

# **Confessions of a Network Marketing SuperStar**

**The Amazing True Story of  
How an Ex-Mortgage Broker  
Quit the Rat Race and  
Became a Top Earner  
in the MLM World!**

# Congratulations!

## FREE! You Now Own Resell And Giveaway Rights To This Report

By owning resell and giveaway rights, you may freely distribute this report to anyone you wish, resell it for any price and keep 100% of the profits, or use it as incentive to build your mailing list. The choice is yours.

The only restriction is that you cannot modify this document in any way without permission from the author.

Enjoy!

***Hot Tip:*** If you would like to learn how to make this report your 24/7 "Digital Sales Machine" then be sure to read the [last page](#) for full details.

**PLEASE READ: ALL RIGHTS RESERVED.** No part of this manual may be reproduced or transmitted in any form or by any means, electronic or mechanical, including photography, recording, or by any informational storage or retrieval system without express permission from the publisher. Illegal and unlawful distribution of this information will be prosecuted to the full extent of the law. Violators will be ordered to pay full restitution, damages, and all court costs.

**Published By:** Jeff Gardner • [Send Out Cards Independent Distributor](#)

### **DISCLAIMER AND LEGAL NOTICES:**

While all attempts have been made to verify information provided in this manual, neither the Authors nor the Publisher assume any responsibility for errors, inaccuracies, or omissions. Any slights of people or organizations is unintentional. If advice concerning legal or related matters is needed, the services of a qualified professional should be sought. This book is not intended for use as a source of legal or accounting advice. The sources, website URL's, and other contact information may change at any time without notice. **For Information Purposes Only.**

# Confessions of a Network Marketing SuperStar!

## **JEFF GARDNER:**

Hello, this is Jeff Gardner. I want to thank you for being on today's call. On today's call I have an amazing guest: **Bart Ratliff**.

I wanted to do this interview with Bart because not only is he an experienced network marketer, but he's also all-around great guy. He has been in the network marketing field for many years, been Top Earner in multiple companies, and is now a top earner in a company called Send Out Cards.

**I really wanted to give you the opportunity to connect with him today and to get a look at his experience in network marketing**, the company he's chosen to build his business in ([SendOutCards](#)), and really what the company is, where it is going, and why you should really give it a hard look in terms of something you can get involved in that can make you a solid maybe part-time or full-time income.

And of course there are no guarantees or anything like that - but this is a company that a lot of people have been very successful with, and **I know that if you're a serious entrepreneur, you want to investigate things that are working for others**. And I want to give you the opportunity to get an even deeper look into this company from somebody who has been in it a number of years and who is really one of the top people.

After all, **Bart is currently a Top 20 Income Earner in SendOutCards**. He has been a Top 10 Recruiter over the past two years. He serves on the SendOutCards Distributor Advisory Board. And he is one of a handful of SOC Corporate Trainers that speaks and trains with the CEO and Founder of SendOutCards, Kody Bateman, throughout America and Australia every month at their "Treat 'Em Right" Seminars.

So Bart is the guy to go to in terms of finding out the real dish on SendOutCards. So I want to thank you, Bart, for being on today's call.

## **BART RATLIFF**

Well Jeff, thank you so much. It's great to be here! I appreciate you having me on.

## **JEFF**

Absolutely. I would like to go a little bit more into your background if you don't mind, because I know everybody starts out in network marketing usually doing something else. And I am curious what that "something else" was; how you got involved initially in network marketing - and how you found your way to SendOutCards.

## **BART**

Oh absolutely, absolutely. Well Jeff, I have been in sales and marketing for over twenty-five years, just basic sales and marketing. And I remember I was first introduced to network marketing back in the late Eighties. And I know a lot of people probably have been introduced the same way I have; you know, going over to somebody's house and a little whiteboard up there, drawing circles... I remember that first initial exposure to it.

I really wasn't interested in Amway, and doing the products and things like that - but when I saw the duplication process, **the power of network marketing**, where you have a team of people out there and you get a little piece of everything everybody is doing, that really kind of opened my eyes to it.

**And even though I didn't hook up with Amway, I was still very fascinated by it.** I tried several things over the years; and back in 2005 I was actually a mortgage broker. And I was exposed to a company that provided legal and identify theft assistance. And the reason that interested me so much was because I saw identity theft becoming a problem in the mortgage industry.

And so I signed up with this service and I started offering it to my clients as a way to protect themselves. And I worked with a lot of other mortgage brokers, a lot of other insurance agents, and they saw that it was a good program to start introducing to others. So that is where I first initially started having success in network marketing.

It was a great service. It was a great product. And it really did a nice job of protecting people. But, then again, it was classified as an insurance product, so if people were having problems, it was something that, even though people saw the value of it, if times got a little tough, it was something they canceled very quickly.

But it was still a good service. So I ended up having great success with that; introducing it to other professionals, and they introduced it to their client base.

**I got into networking.** I got into an Organization called BNI, Business Network International. And it was a great way to meet other professionals in other different industries, and it gave me a lot of exposure to people that needed my services.

**That is actually back in October of 2006 when I met a gentleman that came to our group, and he was talking about this greeting cards system called SendOutCards.** And he was telling me with this service you could actually send a handwritten greeting card right from a computer.

And back then we ([SendOutCards](#)) only had about eight thousand cards in the system. But even though I never did send out thank you cards, I was a true believer in showing appreciation, and staying in touch with your clients and contact sphere, because I read about people like Tom Hopkins, Joe Girard, Harvey Mackay - I mean, that is one thing they really emphasize: **You have to stay in touch with your customers.** You have to build relationships.

But you know, I was pretty successful in what I did, so I never really did that. So when I was first told about it, it sounded like a great idea - but I just really didn't get it.

But the guy that first told me about it, he started sending me a couple of cards. And I was fascinated; I couldn't believe the quality of these cards he was sending me. **And it was in his own handwriting.** That is what really intrigued me.

So it took about three months until I finally sat down with Rick so he could show me the system. But what he did, he basically just opened up his laptop and said, **"Hey, I want you to send a card to somebody!"** And I said, **"Okay, I'll send one to my dad!"**

And so I jumped on the system and I just started looking around the database. It had all these great cards in there, so I found a really cool golf card, because Dad and I, you know, I grew up playing golf; Dad and I played a lot of golf. And so I just typed him a quick message and I clicked the "Send" button. And I was saying, **"You know what? This is pretty darn easy!"**

But what I thought to myself at that time was, you know, "I'm sitting here..." (I think I was, what, forty years old at the time) and I was thinking to myself, "You know, I've never, ever sent a card to my dad before that wasn't a birthday card." So it really kind of hit me on a more personal level, because I had lost my mom like nine months before.

So as soon as I clicked that "Send" button I said,

**"You know what? This is an incredible system. It's easy enough to work. I know I could do this."**

So I went ahead and signed up for it. It didn't take too much to convince me that this would be a good tool and a good product.

