gets thrown in the trash. If they are, the applicant will get an interview-and very likely a job offer.

That was some powerful information. But I didn't just accept her word on it. So I did some more research. I talked to hundreds of personnel, human resources and other professionals in charge of hiring. They confirmed what my wife's friend had told me.

There are three powerful elements that are crucial to the success of any resume. Three things that virtually guarantee an interview, and increase your client's chances of landing that dream job.

From my research I developed a list of simple, pertinent questions my clients could answer in a few minutes time.

Make \$500 to \$3000 a Day Just By Pushing A Few Keys On Your Computer.

Then came a real breakthrough! I discovered resume-writing software so powerful, and yet so easy to use, that practically all I had to do is fill in the answers my clients had given me to my short list of questions-and within minutes I had a professional, eye-catching, job-securing resume.

And you know what?

My first day in business for myself, I did 22 resumes and pocketed \$3150. And I got to keep every single penny. No 25/75 split!

Soon after that my business took off. I began making \$500 to \$3000 per day writing resumes.

Best of all, this was my own business! I worked whenever I wanted to, I got to spend more time with my family, and my clients were thrilled!

And you can do the same!

Two Important Features That Could Skyrocket Your Income up to \$18,000 a Day!

Not only did I create a system for writing powerful resumes in an efficient and highly profitable matter. I developed powerful techniques for marketing this business anywhere in the U.S.

However, as excellent as my program was, it was missing two things. Let me explain...

A few years ago, I met a man by the name of Bill Amme. Bill is the President of Career Pro, an executive resume and career development firm. For 17 years he's assisted executives, managers, and employees of many Fortune 500 firms find better jobs. He's helped over 8500 individuals successfully complete their job and career search goals. He's a Certified Job and Career Transition Coach. And he's a member of the Professional Association of Resume Writers.

He saw a letter just like this one promoting my program. He bought it, and was very impressed. He told me in his 17 years as a resume writer, he had never seen this business so clearly explained in a language anyone could understand. He said it was like he was reading some sort of a "secret blueprint" to unlimited success in this business!

In fact, he applied my tips and techniques to his business and he produced better, stronger, more powerful resumes for his clients. He was able to produce them faster. His revenues literally shot up like a rocket!

However, as powerful as my program was, Bill told me I hadn't considered two very important things:

- 1) **The potential of the Internet for making this a "global" business opportunity, and**
- 2) **The wealth-generating power of add-ons**" – all those things your client is happy to pay for in addition to his or her resume.

So Bill offered to lend his expertise in Internet marketing, add-ons and any other knowledge he knew from working 17 years in this business for a small cut of any profits I made.

I agreed and we made a deal.

How These Two Important Features Can More Than Quadruple Your Income!

Here's an example. You start your business. You have a computer, a phone and a desk. You place an ad for your services. People start calling. You do two, three, four resumes a day. That's between \$150 and \$1,200 in your pocket per day. And you only work about three to six hours a day.

Not bad right?

However, with the add-ons which Bill developed such as job search consulting and interview coaching – you can now charge double for your services. So now you're making between \$300 and \$2,400 per day with only a little extra time spent.

But that's not all. It gets better.

You can market your services globally. By using the internet you can now more than quadruple your daily income! So instead of doing between two and four resumes a day – you're now doing between 20 and 30 with add-ons! And instead of making between \$300 and \$2,400 per day – you're doing between \$4500 and \$18,000.

That's why I believe the potential for this business is unlimited.

Which brings me full circle to why I'm writing you today.

The fact that you're reading this today tells me that you're looking for a good, honest home-based business. You're looking for a fun, profitable business that has unlimited upside potential.

You're looking for a business you can call your own. You want a business that does not require a lot of start-up capital. A business you can start in your spare time and move to full time when you're ready. You want a business that doesn't require any special knowledge, degrees or training. You want a business where you can start making money from day one!

That's why I'm thrilled to offer you **The New and Expanded Lazy Writer's Quick & Easy Money Program**—the amazing work at home business that will help you create winning resumes that practically guarantee results.

You'll get everything you need to immediately start making \$1000, \$2000, \$5000 a week or more.

All you need is a few hours a day and any Windows computer (Sorry, No Macs), a telephone and the desire to make \$1000 to \$5000 a week. In fact, if you need to purchase a computer, you can buy a brand new one at almost any electronic retail store for about \$500 – complete with all the bells and whistles.

