

Dearly Beloved, we are gathered here today to celebrate...

## **FULL THROTTLE PROSPERITY!**

That's right! It's time for us to pour rocket fuel on the Presidential Election! In the process we turbo-charge your American Prosperity Business and take an epic ride! Strap yourself in, hold on tight, because we are about to venture into what very few have ever dreamed to achieve... Truly rarefied air! I want to provide Universal "Health-care".

**Dear APS Member,**

However, this is not the kind of Obama-Care you have been hearing about for a couple years now! It's a totally different kind of health care. It's American Prosperity Care! It's what has for a long time now been my number one priority!

Converting sales for my members! Helping my people earn the kind of money every month that makes most people blush and makes Liberals wet themselves trying to tax you. To this end we have created a simple system that can and will do just that!

At this moment, we have everything we need to make a brief inkling of an idea into a reality. We are right there on the cusp of realizing our goals by setting in motion a chain of events that has but one inevitable outcome!

### ***Your dramatic and immediate prosperity!***

The very first domino in this kinetic release will be set into motion by you, but only if you want it to be!

You will see the audacious plan that is already changing home based business forever and in the process forging new ground by exponentially increasing the universe of prospects through innovative marketing campaigns designed to resonate with people who are already experiencing heightened passions and concerns due to a contentious and overwhelmingly ugly presidential election!

Let's use some analogies to help illustrate the perfect timing of the campaign that only together we can launch and together reap the rewards.

- Has another's caress ever felt more than just a simple touch?
- Has music stirred your heart more than it did previously?
- Has time raced by as the joys of life encompass you completely?
- Have you experienced something so amazing that your faith was turned to absolute conviction?

- When was the last time your soul was ablaze with a spirit that you felt made angels jealous?
- Similarly, have bad times in your life seemed and felt very different? Like you were not really sensing things the same?

Do you remember these times! Can you see your best of times images playing before you like a movie? What made these moments more special than others? It's difficult to define exactly what makes time and space effect your senses differently. But you know that it has happened to you in your own way... Right?

What you are about to learn is a secret known by few and used by even fewer.

Over the course of the next Presidential election every American citizen will experience an altered state of reality caused by powerful and diametrically opposed philosophies vying desperately for votes! It is more than just an election! It will be a release of pent up anxiety! So much so, that our politicians from both sides of the aisle will hopefully be forced to change their strict partisanship in favor of reconciling differences and even looking beyond deep, yet petty political animosities to save our country.

**Yet to get there, we will have to travel  
through a literal minefield of negativity.**

Our Nation as a whole is being transformed by powerful negative forces. These forces and the frenzy that will accompany the raging battle for political control in this country will go well beyond what every American citizen has ever see in previous elections. The extreme negativity will push our country into an emotional vacuum; normally reasonable people will become caught up in what is really an unintentional consequence of both political parties and their zealots bashing the public with their non-stop multi-media message. Can you see the negativity from both sides of the political spectrum already? Nothing really positive comes from Washington DC from either side.

**As our country moves towards November 6, 2012, there will be an ever  
increasing environment of animosity and division among us fueled by those  
that desire the seat of power more than they wish to serve their country.**

This environment heightens our collective senses and builds tension to the point of breaking. This tenuous powder-keg creates in the individual an incredible yearning for something positive, something real! In this state, elemental forces compel us and logic is trumped by human nature.

**Knowing this is happening is the real secret, our Positive message  
about PROSPERITY will draw people to American Prosperity Systems!  
This can happen; it is happening right now!**

Our systems are ready to handle a deluge of new sign ups and what we have working now is making things happen just as planned. But it's time to seize a great opportunity, so read carefully.

**The Secret I Know: We have a tremendous opportunity to tap into these elemental forces and in the process build your American Prosperity Business to over \$10,000.00 dollars per month!**

Knowing what is about to happen is one thing, having the perfect offer to capitalize on it is another! Further, having the guts to be as bold as we will be with our marketing message is what will make it happen for you!