And what is so funny about the whole deal, Jeff, I really didn't see the opportunity. Because these cards are 62 to 93 cents a card plus postage! But I really didn't see the money in it. But as soon as I sent the card, I could think of five of my insurance buddies that as soon as I showed them how to use the system, they would sign up for it and they would see exactly what I saw.

So that's how I got started with [SendOutCards!](#)

#### **JEFF**

That's amazing. And so from there you used it in your business; but did there come a point where you said, "You know what? I might want this to be my full-time gig."?

#### **BART**

Yes, absolutely. Absolutely. Well what I started doing, I strictly started using it just to stay in touch with my clients and customers. I would send thank you cards after meetings, after telephone calls. The groups I worked with (because I did group benefit insurance) I would send the decision-maker or the person that was in charge a nice thank you gift or a Starbucks card - just some of the many things you can do with SendOutCards.

**And a funny thing happened:** I started having the people call me back - not regarding the insurance or the legal and identity theft assistance; but Number one, they were calling me back to say thank you for the thank you card I sent them!

**And they wanted to know how THEY could use it.** They were fascinated how I could put my picture on the cards; how I could put THEIR pictures in the cards. They loved that I could send them Starbucks cards and Barnes and Noble cards. They said, **“Hey, this is a really cool system! Could you just tell us how to use this?”**

And even though I didn't intend to do the business, I said, “Well, you know, if I could show my clients and customers how to enhance the way they do business, get more referrals and make more money, that would really make me look good in their eyes!” So I said, **“No problem!” I'd say, “Hey, go to my website at [SendOutCards](#) and you'll see a little link there that will walk you through sending a card - free.”**

And that is one of the things that I really liked about SendOutCards - I LOVED it! - is that **I did not have to be an expert.** I didn't have to be on the phone ten hours a day showing people how to send out cards.

**“I simply let the system do the work for me, Jeff.”**

So I had them click that link on the site I got from SendOutCards, the “Send a Card;” and then it explained the ways to get started. They either got it - or they didn't. **But most people got it!**

And after about a year-and-a-half of me sharing this with my clients and customers, and people I would meet, my revenue got to the point where I had surpassed my insurance income, what I was doing with my other company.

**And I kind of made a decision:**

I said, “Look, I can either talk to people about insurance plans and group benefits, or I can show them how to build a relationship, get more referrals - and in turn, make more money.”

**So it was kind of an easy decision.**

A lot more people are interested in how to use SendOutCards than they were about insurance and group benefits and things like that!

So after a year-and-a-half, that is when I took off my insurance hat and became SendOutCards full-time. And that was over two years ago - and **it was the best decision I ever made!**

**JEFF**

That's amazing, Bart. So what is your life like nowadays, since you focus full-time on SendOutCards? I'm sure it is a lot different than when you were in the insurance business.

**BART**

Well, yes. Not only am I not on the phone eight to ten hours a day, or going out and doing meetings all the time, I actually enjoy it! **I enjoy things!** I actually live here in northern California now; I moved out here about eighteen months ago, I guess it was right at the end of December.

We - my sister and I - had finally convinced my 84-year-old dad to move out to San Jose to be closer to my sister and her family, to be around the grandkids, and we were here over Thanksgiving. And when we were flying back (I was living in Saint Louis at the time) I just decided, "You know what? I think moving Dad to California was a pretty good idea! I think I'd like to follow Dad out there."

**So what I did was I moved out to California.** We are all living in the same town for the first time in twenty-five years. And let me tell you, back when I was in the corporate arena, there was no way I could have made that decision, if I worked for somebody.

And through showing people the service and the opportunities in SendOutCards, I have built up my business - and..

## **It doesn't matter where I live.**

**As long as I have my telephone and my laptop, I can do my business wherever I am.** And that is probably one of the greatest things that has happened to me since I started doing SendOutCards; is I can make my own decisions. I can do what I want, when I want. It has just been great!

### **JEFF**

And you really made a great point because (and I have had this situation happen as well) when you send cards to people, or send cards with gifts, I mean, that spurs them to want to know how they can do it. Because it really is cool. They have never seen it before and they want to know how they can do it.

And then, like you said, **you don't have to sell them on it.** You just send them to your website, and the site has videos, and they can send their own card. It is kind of a neat little process that they put together, that takes people out of the position of having to sell something.

### **BART**

You bet! We have actually come a long way over the last four years. Today not only can you send a greeting card in your own handwriting - with a real stamp, by the way! - for less than a dollar; but you can also include an unbelievable variety of gifts, like cookies, caramels, brownies; you can send books... We have gift cards from Barnes & Noble, Starbucks, Jamba Juice, American Express gift cards...

I mean, when I meet somebody, I say, **"Let me ask you a question. Do you send greeting cards and gifts?"** And there is not a person I have ever met that says, "Well no, I don't." Most people do purchase or send out greeting cards and gifts.

I say, **"Well let me tell you, I would love for you to check out what I do."** And I basically have them just go to our website, and with our website, the way we have it set up now, it is basically a three-step process.

Number one, when I have somebody that wants to take a look at [SendOutCards](#), I simply have them go to the website. **Step 1 - I have them watch the fifteen minute opportunity video.**

That is going to give them a great overview of SendOutCards. They are going to see how to send a card, how you can upload pictures of your family or of your clients, and how you can include a gift - all with the click of a button.

Then it is going to explain the company, the business, and how we introduce this to others. So in fifteen minutes they are going to get a good overview of SendOutCards.

Then Step 2, there is a little automated system that allows them to create their own free account and **send a free card** on me. And it is pretty cool because when you click that button, a little guy pops up on your screen. It's our Founder and CEO, Kody Bateman. And he says, **"Welcome to SendOutCards. You have been sent here to send a card to somebody you care about."**

Kody personally walks you through sending a card - so you can see how fast, easy, and fun it is.

Then, **Step 3 explains how they can get started.** And that's it.

It takes about twenty minutes to go through those three steps. But it is something that you do not have to be the expert. You do not have to talk. You let the system do the work for you.

And once people send that card, they are either going to be interested and they are going to sign up - or they are not.

**Here's a neat statistic:**

Since we put this automated walk-through system on our website...

**Thirty-One Percent of the time that people click that button "Send a Card," they sign up for SendOutCards in one way or another.**

**JEFF**

Wow. I didn't know that. That's a really high conversion rate.

**BART**

**Thirty-one percent of the time!** I mean, that's batting 300. If you are batting 300 to major leagues, you are making about ten million a year right there. So considering it is an automated system where you don't have to do the talking, and three out of ten people that send a card sign up for the service. Those are pretty good numbers right there!

**JEFF**

Absolutely. **And for those listening on tonight's call, you can see this system for yourself, in action, by going to this website >>> [Click Here](#) <<<**. You'll see the quality of the opportunity video. You'll be able to send your own card. And you'll be able to sign up quickly and easily. And what's great is that all distributors get this 3-step "Show, Send, & Sign-Up" website.