Or you can buy a rebuilt computer system at your local computer equipment store, or online. You can get a refurbished computer for less than \$300.

We'll Give You 5 Powerful Tools, Which Will Help You Get Started Making \$1000 to \$5000 a Week!

You'll get everything you need to write professional resumes:

- The manual, "How to Write a Resume That Gets Results"-including the 3 powerful secrets to writing powerful resumes that guarantee your client's resume will be seen.
- My exclusive time-tested questionnaire. 14 simple, straightforward questions you need to ask your client to produce the perfect resume. This is the secret "ingredient" that will let you produce more resumes and make more money per day than you ever dreamed you could.
- The most powerful resume software ever written. Simply push a few words in a few key places, and the program instantly produces the most beautiful-and most effective-resume your client has ever seen. Each one with the right words, the right elements (including the 3 powerful elements every resume should have) and the right format to make it stand out above the rest.

But that's not nearly all.

Besides giving you everything you need to produce the best resumes possible for your clients I'll also show you how to build a successful home business.

First I'll give you 18 powerful secrets that will guarantee your business's success.

Then I'll give you 6 powerful advertising secrets-secrets that will have your phone ringing off the hook with people desperately needing your services.

Make as Little as \$50,000 a Year...or much, much more...Working Just a Few Hours Each Day!

If you're like most people, you want to love what you're doing. You don't want to work 40 hours a week or more doing something you hate. You want to do something you enjoy, something that makes you proud.

That's the great thing about the resume writing business-you can work whenever you want to-where you want to-for as long as you want to-making as much money as you want. For example, if you only want to work 10 hours a week-just developing 10 resumes in one week will net you about \$1500. That's \$6000 a month! \$72,000 a year.

If you want to work a few more hours-say 20 hours a week-20 resumes will earn you \$3000 a week-\$12,000 a month-\$144,000 a year! And that's working part-time hours! Imagine how much money you could make working 40 or more hours a week! What's more, you can buy just about anything you want. Fancy cars, expensive clothes, jewelry, vacations anywhere around the world...just by working a few hours a week whenever you want.

But if you're like most people, there's something else that's important to you besides making money.

You want to genuinely help other people succeed.

That's the wonderful part about the resume writing business. Your clients need you to help them succeed. They look to you as an important key to their future success. They depend on you. They look up to you. And they listen to what you say.

One of the most rewarding parts of this business is when your clients see their resume for the first time and are delighted with how qualified and professional you've made them look. "Wow, I really am good," many have said to me with a smile on their face. Others have told me that the resume I produced for them gave them the confidence to win a job they once thought they could never get. Many of my clients were called for job interviews within days after mailing resumes that I produced for them. And many others had gotten jobs in a matter of days-and the resume I created got all the credit.

It's So Easy! You Can Be In Business In As Little As 6 Hours And 35 Minutes! And Well On Your Way To Making Up To \$100,000 A Year And More!

The New and Expanded Lazy Writer's Quick & Easy Money Program makes it easy for you.

The instant you open your business kit you'll find the tools you need to get your business up and running. None of these materials take more than 20 minutes to go over. So in about six-and-a-half hours, you'll be in business.

The first thing you'll do is open your business kit and read the guide, "How To Write A Resume That Gets Results!" It'll tell you everything you need to know about how to produce the perfect resume. You'll discover five things that will help you become a successful resume writer, and the three master secrets to writing powerful resumes. These elements virtually guarantee your client an interview.

Then you'll review my exclusive client questionnaire. This is your "blueprint" for producing some of the most powerful resumes that any human resources director will ever see. 14 simple, straightforward questions you need to ask your client to produce the perfect resume. This is the secret "ingredient" that will let you produce more resumes and make more money per day than you ever dreamed you could.

Next, load the exclusive resume software program in your computer. This powerful resume writing software will give you the instant ability to produce fantastic, results-proven resumes better and faster than anyone else. Simply punch in a few words where the program prompts you, and your computer produces the most beautiful – and most effective resume you or your client has ever seen...each one with the right words, the

right elements (including the three power elements every resume should have), and the right format to make it stand out above the rest.

Then it's on to the business manual, which shows you how to set up your business to be 100% profitable from day one. This fast-reading manual will show you the 18 things you need to do to guarantee your business's success.

Then finally, it's on to the Accelerated Marketing Manual, where you'll learn the 6 most powerful advertising secrets, and how to advertise for free using ads that are proven to work every time. We even supply you with over a dozen camera-ready ads of all sizes-ads you can photocopy and use right away.

