

## THE BUSINESS OPPORTUNITY FORMULA

### Investors

#### FILE DESCRIPTION

The Business Opportunity Wealth Formula is a file that contains multiple sourced areas that an individual can utilize to increase their income. These offers range from web site creation, to selling items through online auctions, to learning about purchasing distressed real estate. These opportunity areas have led to an inquiry about the programs available and a resulting purchase. They have purchased instructional books and CD as well as the software necessary to build their web site. These individuals are proactively attentive to opportunities that will improve their wealth through additional sourced income.

#### FILE BREAKDOWN

2,465,190	Total File (36 Months)	\$120.00/M
207,383	Investment Buyers (12 Months)	\$+5.00/M
346,132	Investment Inquirers (12 Months)	\$120.00/M
95,394	Investment Buyers (6 Months)	\$+10.00/M
177,204	Investment Inquirers (6 Months)	\$+5.00/M
46,798	Investment Buyers (3 Months)	\$+15.00/M
87,642	Investment Inquirers (3 Months)	\$+10.00/M

Minimum Order: Postal 5,000; Email 10,000

#### PRODUCTION / DELIVERY COSTS

Email	\$50.00/F
FTP	\$50.00/F
Transmission Fee	\$40.00/M

#### EMAIL BROADCAST CHARGES

Email Address	\$160.00/M
Splits - First Pair	\$100.00/F
Each Additional Split	\$75.00/F
Suppression File	\$5.00/M or \$250 min
Test - First 2	No Charge
Each Additional Test	\$100.00/F

#### SELECTIONS AVAILABLE

Gender	\$7.00/M
KeyCode	\$2.00/M
Multi-Buyers	\$20.00/M
Run Charges	\$10.00/M
Telephone Numbers	\$30.00/M
Zip/SCF/State	\$7.00/M

### Postal, Telephone, Email

#### PROFILE

GENDER:  
45% Female  
36% Male

AVERAGE UNIT OF SALE:  
\$329.99

#### SOURCE

Internet Generated

#### RESTRICTIONS

Cancellation Policy: Orders cancelled before the mail date will incur \$10/M running charges, a \$75 flat fee, plus selection charges. After mail date, full charges apply. Email broadcast orders cancelled after test is sent will incur full charges.

Miscellaneous: Most orders shipped in 3 business days. We believe the information concerning this list to be accurate, but we cannot guarantee its accuracy or the outcome of the mailing. List rental is for one-time use only. Reproduction of list in any form is not permitted. All telemarketing orders must be prepaid.

#### CONTACT

For more information, contact:

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# Updated January 2019

Updated: Quarterly

Names Thru: December 2018

Next Update: April 2019



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