## **For people who want an online business - but don't want to deal with technical headaches - or having to build and maintain their own website, this is the answer they've been looking for.**

And the website's main focus is to bring people into your SendOutCards downline, start generating "card senders", and get people to connect with the company and their vision.

And you get the ability to use this complete website system without having to spend the thousands, or tens of thousands, or even more dollars that it took to build the system from scratch.

### **BART**

You know, Kody talks about that a lot because it cost him well over a half a million dollars to start his greeting card business. Of course, today, **SendOutCards has generated Over \$150 Million Dollars in Sales** - so it was a good investment.

And, to say the least, consider what you get with the system: You get a hundred free cards with your system. You have an unlimited DVD program... Imagine!

And I know a lot of people that are probably on this call or hearing this information, if you have ever been involved with other business opportunities, sometimes the websites are anywhere between \$20 to \$50 a month just to be a distributor. And then you pay \$4 to \$5 for every DVD that you send out. And then you have to mail them out in another package.

I mean, with [SendOutCards](#), it is all included. It is all-in-one. If you want to send a DVD out to somebody, you just pull up your system, you pick your card, you type your message:

**“Hey Bob! I just started using this great system called SendOutCards. You've GOT to check it out. Give me a call when you watch this DVD. Bart.”**

That's it! There's no tricked-up sales garbage. It is just you sharing this with people. You are saying **“You've got to check this out! Pop in the DVD, check it out - give me a call!”**

It is really a very simple process.

### **JEFF**

Yes. You can do all that from your computer. It is not even... you know, with other companies you have to buy a package of DVDs, and you've got to lick envelopes, and put stamps on and all that stuff. And with SendOutCards, in the morning, in 10 to 20 minutes while you're drinking your coffee, **you can be sending out DVDs from your computer** - and you're done for the day. And the system sends all of your DVD's for you.

**Oh yeah... and I love the fact that [SendOutCards](#) doesn't charge you for the DVD's.** They'll let you add them as a "gift" to any card - FREE. You just pay a few pennies extra to cover postage, which they don't make a profit on. They're so interested in your success that they'll let you send out an unlimited number of DVD's in cards... at no cost to the distributor... to help the distributor build their business fast.

**I think that's a mark of a really great company.**

**BART**

Absolutely. Absolutely. And when you follow up, a lot of people call back and say, on the follow-up, "Hey, Bob, did you get my card in the mail?" And they'll say: "Hey Bart, that was really cool!" And I say, "Well have you had a chance to watch the DVD yet?"

What's their reply? "Actually, well, you know what? I've been meaning to..."

And I ask them the question, "**Are you in front of your computer?**" You know, I just have them click a button - and then they can either watch it on the DVD player, or they can watch it on the website.

It's just that easy. They can either watch it online or on the DVD. Whatever is convenient for them at the time.

**And really, we have had so many people, Jeff, that are building a very solid business, a very solid part-time income.**

There are people making a lot more than that as well, working on a very part-time basis. You know, spending two to five hours a week on just sending out cards, and staying in touch, and just following up with people to see how they like the cards they sent them.

**And that's really it!** I mean, we have people that are spending a lot LESS time than that. They just want to make a couple of extra hundred dollars per month to help out with the car payment. So they only do as much as they want, when they want.

I mean, it is very, very simple. It is just like you are sending an email.

**JEFF**

Right. And exactly like you said:

**You can do as little or as much as you want - but the potential is there to do WHATEVER you want.**

**BART**

Absolutely! Absolutely. It is just a fun thing. Jeff, by the way, we haven't talked about this yet - but we have been in business since 2004 when we first launched SendOutCards.

I have a couple of cool numbers I wanted to talk about. You want to hear some of these numbers, on the amount of customers and distributors?

**JEFF**

Yes! Absolutely!

**BART**

Well, just looking aback in 2006, we had a total of 21,608 customers. We had 13,624 distributors. **And we had 2.7 million cards sent in 2006.**

Now let's fast-forward to 2007. This is where it kind of gets exciting. Now, of course 2006 was when I got started. 2007 we had more than doubled our customers: We went from 21,000 to 48,000 customers.

In 2007, we are at 26,700 distributors. **But over 6,283,000 cards were sent in 2007.**

In 2008 we were at 91,000 customers. 44,000 distributors. **And over 10.7 million cards sent.**

Now you can see how quickly things are building. The momentum is building. And by the way, with [SendOutCards](#) we never really sold them the opportunity. It is a service-driven opportunity.

And the cool thing about that, Jeff, **you can't go to Walmart or Hallmark and buy a card for 62 to 93 cents.** This is why people are so excited about this! And most business opportunities - the juices, the vitamins, things like that - with those different opportunities out there, you can go to Walmart, you can go to Costco and buy the same product for sixty to seventy percent less than you can get it through those companies.

But with our service, you are getting your product at a fifth of the price you can buy it at Walmart or Hallmark. That is what is so strong about SendOutCards.

Now let me jump up to 2009. This is when it is amazing! 2009 we had over 144,853 customers. 64,461 distributors. **And over 13,000,800 cards sent.**

And we were talking this morning, and I just happened to look at what our production was this morning. Today, the number of cards scheduled:

**Over 104,944 Cards are going to be printed, stamped, stuffed and mailed out TODAY!**

**JEFF**

That's amazing!

**BART**

And since we started SendOutCards, **over 39 million cards have been printed and sent out.**

Now I know we probably talked a little bit about the gifts. I mean, we have anywhere between three or four thousand gifts sent out a day. Now, I bet you could tell us why that is a pretty important thing, with a lot of gifts going out, right Jeff?

**JEFF**

Oh yes, absolutely. All that nice volume.

**BART**

All that nice volume! So one of the great things about sending out cards, when you introduce the service or the opportunity to somebody, you actually get a coaching bonus. But that is just one of the ways you get paid.

**You actually get paid residual on all the cards and gifts you and the people that you introduce this to ever send out.**

So when people send out the brownies, the cookies, the caramels, the Holiday cards, you get a piece of all of that - for life.

As a matter of fact, speaking of the Holidays, during December 2009, I think our biggest day was **450,000 cards in one single day**. And we did that several times. So it is just amazing! December is always a big month for us. But also Mother's Day. I think just the week before Mother's Day we were averaging about **4,000 gifts a day** going out.

So it's exciting! It's exciting! And people have a good time with it. And once they start using it, they really get hooked on it. It's amazing.

**JEFF**

Right. And this is in a huge industry. I mean, if you look at the greeting card market and the gift market, I mean, you are talking about, combined, multi-billion dollar industries that SendOutCards is in.

**BART**

Absolutely. I mean...