Now you're ready. All you have to do is set up your workspace, organize your "tools" and place your first ad.

Soon the cash will start rolling in.

Charge what you like.

\$95 for a basic resume (about 45 minutes work)

\$150 for an executive resume (about an hours work)

\$300 for a professional resume (about 90 minutes work)

You can also spend an extra 20 minutes creating a cover letter for your clients for about \$50. Plus you'll be able to charge \$75 to \$100 an hour for a long list of add-ons...your clients will be happy to pay for.

And remember, you're the boss! You decide how long to work and how much money you want to make.

Get Started For Less Than \$500

Let me ask you a question-how much would you pay someone to help you start a \$75,000-a-year business? How much would you pay someone to give you the productivity tools you need-a professional business plan, a proven marketing plan...all the advertising materials you need, including ready-made ads proven to work time after time...and teach you every skill you need to be a top, sought after professional in your field?

Let me put it this way, starting a small business can cost thousands of dollars. A business franchise like McDonalds can cost tens of thousands of dollars and require you to work up to 100 hours a week to get started. And it can take nearly three years on average for a franchise to make a profit. And nearly 38% of new franchise owners fail to make it to their fifth anniversary.

Another thing to consider, small businesses fail at a rate between 65% to 80% during their first five years of operation. That means at least two-thirds of people who spend thousands of dollars starting a business never turn a profit.

You won't pay thousands of dollars for **The New and Expanded Lazy Writer's Quick and Easy Money Program**. Even though the true value of the information you'll find in this program is worth somewhere between \$150,000 and \$400,000.

Obviously, you won't pay \$150,000 for **The New and Expanded Lazy Writer's Quick and Easy Money Program**. You won't pay \$10,000 or even \$5000, although I think you'd agree, if what you get enables you to begin making \$75,000 in your spare time-almost instantly-it's worth that and more.

That's why I think you'll be surprised to learn that **The New and Expanded Lazy Writer's Quick and Easy Money Program** sells for just \$134.

For just \$134 you'll have all the tools you need-my exclusive client questionnaire, powerful resume writing software, comprehensive business plan and marketing guide. Plus camera-ready ads tested and proven to deliver results.

Besides telling you how to set-up, operate, and market your business, this program even tells you...

- How to choose a winning name for your business.
- What professional associations you should belong to.
- What industry newsletters you should subscribe to.
- What conferences you can attend to network and learn the latest tricks of the trade.
- How to choose the best legal status for your business and the differences between each one.
- How to save a bundle off income taxes and other tax savings strategies for service oriented businesses.
- Health insurance tips for the self-employed, as well as tips on planning for retirement as a self-employed person.
- How to become a recognized expert in your field.

- What to pay other writers you hire to help you with the overflow of resumes you get...and much, much more.

You Could Be Well On Your Way To Earning \$75,000 a year or more Starting Immediately.

And that's not all...

Because we've made it so fast and easy, I can offer you a guarantee that can't be matched by anyone:

If after 45 days you're not making the kind of money you dreamed you would make-or if the resume business just isn't for you-simply return the kit and we'll refund your money.

Can't get much fairer than that.

The important thing to remember is you're getting more than a business for \$134. You're getting more than an opportunity to make \$50,000 to \$75,000 a year – working at your own pace – whenever you want to. You're getting an opportunity to help hundreds of people achieve their dreams by getting a better, higher paying job.

For less than the cost of a yearly subscription to your local paper-your monthly cable bill-or a few good dinners at a decent restaurant.

You're getting a good honest business with a product almost everyone needs and wants, at some point of their lives. A product that can help them achieve their dreams and life goals.

But you must hurry.

This opportunity will not be available at this price much longer. Once we've proven the value, the pressure will be on to raise the price to the program's true worth. That's why if you see this offer again, it will likely be at a higher price.

So I urge you to act now.

There will never be a better opportunity to have the kind of part-time income you've always dreamed about. There are thousands of people in your area that need a resume-to get their first job...to make more money.... or get that dream job.

You can help them succeed-and help yourself to big profits along the way.

Sincerely,

Charles Bryant, Founder
The New and Expanded Lazy
Writer's Quick & Easy
Money Program

P.S. Taking your business to even higher heights is as easy as starting it. I'll show you 5 more money-making products you can offer. These secrets can double or even triple your income. Just turn to page 66 of **The Lazy Writer's Quick & Easy Money Program How To Write Resumes That Gets Results Manual** for all the details.

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