Here's how: **BOOTSTINKY.COM**

**You have to be part of this initial campaign!**

However, before I get to the specifics about BOOTSTINKY, I want to share with you what the future holds for American Prosperity Systems:

**An enhanced compensation plan** - Over-ride and Global bonus structures will be added.

**The American Prosperity Business Services Suite** with advertising campaigns in the Traffic Jam System that sells to businesses for you and adds to your monthly commissions! This will be a website that all members will receive and generates commissions whenever a business purchases our services. These will include:

1. **Search engine optimization-** This will involve my team jazzing up the website so that search engines will like them. Also, we can link their site to over 1 million other sites, this is another area that most SEO providers can't do, but we can easily and you get paid!
2. **Full service web design and hosting**
3. **Graphic Design, business cards, logos, car wraps, car magnets**
4. **Complete Mailing Services**
5. **Innovative Local Advertising Systems and much more!**
6. **And last but not least and certainly not everything... MERCHANT ACCOUNT SERVICES. We can save most businesses money on their credit card processing and still pay you a commission every month based on businesses we sell for you!**

This could very well be the addition to APS that takes us into very rare company! It all begins with this billboard.

**There's Something Rotten In Washington, I think It's B.O.**



**We Need Freedom and Prosperity Now  
Mr. President!**  
**[BOOTSTINKY.COM](http://BOOTSTINKY.COM)**

**Then we extend the reach of this controversial  
billboard with the following.**

1. Press releases to all the media outlets in the state where we are running the billboard. I anticipate getting calls to do interviews where I promote bootstinky.com
2. We run a saturation mailing of at least 20,000 postcards in the city we are running the ad.
3. We run funny and controversial radio ads on the top radio stations in the area.
4. We send emails to live local leads and show them how the billboards can make them money
5. We voice blast to people in the city and state where we are running the campaign and drive them to bootstinky.com
6. We advertise nationally at [www.wnd.com](http://www.wnd.com) and drive prospects into our Traffic Jam System on your behalf.
7. We run full page ads in Home Business Connection and Home Business Advertiser showing how the billboard can make them money. This also drives people to your APS site. October and November Issues.

**Is this bold or what?**

**This Campaign Extends The Universe Of Prospects!**

We have a unique opportunity to grow well beyond the normal confines of network marketing and home-based business  
This campaign effectively reaches millions that would not readily consider a home based business and extends the reach of a single billboard.

## 50 People Are Invited To Join Me In The Initial Boot Stinky Campaign!

Let's Take A Look At All The Elements Of This Campaign!

### The Boot Stinky Campaign

Billboard  
Press Release  
Radio Ads  
Live Local Leads  
Saturation Postcard Mailing  
Text Messaging Campaign  
WND.com (World News Daily)  
Daily Cash Dream Machine Mailers  
Targeted Email Campaigns  
Home Business Connection/Home Business Advertiser  
September and October Issues!

**All Leads Flow Into A Specific Traffic Lane That Only My 50 Prosperity Patriots Share!**

**(Aggressive Follow Up)**

**We run and actively administer this campaign converting as many sales as is humanly possible! ...Then we extend the reach even further!**

**LIVE EVENT! From the moment we begin signing folks up in the Wichita Area, we have them begin a more traditional network approach by inviting people to a LIVE EVENT, at a local Hotel!  
Local Ads will also be used!**