**The greeting card industry alone is a \$7.5 Billion Dollar Industry.**

And when we started adding gifts, we started out with gift cards. But when we started moving into bigger gifts - the gourmet foods, the baby gifts; we have spa gifts for women... when we started moving into that market, that actually moved us into a **HUNDRED billion dollar market** on the gifting industry.

And it is amazing, the "attach rate" that we have. Because, yes, we are a greeting card company - you can actually send postcards, greeting cards, or really nice three panel cards - but now that you can send gifts with it, more people are adding gifts to their cards.

And we have some incredible people in Corporate that make the decisions on what gifts we are going to have in there. And I have been fortunate enough to be part of that Corporate Gifting Council as well.

**So I send a lot of gifts!** I tell you, it's fun sending out brownies!

And it's amazing: When you send a box of brownies to somebody with a nice card, with pictures of your family, or pictures of their family, **it is amazing the calls you get.** I mean, people, number one, they love the cards. But when they take that first bite of those brownies, it is called "instant gratification!"

And let me tell you, the more brownies I send out, I have an extremely high signup rate of people who I have sent brownies out to! Because when you send a nice card, with personal pictures, and a handwritten note, along with brownies, people start thinking.

They say, "**Oh this would be SO cool!**"

I could think of so many different ways I could use this: Either for sending cards and gifts to my nephews, my nieces - I mean, I have family all over the country. And, up until recently, I didn't live in the same town as my nieces and nephews and my Dad. So I sent a lot of gifts!

And it is just a really convenient way, and cost-effective way, to stay in touch, and to do something that most people know that they would want to do but they really hadn't because it is just too inconvenient and it costs too much. To take the time to go around, go to the card store, go to the candy store, then go down to the UPS store. It is just a lot of work and a lot of trouble to do that.

**But that is beauty of [SendOutCards](#):** At 12 o'clock at night, at 5 o'clock in the morning, you log on, you pick your card, you upload a picture, include your gift, click "Send." And that day, it is printed, stamped, stuffed and mailed out.

**And this is actually worldwide.**

**You can send a card or a gift anywhere in the world.**

And did I mention that actually **this opportunity is available in seven different countries**, too, Jeff.

**JEFF**

Oh no, I didn't know that.

**BART**

Absolutely. **We are actually available in the United States, Canada, Australia, New Zealand, Ireland, Singapore and the UK.** We even have a printing facility set up in Australia. We have so many cards being sent out to Australia and New Zealand, we actually have a printing facility that does our fulfillment for that region.

So it is actually cheaper to send a greeting card to Australia than it is to the United States because their postage is a little bit expensive. So when you send a greeting card to somebody in Australia, three days later they get a nice little card in the mail, handwritten, with an Australian stamp on it. It is so cool!

### **JEFF**

That's great, Bart. Well, previously you made this great point about SendOutCards being lower cost. And I think that is one of the reasons why SendOutCards just continues to have greater and greater growth.

**You know, when I got involved in [SendOutCards](#), I was just blown away by the low cost.** I mean, in terms of the price of a card and postage; and then you take the time that it takes to go out to a Hallmark and the post office, I am saving money by using the SendOutCards system.

And so that is why it is something that I can't see myself ever dropping because not only am I saving time and saving money, but it is something that I am always going to use.

And I actually find myself using it more because I don't HAVE to stand in line, like you said. I mean, I don't forget birthdays, I don't forget anniversaries. When something special happens - or I get a reminder of a special occasion from SendOutCards, I can just get on the computer - and send a card and a gift in no time.

**And the card is more personalized than a card that I would get at Hallmark, because I can put THEIR pictures in it, I can put my picture in it.** My message is in my own handwriting. And I can send a selected gift very easily. Where in the past - if I even got around to GETTING a card! - you know, I would have to scrawl something into this impersonal card, and hopefully drop it into the mail on time.

There are so many advantages to it that I think people want to keep it, no matter if we are in a boom time in our economy, or if we are in a recession.

### **BART**

Absolutely! And that is one of the biggest things for me, you know; I just didn't do it. I did not send cards out, or very rarely. Even for family members. I would forget their birthdays and everything. Now, my Mom was a HUGE giver. She always sent cards out on time, but I just didn't do it.

**But one of the great things about this:** Even though I never sent cards before, when I started using the service, it is amazing how often I DID start sending cards! You know, I just got in the habit.

I mean, number one, it is as easy as just sending an email. And then once you start using it as part of your personal life, as part of your business - the calls you get! I mean, people are just amazed when they get a thank you card.

I mean, think to yourself the last time you actually had somebody send you a thank you card in the mail. I mean, it is just a lost art. I mean people just don't take the time to do it.

And with new people I meet, I always get the month and day of their birthday. When I meet them, I'll say, "**Hey, let me get the month and day of your birthday and I'll send you a birthday card for the rest of my life!**" And they always get a crack out of that. I get laughs out of that.

But I probably have around four thousand people in my database over the last four years, that I have met through different things I have done. And I have sent probably anywhere from between fifty to a hundred birthday cards out a month. And a lot of times I can't remember the people; I say, "Wow! I remember meeting them but I don't remember them exactly..." But I always send cards out. Because I want to be the guy that they get a birthday card from.

And I have gotten calls from people that they say, "**Bart, I just wanted to thank you for that card. That meant so much to me that you sent me that birthday card. You are the only person that sent me a birthday card.**"

I mean, when you hear the stories like that, and you hear that from the people I work with - like yourself, Jeff - you start hearing the stories about how much a card can impact somebody's life - I mean, really it is a simple act that has taken sixty seconds; typing a message and clicking, "Send".

## **But you don't realize the power of that little "Send" button until you start hearing the stories about how much that made somebody's day.**

And how you were the ONLY person that sent them a birthday card that year. And I met them four years ago at an event, and I just happened to get their birthday. And they get a birthday card from me every year. And it is amazing, the power of that.

### **JEFF**

It is absolutely incredible. I mean, people really respond to that because in today's busy world, we are all so busy with our lives, it is so easy to forget that.

And that is one of the things - I don't know if we have mentioned it that much - but **the SendOutCards system really doesn't even give you the opportunity to forget special occasions.** So if you do get busy, the SendOutCards system actually reminds you.

And there have been multiple times when somebody's birthday, or their anniversary, or their kid's birthday has snuck up on me, but the system has reminded me and I say, "Oh thank goodness!" you know, "This one always gets by me!" But now that I have the SendOutCards system and these people and dates are in my database, you know, I don't have to worry about forgetting any special occasions. And **I have really come through looking like the hero** - but it is usually thanks to SendOutCards.

### **BART**

Oh yes, absolutely. Everybody says, "Oh I can't believe you always remember my birthday!" And I say, "Hey, it's because I love you!" But of course, it is [SendOutCards to the rescue.](#)

And that reminds me, we have one of the most robust databases. Now, for those people listening to this call, **please understand this:**

## **You don't have to be an expert at computers to use the Send Out Cards system.**

My eighty-four-year-old dad, he loves sending out cards. Okay, he was a big hand-writer. He did the handwritten letters to people. Now that he's eighty-four, he just can't do that any more. But he can certainly type. He can certainly type a message! And he doesn't remember all the birthdays either.

