

Direct Offer:

Give me A in exchange for B



THE OFFER:

II'll give you B, but I don't need to pay now. Try it for 30 days, and then after 30 days, if you decide to keep it, do nothing and I will bill A dollars. But if you don't like the B let me know and I won't bill you and you can keep B anyway. And BTW, as appreciation for buying B, I'll give you a few bonuses for free and that's regardless if you like B or not



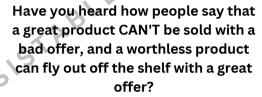
Delayed-Billing With Risk-Free Offer:

I'll give you B, but you don't need to pay now. Try it for 30 days, and then after 30 days if you decide to keep it, do nothing and I will bill A dollars. But if you don't like the B let me know and I won't bill you and you can keep B anyway



Premium Offer:

Give me A and I'll give you B and I'll give you C as a bonus



What is an irresistible offer?
This is a structured agreement offering a service/product which value SIGNIFICANTLY exceeds the service/product price, and a consumer has a FULL GUARANTEE to get a refund in case of a mind change.



Delayed-Billing Offer:

I'll give you B, but you don't need to pay now. Try it for 30 days, and then after 30 days, if you decide to keep it, do nothing and I will bill A dollars



Risk-Free Offer:

Give me A and I'll give you B, and if you don't like it, I'll refund you



Risk-Free Premium Offer:

Give me A and I'll give you B plus I'll give you C, and if you don't like it, I'll refund you, and you can still keep C anyway



Risk-Free Premium With Double Bonus Offer:

Give me A and I'll give you B plus I'll give you C, and if you don't like it, I'll refund you, and you can still keep B & C anyway