## Now let's take a closer look at the parts of this campaign:

- BootStinky.com
- We run the Boot Stinky Billboard! 4 week run!
- We issue a press release that announces the launch of our American Prosperity Systems business along with a picture and address of the current billboard.
- I'll simultaneously generate real time leads from the area where we are running the billboard sending them a picture of the billboard and a link where they can learn more about Booting Stinky and how ONLY \$25.00 per month can give them the prosperity they need now! They will also receive a mailed packet customized with one of the fifty people that are participating in this campaign. (1000 min.)
- Saturated postcard mailing 20,000 pieces.
- Radio Spots.
- Texting Campaign (Numbers to be determined)
- (This campaign hits a minimum of 1.3 million people)
- If we convert just 1 sale per 1000 we make 1300 new sales!
- 10 Thousand Bags!
- I'll mail 10,000 Daily Cash Dream Machine letters split evenly between the 50 participants.
- (Your name will be on 1000 letters in 1 of the 5 positions.)
- A meager 1% return can put over \$2000.00 in your pocket within 60 days plus about 9000 HIGHLY QUALIFIED LEADS! What if we get 3-5%! Your Money Grows Exponentially!
  
- World News Daily
- Our ad will be exposed for one month on the World News Daily Website and have a minimum of 1 million Highly targeted visitors!
- Boot Stinky Ad!
- (Based on a minimum conversion rate of 1 per 2000 exposures = 500 new sign ups!)
  
- Home Based Email Campaign
- 200,000 emails will be sent to highly qualified home based business prospects! Drives them directly into our Traffic Jam System. A conversion rate of just 1 per 1000 generates 200 new sales!
  
- Home Business Connection/Home Business Advertiser
- Full Page Ad!
- Home Business Connection Circulation- 125,000 Mails on Oct. 1<sup>st</sup>
- Home Business Advertiser- 25,000 September Mails on Sept. 15<sup>th</sup>
  - (This will send at least 2000 highly qualified prospects to our system to experience it and be entered into our follow up sequence.)

## So Let's Look At How This Can All Add Up For You!

10,000 Bags: This system can place a minimum of \$2000.00 in your pocket over 60 days and much more due to next generation mailers. Plus your home list grows by at least 9000 (HIGHLY QUALIFIED) prospects that have received your specific offer to join your American Prosperity Business. Let's break it down.

1. \$2000.00 Per month.....At a 1% conversion rate it pays you  
\$2000.00 most likely within 60 days.
  2. \$50,000.00 within a year....Future generations of mailings could multiply your name on other mailers to as high as One Million mailers. Based on a meager 1% conversion rate you could see.....\$50,000.00 within a year! Plus you could have an in-house list of 500,000 highly qualified home based business people. You can send them anything you want!
  3. \$10,000.00 per month... The direct APS growth for you could exceed \$10,000.00 per month from this part of the program alone. Plus future sales you will be able to make to your new list could range in the millions!
- World News Daily: Based on meager conversion rates your APS income from this part of the program alone should be.
  - \$220.00 per month! Back office business builder sales not included
  - Home Business Connection and Home Business Advertiser  
Based on average conversion rates your direct monthly income from this part of the program could be:
    - \$150.00 per month! Back office business builder sales not included.
  - Home Based Email Campaign
    - Based on just 1 conversion per 1000 your APS income from this one piece of the program alone is:
      - \$50.00 per month! Back office business builder sales not included.
      - (As highly qualified as these emails are, I would be very surprised if we didn't get more than 1 conversion per 1000)
  - **Back office Business Builder Commissions**
    - Remember, you earn a 10% commission from every person that joins you every month that they spend any money building their business.
    - My conservative estimate based on the very low ball calculations above and what we have planned to add to the back office your monthly Business Builder Commissions could easily top \$5000.00-\$7,000.00 per month within 12 months.

- **5X5 Forced Matrix Growth:** In addition to the specific growth you produce you should see at least a modest 10% monthly increase. Placing you at a maxed out matrix within 12 months: That's **\$7035.00** per month!

Barebones monthly minimum income projections: Within 12 months.

- Boot Stinky..... \$ 305.00 Per Month
- World News Daily..... \$ 220.00 Per Month
- HBC/HBA..... \$ 150.00 Per Month
- Home Based email campaign..... \$ 50.00 Per Month
- Back Office Business Builder..... \$7000.00 Per Month
- 5X5 Forced Matrix (Max Out)..... \$7035.00 Per Month
- Your Total..... **\$14,760.00** Per month within 12 months

This is an exclusive program for the first 50 American Prosperity Members to respond. The reason I'm limiting it is that I'm personally closing these sales on a daily basis! Because this program will then be added to the Traffic Jam System on a per lead cost, your involvement now puts you in position to reap some incredible financial rewards as we run this program this Fall and helps me establish the final cost per lead when we go live with this for other members.