So if you have a hard time remember dates, you can do just like what we did with my Dad.

It doesn't matter what kind of database you are using - if you are using Excel spreadsheet, Act, Outlook, Salesforce - SendOutCards will clean up your database and they will upload it for you. And that is at no charge!

So if you are not that great with a computer, if you have Outlook or Excel or anything like that, as long as you can put it into a spreadsheet, you can actually email it right to our corporate office. They will set up your database for you. And that includes your birthdays and anniversaries.

So it is a really robust system. It is really easy to add contacts in there. If you have a little address book, it is just type in their first name, their last name, their mailing address, and then putting in their birthday and clicking "Save."

**And I have a lot of people that still do it the old school way.** They have the little black address book. And it just takes a little time to type in that information there. And once you do it, it is always in there.

**And you can actually log into the system anywhere you are.** From any computer with Internet access. This is not software in your computer. This is all internet-based. So long as you have an internet connection, you just go to your [SendOutCards site](#), you plug in your User Name, you plug in your password - and boom! You have all your people's information right there. Pick a card, type a message, click "Send." Three days later, they get a handwritten, stamped greeting card in the mail to let them know that you care.

### **JEFF**

Yes. It is a great system. **And after going through the system myself, I was sold on it.** And I just got more and more sold on it the more I used it. And like you said, the feedback you get from people is overwhelming. I use it in my business when I have clients that I want to connect with. I can send out a greeting card as a "Thank You" for a purchase - or when someone sends in a testimonial or just a nice comment. In some cases with large purchases, I'll even send out brownies or some larger gift as a way of saying "Thank You". And my clients are completely blown away when these a card and a gift, because I'd say a majority of companies never say "Thank You" to their clients.

**I've also used it a lot in my personal life.** My younger brother just had his first child, a son, and I got to send out a really cool stuffed dog through the system, with a card. While some of his best friends were sending "Congratulations" text messages, I sent a card and a gift - and it took me all of 2 minutes. The moment it arrived, he sent me a photo on my cell phone of his son with the stuffed dog. It made my brother and his family feel loved... I felt good... and those little expressions have really created a deeper relationship with my family and friends.

**And so I find myself using it more and more, and WANTING to use it more.** So I am really building up my contacts, just like you said. Getting people's birthdays, and spouses' names, and anniversaries, and all that stuff. And it is fun to use it. It is fun because of the feedback that you get. And you really feel like - and you are! - making a difference in people's lives.

I keep hearing on the news and in magazines, that we are becoming an "impersonal society" because everybody is just staring at their computer, and "Facebooking" each other, and not getting to talk to people one-on-one. And I really feel like [SendOutCards](#) uses technology to connect with people in a more personal way, and really connect with more people in your life, and create a deeper connection.

And that is why I love SendOutCards. Even if I wasn't using it in my business, I would definitely use it personally.

#### **BART**

Absolutely! **And that's a great point.** You were talking about Facebook and social media. A friend of mine back in my own hometown of Duncan, Oklahoma, her mom had to go to the hospital. Her mom is the same age as my father. And she was really worried. I know that she is stable and everything - but what I did Saturday night, I happened to have my friend's address in my database, so I sent her mom a nice card. It was a really cute little card with a dog, a little Labrador puppy on the front of the card with a stethoscope hanging out of its mouth - and it was just a really sweet little card with a picture on it.

Of course, I uploaded my picture on the inside, with a thumbs-up, and I just said,

**"Dear Miss Matthews, I hope you are feeling better. I look forward to seeing you next time I swing through Oklahoma. I just want to let you know I am thinking about you. All the best, Bart."**

And I included a little stuffed puppy with the card. (We have some really cool animals out for the kids' gifts. All kind of neat little doo-dads you can send out with the cards.)

So I guarantee that when it gets there in the next couple of days, that **it's going to mean a lot to her**, when she gets that little card from me.

And it would have been difficult for me to take the time to go out to the store, find the card, then go somewhere and find a cute little stuffed animal, then go into the UPS store. I mean, think of all the time it takes to do that.

And then I saw a friend of mine whose mom was not well and in the hospital. I go online, I pick a really cute card, I type my message, and I send her a nice little stuffed puppy, a little stuffed animal. You know, it took me about five minutes to do that.

**Without [SendOutCards](#), I probably wouldn't have done that.** It just makes it too easy and too convenient. And you can act on those promptings when something occurs to you and you say, "I need to do something nice for them." And it will allow me to do that within five minutes.

#### **JEFF**

Absolutely. Well, before we talk about the business and how people can get involved themselves, I want to talk just a little bit how you put pictures and personal handwriting in the cards.

One of the things I think is just amazing about the system is that they have a...

## **Huge online database of over 15,000+ greeting cards to choose from!**

**You can even search by keyword.** But if you either can't find a card that you really like... or you really want to make it personal, you can create your own card.

This is something that I really enjoy - and it gets the biggest response. I have created my own postcards with my picture on it. I've created my own greeting cards with my daughter's picture on the outside, and then more pictures on the inside - to send to my Mom and other family members. And when people get that, they are just absolutely blown away that they are getting this greeting card in the mail with either your picture, or their picture, or a loved one's picture on it and inside it.

Could you just talk a little bit more about the customization, with personal pictures and fonts?

#### **BART**

Absolutely! **I mean, with the handwriting fonts, you find people are so amazed when the card comes and it is in your own handwriting.** It is actually simply a little sheet that you print out, where you print in your capital letters, your lower-case letters, your numbers and punctuation.

Then you can also submit four different signatures. Like for my signature I have Bart, Barton, Barton B. Ratliff and Bart Ratliff. Because if you knew me before high school I was Barton. If you knew me after high school, I was Bart. So that is why I have my four different signatures in there - because you can choose which signature you want to add to your card.

Now, Jeff, I have probably the worst handwriting of all time. That is another reason I never send cards, because I have awful handwriting. And when I sent cards the old way, when I bought a greeting card for my Mom or my Dad, I would have to buy three of the same card because I knew I would mess up on the first two cards - either on the envelope or on the card itself!

So what I did, I actually practiced. I actually filled out a couple of sheets, and I took my time. And I have had people that actually have said, "I would love to have your handwriting!" And number one, I almost fall off my chair laughing! The secret is I took my time when filling out the handwriting font sheet. I did my capital letters, and my lower-case letters, my numbers and punctuation.

**And it is incredible!**

## **You are typing that message on the screen and you actually see your handwriting!**

It blows you away when you see that! So that is one of the cool things about that.

**Now, as far as creating the cards:** Most people have digital cameras, or they have pictures on their computer. You simply click a little button that says "Picture Plus 2.0" - and you can start creating your own customized cards, right on the screen.