Here's a list of cities we will be targeting initially:

Knoxville, TN	Salt Lake City, UT	Albuquerque, NM
Boise, ID.	Reno, NV	Shreveport, LA
Des Moines, IA	Cheyenne, WY	Oklahoma City, OK

**Then next Spring we go to work in much larger metropolitan areas right through the presidential election!**

**Hopefully We'll Be Coming To A City  
Near You Over The Next  
15 Months!**

Now here's what you need to do right now! Be on a special APS MEMBERS ONLY conference call:

Thursday September, 8<sup>th</sup> at 7:00 PM Central Time.

View a live presentation at: [www.prosperamerica.com](http://www.prosperamerica.com)

**Or on the phone: 813-262-0467 Pin Code: 398882#**

This presentation and campaign changes everything!

Working for America and your prosperity,



Chris Hollinger, Creator of American Prosperity

P.S.

Obviously, this campaign is going to get attention! That's exactly what I'm counting on. The press release is designed to compel radio stations to call me to interview me live on their shows. I then promote BOOTSTINKY.com and drive leads to your page through our exclusive traffic jam lane I have created just for the 50 members that participate. This could happen for the other media outlets as well.

**Attention:**

**Do not miss the special members only call!**

**Thursday, September 8<sup>th</sup> at 7:00PM CENTRAL TIME**  
**That's 8:00EST, 6:00MST, 5:00PST.**

**813-262-0467 Pincode: 398882#**

**If you can't make it call us here at 316-821-9999 or catch the replay at**  
[www.prosperamerica.com](http://www.prosperamerica.com)

# Boot Stinky Launch Advertising Extravaganza!



**YES! I want to be one of only 50 people to exploit this once in a lifetime opportunity to tap into a vast audience of good honest Americans that are right now hungry for prosperity!**

- \* I will receive my share of the leads generated by the BootStinky Campaign (Sent directly to my APS webpage)
- \* I will receive my share of all the leads produced by the World News Daily Ad. (Sent directly to my webpage)
- \* I will have my name and address on 1000 Daily Cash Dream Machine Letters mailed to a highly qualified list.
- \* I will receive my share of the leads generated from the 100,000 emails sent to your highly qualified email list
- \* I will receive my share of the leads generated from the Home Business Connection and Home Business Advertiser Ads

This is an exclusive campaign for just 50 members. It will help me to determine the final price per lead that we will make available to the other Boot Stinky campaigns we run in other cities.

**I get everything for just: \$\_\_\_\_\_ (You'll fill this in at the MEMBERS ONLY CONFERENCE CALL!)**

**Name** \_\_\_\_\_

**Address** \_\_\_\_\_

**City** \_\_\_\_\_ **State** \_\_\_\_\_ **Zip** \_\_\_\_\_

**Email** \_\_\_\_\_

**Phone and best time to call** \_\_\_\_\_

**Credit Card** \_\_\_\_\_

**EXP** \_\_\_\_\_ **CVV** \_\_\_\_\_ **Amount \$** \_\_\_\_\_

**2<sup>nd</sup> CC (if necessary)** \_\_\_\_\_

**EXP:** \_\_\_\_\_ **(CVV)** \_\_\_\_\_ **Amount \$** \_\_\_\_\_

**ACH: Routing #** \_\_\_\_\_ **Acct #** \_\_\_\_\_

**Amount:** \_\_\_\_\_

**Send Check or Money order to: American Prosperity Systems ~ 2020 W. 21<sup>st</sup> St #96 ~ Wichita, KS 67203 ~ 316-425-7211 FAX order to: 316-838-5353**