You upload your pictures (up to 40 at a time), you choose the template or different elements you want to put on your card, and re-size anything you want. Add text over pictures, add a "thought bubble" or "voice bubble", and do all of this on the outside and inside of your card.

**Look, I am not a graphic designer.** I don't know how to do ANYTHING like that, nor do I ever want to learn how to! But I can click a button that says, "Voice Bubble," and type, "Hey Bart!" or "Hey Dad!" or something like that. It's easy.

You click the "Save" button, and then you can send that out as a postcard, you can send it out as a greeting card, or even a 3-panel greeting card. And with our new "Picture Plus 2.0" system, you can add all sorts of photos and do just amazing designs.

And Jeff, by the way, it only costs 31 cents to add pictures! Even if you wanted to put pictures on the front of the card and on both of the inside panels, it is a flat rate of 31 cents. So the card costs 62 cents. If you upload pictures it is another 31 cents - even if you put multiple pictures in there.

And anybody that has ever printed out pictures with a printer, they know how expensive ink cartridges can be when you are printing a lot of pictures out.

And by the way, the cards are printed on recyclable paper. **You can either do a high glossy photo finish on the outside of the card, or you can go with the regular matte finish** - for all those professional photographers out there that don't like the glossy photo finish. And you select this with one little click of a button.

So it is just amazing technology. And it is very simple to use. **And by the way, we have little two- to three-minute videos now to help you get set up with your system.** It probably takes less than 30 minutes to learn how to send cards using the system.

But we make sure that you know how to use this. This is part of the things that we do for you. We show you how to use the system.

## **If you ever have any questions, we have incredible customer service that you can call five days a week.**

**You can get all of your questions answered:** “How do I send a card?” “How do I upload a picture?” “How do I add more money to my expense account, to pay for my postage?”

We have Customer Service that is online all the time. And of course that is what Jeff and I are here for too.

### **JEFF**

Absolutely. Well I think we have talked a lot about the system, and I want to give people the opportunity of course to go to SendOutCards, check it out, and even Send a FREE Card.

But let's now talk about how to get involved in the business. If somebody says, **“This is great! I really want to get involved in the business!”** Once somebody decides to join SendOutCards, how do they generate income in the business? How do they turn this into a money-maker for them?

### **BART**

Well, it is simply by getting excited and sending out cards to people that you feel will either benefit from using the service, or might be interested in making some part-time money.

And that's really all it is. **There is no trick to it.**

**I tell people:** Create a list of people that you feel would benefit from either sending out cards, or if you know somebody that sends out greeting cards or sends out gifts, those are the people that you want to send a card to.

And it is simply by telling them,

**“Hey Bob, I just started using this great system called SendOutCards. I'd love to get your feedback on it. Give me a call when you get this card.”**

Now, you are not asking them to join your business. You are not asking them to sign up to anything. You are not asking them ANYTHING but to get their opinion on it. Or you just simply send the card to show appreciation.

That is one of the philosophies we have, you know: Let people know you care. **Be a product of the product.** Start using it as part of your daily life, as part of your daily business. There is a couple of different ways you can use the service.

**But as far as exposing people, I just send people cards.** I just say, “Hey Jeff, I just started using this great system called SendOutCards. You've got to check it out! This might be a really cool tool for your business!”

Or, “Hey Jeff, I just started using this system called SendOutCards. I know you love sending out cards with pictures of your family. You’ve got to check this out! This will save you so much time and money!”

**You know, it is as simple as that.** You can actually include the DVD where they can see the little fifteen-minute overview about the company, how to use the system, and it talks a little bit about the business opportunity.

**Or, you can just send them a card.** And if they call you back and they say, “Hey Bart, thank you so much for sending me that card! I love the way you put the picture of your nephew Jack in there.” I say, “Well I appreciate that. You know, it’s a system I use called SendOutCards. Do you happen to be in front of your computer right now?”

By the way, that is the magic question! Most people are sitting in front of their computer. It’s an electronic age. So I’ll say,

**“Well go to my website. And there is a little fifteen-minute video that will explain everything about this SendOutCards thing.”**

**“And I’m brand new! I couldn’t tell you about it - but I love using it! Watch that little fifteen-minute video. If you like what you see, you can actually create your own free account and try it out! And that way you can see if this is something that would work for you.”**

That is how you introduce SendOutCards. That is all I do. I mean, four years later, I could really do some cool demos and presentations - but I just don’t do it. I don’t want people to think they have to do it.

**I want people to know that all you have to do is go to the website, watch the video, and send out the card.**

That’s it!

**You don’t want to do anything more than that.** Because most people can see themselves using the service, number one. I mean, everybody you show it to will see the value of signing up to use SendOutCards.

But they know that when they have people call them back and say, **“Hey Jeff, that was a really cool card! How the heck did you do that?”** It’s as simple as saying, “Hey, it’s a system I used called SendOutCards. On the back of that greeting card there’s a link there. Go to that link and watch that little video, and try sending one out! That’s exactly what I did when my buddy Eric sent me a card. He told me to go watch the video and send a card. I did it and I immediately saw the value of it.”

**So that’s how you do it, Jeff!**

## It is a “Show and Tell” business.

We’re tour guides. **We are not sales people.** Okay? You are not selling SendOutCards. You simply show people how to send the card - and that is it. And the system does the entire thing for you.

### JEFF

Cool. And once somebody gets involved, and I know we have talked about the residual income that comes from all the cards and gifts that your distributors send, for life - but I think there is also a bonus when people sign up. Can you explain that a little bit?

### BART

Well sure. Of course, Jeff, they can go to your website, and when they watch that little fifteen-minute video - it is called the “Opportunity Video” - it will go into detail about the revenue, about the bonuses, and the residual that you can make on that. That is always the best way to find out about the money part of this.

But yeah, it’s pretty simple. When people sign up to either use the service, or they sign up to do it as a part-time or full-time business, you make a minimum of \$140 “Coaching Bonus”, and then you make a residual on all the cards and gifts they ever send.

And you also benefit from the other people they show it to. **You can get paid additional bonuses when people in your downline share this with others.** And not just small bonuses. We’re talking about \$100 to \$150 bonuses when people in your downline sign up others. Remember, it is a network marketing business model.

And if you happen to have somebody that blasts off and just goes wild with it, you not only make a coaching bonus when they sign up a lot of people, but you make a residual on all the cards and gifts there team sends - and all the cards that THEIR people send - for as long as they use the system.

And that is one thing that I want to talk about. People sign up for SendOutCards because they see the value in it. **And once people use the system, they never cancel.** They do not cancel. We have probably one of the lowest cancellation rates in the industry. And we have an extremely high growth rate. And all we are doing is showing this to people. We are showing appreciation. We are sending out our cards, and teaching others the same. That’s it!

### JEFF

And one of the reasons that I got involved in [SendOutCards](#) was because the company has a great community. My direct upline sponsor is Eric Bechtold and Bart is in his upline. And I got a card from Bart immediately - welcoming me to Send Out Cards - with his personal phone number inside. Ever since then, Bart has been accessible by phone any time I had any questions or concerns. In fact, I finally met Bart at the World MLM Summit in San Diego, and he took us out to dinner and we just had a great time.

**And I really get that sense of community... of relationship-building... from the entire company.**

**They are so dedicated to your success, and to the success of other people at SendOutCards.** They have different events that travel all over the country, and even to other countries, like the “Treat ‘Em Right” Seminars and the “Super Saturdays.”

Can you explain a little bit about the company’s community, and how you keep people in and share the message with as many people as possible?

**BART**

Well, it is all about staying connected. **We do monthly events throughout North America and Australia with Kody Bateman, our CEO and Founder.**

When you [sign up as a distributor with SendOutCards](#), you get FIVE free “Treat ‘Em Right” tickets. One for you - and four guests.

And what these “Treat ‘Em Right” Seminars are is actually a foundational personal development seminar. Kody shares why he started the company of SendOutCards. He shares why it is so important to show appreciation and celebrate people’s lives by sending out cards.

And then what Linda and I do, time fives during the event when Kody speaks, we talk about How to Build Your Business, How to Meet People, certain situations for sending out cards. It is really all a common sense thing, but we have a very strong training, a very strong philosophy, on how to build your SendOutCards business.

**And we do that once per month throughout the country.** And then throughout the country we also have something called “Super Saturdays”. These are springing up all over the place. Where it is a little, three-hour event on a Saturday afternoon. We have some of the leaders throughout the country that do these events. It is a great support structure.

But one thing that I really like to emphasize: **It is very important for you to make the “Treat ‘Em Right” Seminars.** That is one of my favorite things to go to. And I have been to every one of them for the last year-and-a-half, as I have built my business.

And when I go to these I get to network and I get to associate with a lot of like-minded people that are brand new in the business, that have been in the business, that are just doing tremendously. They are building a tremendous business that really changed their life - by simply showing people how to send cards.

And why do that? **I like to learn from people that have been successful with this business.** And I started that from day one. And that is probably one of the most important things I get from attending these. You get to see the “Why?” behind the company... why Kody created this company. And you get to meet some of the top producers. And you get to hear how they do it.

And what you are going to hear over and over again is it is by being a “Product of the product.” **Just use the system.** Use SendOutCards. Share with people. Send out thank you’s. Send out appreciation cards. Send out birthday cards. Be a product of the product.

And then, you know, share the same thing with others. **Simply show people how to use SendOutCards.** And that is one of the things that you learn at the “Treat ‘Em Right” Seminars.

**Also, once a year we have a National Conference.** It is in Salt Lake City. It is usually at the end of September each year. And that is when everybody gets together. It is always a big show. We have a great time up at Salt Lake!

But one thing I want folks to know: **If you can attend those, it is a great experience.** It is really a unique thing, and you will never regret going to the National Conference, the Super Saturday, or a Treat 'Em Right Seminar.

But it is something that you don't HAVE to do to be successful at your business.

**Here's our philosophy:** Send an unexpected card to somebody that you care about once a day. Then send a card with the DVD to somebody that you feel would benefit from using the service or might be interested in making some extra part-time money.

**The first three-and-a-half years of my business, I simply promoted the service.** I talked to business professionals. I said, "Hey, I have this great system that helps you stay in contact with your customers and clients by sending out thank you cards."

**Now, when I meet people, I say,  
"I help people start their own business."**

And then I find out more about them. And I just say, **"Hey, I'm in the greeting card and gifting industry. Instead of me trying to talk about it, when can we just spend ten minutes in front of your computer? And that way you can see what this is all about, by watching this video."**

As far as the events and everything, that is what the events are all about. And it is wonderful! Even if people aren't interested, I love to invite guests to these - and even if they end up not doing SendOutCards, it is a great learning experience, and they really start to understand why it is so important to show appreciation... to stay in touch with their clients and customers, and their family members.

**JEFF**

Right. And I think you mentioned it before, but you actually get five free tickets to a "Treat 'Em Right" Seminar if you get the Entrepreneur Kit and become a Distributor of Send Out Cards.

**BART**

Correct! Absolutely. And you can even in fact invite an unlimited number of guests. And it is free for guests as well.

**JEFF**

Oh that's amazing. That's great. And again, that is one of the reasons why I love [SendOutCards](#), because there really is this sense that **the company wants to help everybody become successful.**

And like Bart said, if you can't make it to a live event, **there is so much great training online.** In our SendOutCards back office there is not only recorded training, but they also do regular

webcasts, so you can connect with people in the company. You can connect with Kody, you can get news about what is going on.

And the online training gives you the opportunity to connect even before you might be able to get to a live event.

### **BART**

Absolutely! It is called SOC TV. **Every other Thursday we do a live TV show with some of our top producers.** I have been very fortunate to have been a guest on that before. You get to hear about other people that are having success.

We had a really neat little show two weeks ago Kody did from his house. And they had a little get-together where they invited a few people over and they played the DVD.

That is how they show people SendOutCards. You can either push "Play" on your DVD player, or have them push "Play" on their computer. You don't have to be in front of people. But you can get people together and say, **"You know what? You've got to check this out!"**

## **It is a "Push Play" technology.**

And either people get it - or they don't! But more people do than don't. They are going to immediately see the value of it. And especially when they get to try it out. It is so important not to talk about it. Expose them to the video. Let them watch the system, and then let them click that ["Send a Free Card"](#) button so they can experience what it is like to send a card.

**Because they, when they send that card, don't forget, somebody they care about is going to be getting a card from them.** And that is really where you get a lot of cool stories. You know, they send a card out to someone, and they get a call from that person saying, "Thank you so much for that card! How the heck did you do that?" "Well, it's this SendOutCards thing. I'm looking at their services." "Oh my gosh, I need to find out more about it!"

And that is why it is so cool to be able to let somebody send a card to someone that they care about. Because not only do they get to experience SendOutCards, but the person that gets the card might be pretty interested as well. So that is the coolest thing about having people send cards and trying out the system.

### **JEFF**

I agree. And like you said, it is really something that you can feel great about. I mean, not only do YOU feel great about it, but you are sharing that feeling with other people.

You know, I have been around network marketing for many, many years, and I know there a lot of opportunities out there. Magic Juice deals, pills, discount travel, discount phone services, and all that type of stuff. And people get involved in it, and then they feel kind of creepy about telling their friends and family about it, or even sharing the product with them.

**And I would never want to be involved in something that I wasn't proud of, to share with everybody.** That is the great thing about SendOutCards. You don't even have to start out by

telling people about it. **You can feel great about sending them the card.** And in doing that, they are going to want to know about how you got your picture on that card, or their picture on the card, or in the card; or how you sent it with these brownies... I mean, they are going to be interested.

And that kind of starts that presentation of just sharing what it is - and it is something to be proud of. I mean, whether or not that person gets involved, and joins the opportunity, or uses the service, there is not that creepy feeling of trying to sell these people Magic Juice.

## **You are offering people a real service that gives real value and has helped people create a real income.**

### **BART**

**It saves them time, it saves them money, and it never lets them forget those important days.** I mean, why wouldn't you want to share that with somebody?

Kind of like when the movie "Avatar" came out. Oh my gosh! I can't tell you how many people told me, "Oh my gosh! Have you seen that movie? You have got to go see that!" It's kind of the same thing, you know? "I have got a way that you can send out really cool thank you cards and gifts to show appreciation." And when you are using the system, it is just fun! It is something that you believe in.

Now guys, if you don't believe in sending out cards, if you don't see the value in it, we are not telling you to sign up for it. **If you see it, and you believe in it, and you start using it, that is what it is all about right there!**

So it is, like I said, service-driven. It is a service-driven opportunity here. And I tell people right away, I say, "Hey, I'll let you try it out. I'd like to get your feedback here. If you don't see the value in it, don't worry - I'm not going to try to convince you to do that. I am not in the convincing business. I just love to show people how to use the service."

**And what you are going to find here is you can probably think of quite a few other people that would probably feel the same way you do.** That is why I signed up for the opportunity. Because I wasn't going to do it - but I just absolutely knew several people that, as soon as I showed them how to use the service, they would immediately see what I saw.

And that is why I am where I am today, with SendOutCards. I just love it! I love using the service.

### **JEFF**

And now that we're wrapping up this call, I want to give our listeners the opportunity to check this out for themselves. For those of you who are listening to tonight's call, if you want to check it out for yourself, you can [go to SendOutCards and check it out for yourself](#). Watch the video that is on that site.

**[Click Here to Visit SendOutCards](#)**

**Then go ahead and send your own card.**

You will see that there's Step #2 where you can click and send your own card. Just think of that person in your life that deserves a card, or that you think needs a card at this point in their life. And somebody is going to pop into your head. Then send them a card!

**You will run through the system and see how incredibly easy it is, in just a few minutes, to send a card to somebody.** And when they actually get it, the feedback from that is going to be amazing!

And then look at the different options. There is a link on there that says "View Ways to Get Started" that shows you the different options on how you can get started with SendOutCards. And it is really that easy! The website walks you through everything.

**And if you are interested - great!** If you are not - that's great! But I want you to keep it in your mind that this is something that is really phenomenal, that is helping a lot of people connect with others, make an extra income, and really impact the lives of others while they are impacting their own lives, and their financial freedom and their lifestyle.

**So check it out:**

**[Click Here to Review SendOutCards Now](#)**

But before we sign off, is there anything that I have left out Bart? Anything that you really want people to know about SendOutCards - the system, the opportunity? Anything that I have left out that you think is key, before we sign off?

**BART**

Well Jeff, I think you just did a fantastic job of painting the picture today. And the one thing I would say is go to that site, just take a look at it for yourself. [Watch the video](#). And click that "Send a Free Card" link.

**And by the way, it is free to check this out.** Show appreciation! Send a card out to your husband, to your wife, to your kids, to your grandkids. Let them know that you care. Try the system out. Then click the "View Ways to Get Started" link.

**You do not have to do the opportunity to get started with this.** You can just buy the card & gift sending system without the opportunity, if you want. And you will always have the service at your fingertips.

**It is very inexpensive to get started.** But it is even more inexpensive to start your own business. I mean, just think of the cost it is to start your own franchise, to have the employees and everything else like that. This is a very low-cost business to get started. But it is something that, if you want to start just being a customer, you can start as a customer, and try it out.

If you ever want to upgrade, you actually get credit for what it takes just to get started as a customer. So you can always upgrade at a later time.

But I think once you try the system and you see how it works, it is going to be a pretty easy decision for you to say,

**“You know what? I absolutely know that some friends, or family members, or people I work with, they would absolutely see the value of using this as a service or be interested in having that Plan B, to make some extra money just in case the worst happens.”**

It is a fun business! We have a great time! Please go check it out. Send out a free card. And let us know if you have any questions. There’s complete contact information in the upper right-hand corner of the website.

So Jeff, thank you very much. It has been great to be on the call today.

**JEFF**

Great! I really appreciate your time today, Bart. You are the guy for giving the inside information about SendOutCards. I have really appreciated your help growing my own Send Out Cards business - and especially for being on today’s call.

**And again, those people who are on the call, if you want to go check out SendOutCards and see for yourself what we have been talking about, [go to SendOutCards](#) and do your “due diligence”. Check out the video, send out your own card, click on the “View Ways to Get Started” - and pick the one that is right for you - if this connects with you.**

And if you have any questions, please let us know. We are more than happy to help. It is something we really, truly believe in - and enjoy sharing with people!

And if you are one of those people that want to get started with us, please go to SendOutCards for the complete details. And we will help you get going!

So one more time, Bart, thank you very much for being on today’s call.

**BART**

It’s been a pleasure! Look forward to working with everybody! Take care, Jeff.

**JEFF**

You, too! Thanks. Bye-bye.

# “How To Make This Report Your 24/7 “Digital Sales Machine!”

I hope you enjoyed this free report and took a moment to check out the SendOutCards System. Maybe even took the opportunity to send a free card to a loved one.

*Before you rush off to share this report with your Facebook friends and Twitter followers, let me ask you a question...*

Would you like to get paid a commission of \$140 to \$240 or more when the people you share this report with also join SendOutCards?

If so, then all you have to do is rebrand this special report with your SendOutCards ID Number before sharing it with others. That's it. You can then post it to your blog, share it on Facebook and Twitter, or even use it to build your list.

*And here's the best part...*

Your readers will also receive “giveaway rights” to this report. Which means, if they give it away *without* rebranding it (*and some will*) you'll get paid commissions on ALL of their referred sales as well. Example: Let's say “Stephanie” downloads your report, but *does not* rebrand it with her ID. She then shares YOUR branded version with Bill who joins your SendOutCards downline – guess what? YOU just got paid... *Cha-ching!*

Get excited! Because you're about to unleash your own “digital sales machine” that cranks out commissions for you 24/7 (*even while you sleep!*)

## Here's what to do next...

Step 1: Join my SendOutCards team by buying the Wholesale Premium Package, Plus the Entrepreneur Kit at [this link](#)

Step 2: After you become a SendOutCards Distributor, you'll get your own SendOut Cards ID. Then [go to this link](#) to re-brand this report with YOUR SendOutCards ID Number.

Step 3: Start sharing your new report with others and GET PAID!

Soon, you can start receiving bonus commissions as people pass this around... and join your downline so they can create their own extra income stream.