

**Open YOUR Daily**  
***NEWSPAPER***

**&**

**MAKE**  
**MONEY!!**

**By The Staff of**  
**FOUND SECRETS**

Introduction:

Wouldn't it just be fantastic if you could open up your newspaper, read it, and find a way to make money from it?

Well, you're on your way to just exactly that!

You are going to learn how to read the paper differently than most people do. By doing something differently, you can increase your chances for success. You are going to train your mind to see opportunities on every page you read.

What do most people do when they open the newspaper? Well, they open up the comics page, and see what the latest adventures of their favorite cartoon characters are. Or, they go to the Sports Page, and check out the report on their favorite team. Or, they open the obituary page, and see if they're still alive.

In short, people don't pay attention on the proper way to read a newspaper. A way, that if used, could open a world of ideas for them to follow up and make money.

But, you are about to change all that! When you are done with reading, and using, (yes, you have to actually implement the ideas in this book to make them work.) this book, you will be able to pick up your daily newspaper, knowing that you are about to go and actually **MAKE MONEY!**

Won't that be, fun? Instead of reading the same old boring sports stories, or finding out who died, you will be able to pick up your daily newspaper, knowing that you are doing something worthwhile! You're whole body may veritably shake from the anticipation of the arrival of your newspaper!

So, take a look around. Some ideas will work for you. The sad part

of the flip side of that coin, is that some won't. We will cover the success key to that in a chapter called "Kissing Frogs." But, if you could use just 1 single solitary idea, that turns your life around by making you money from using that concept, and find a way to focus on that one concept so you could use it again and again and again, then you will have definitely gotten your money's worth out of this book! Wouldn't you agree?

So, get reading! After having finished this volume, you should be able to pick up your newspaper, apply the principles and your assets, and make money! We here at Found Secrets know that you will not regret it!

***THE STAFF OF FOUND SECRETS***

## **CHAPTER ONE: UNDER-PROMISE; OVER-DELIVER**

One of the most unused secrets of all time is this: Under-Promise; Over-Deliver.

I hear you screaming right now: Now, just what's that supposed to mean! And, what about the money making secrets that you promised I could make just by opening my daily newspaper?

In good time. All in good time. You see, what we are embarking on here is something far more exciting than just a new way to make money. One of the secrets to losing weight, is to change your lifestyle. And, no this is not a sidetrack. It's a point. And the point is this: whenever you truly want to accomplish something, it is not just a minor change. It is overhauling your entire lifestyle. Or, in this case, we are going to do what we at Found Secrets like to call a "brain change."

So, the reason for the digression is to get you to start thinking differently. You will no longer be one of the "hum-drum" boring people. You will be unique. You will stand apart from the crowd. When they all turn left, you will go right! And, when you arrive at your destination, you will find the elite few that do not follow the crowd, but, instead, have found their own separate paths to fulfillment that is in a hidden spot down roads that few will travel.

Now, back to the point at the beginning. Under-promise; over-deliver. When you bought this, you were just looking for a way to make more money by opening your daily newspaper. And, if you apply yourself,

you will achieve that. But, this is about far more than just making money from a newspaper. This book is about getting you to fully understand how to stop saying things cannot be done, and making them happen, instead.

That's what I mean by under-promise; over-deliver. You were promised a book about making money from your newspaper. But, by the time you are finished with this, you will be able to apply the principles here to other parts of your life. You will be able to solve problems that you had previously thought had no reasonable solution.

Do you fully grasp what you have here? It does not matter if this cost you an internet connection to download the book because you knew one of the staff members and got it as a freebie, or one hundred dollars and delivered to you overnight in a binder. You have in your hands the power to change your life completely. Problems will no longer be a roadblock to you. You will learn ways to plow through them, jump over them, sidestep them, or deal with them in at least ten different ways.

So, we here at Found Secrets are over-delivering on our under-promise. We truly believe that by the time you have read this book, and used the principles involved, that if one of us came up to you and offered you a thousand dollars to wipe these secrets from your mind and buy our book back, you wouldn't even sniff at the offer.

You see, an old secret is this: "Once the mind is expanded by an idea, it can never go back to its original state." Although, we're not sure who wrote that idea, or that the quote is even exact, we KNOW it to be the TRUTH.

To give you an idea how this works, let's do an exercise together, okay?

The goal is to become *or* beat the World's Heavyweight Champion.

Can you do it?

Whoa, stop right there! Don't even say it! We see your lips forming the very words: "Nope, can't be done! Not by me, anyhow!"

Now, there's a story told in the amazing "Chicken Soup For the Soul," which if you have not read, you ought to. But, in that story, a group of people decided to raise money for a cause in 3 days. They did it, too. And, the secret to doing it was they assembled their staff, told them what they wanted to accomplish, and made only one stipulation during the brainstorming session:

**ANY NEGATIVE COMMENT WOULD IMMEDIATELY BE DISMISSED AND SOMEONE WOULD SHOUT: "NEXT!"**

We are not going to regale you with the whole story. If you want to read the whole thing, go and buy that book. But, we want you to get the idea, during this experiment that there will not be allowed any negative comment saying that you cannot become *or* beat the World's Heavyweight Champion.

So, let's start with the ideas. If you have any of your own, add them in on the Making It Mine page opposite. If you don't have this in binder format, then print off the page, and write the answers down. Or grab out a notepad, or piece of paper or something, and get your mind going. (One of the big keys to success, is to write it down and make it yours. But, that's for another of our books.)

Some of the ideas that you are going to see are illegal, immoral, or unethical. But, they will be eliminated as we go. ***WE ARE NOT PROMOTING OR SUGGESTING VIOLENCE AGAINST THE WORLD'S HEAVYWEIGHT CHAMPION. THIS IS ONLY AN EXERCISE TO GET YOUR MIND THINKING. UNDER NO CIRCUMSTANCE ARE YOU TO USE THIS AS AN EXCUSE TO DO ANY BODILY HARM TO THE WORLD'S HEAVYWEIGHT CHAMPION OR ANYONE OR ANYTHING:***

- 1) Get a rifle, and shoot the Champion. While he's bleeding, beat the tar out of him.
- 2) Wait outside the back door as the Champ is leaving from his fight, hit him with a tazer. While he's on the ground twitching and not of control of his bodily functions, beat the tar out of him.
- 3) Cut a deal with the Mafia, pay them tons of money to set it up so that you are the challenger. Have them pay him tons of money, so he will take a dive in the first round with the first punch you throw at him.
- 4) Have a plastic surgeon re-construct your face to resemble the Champion. Now, kidnap him, and assume his life.
- 5) Kidnap his family and tell him that unless he let's you win, they won't go free. Beat the tar out of him.
- 6) Study karate with a master for ten years, earn your black belt and then meet him on a Pay Per View Event where you get to use both your hands and your feet, while he only knows how to

box with his hands. Beat the tar out of him.

- 7) Have him gang-jumped by one hundred people. After they've beaten the tar out of him, you go in and finish the job.
- 8) Buddy up with the champion, and become his lifelong pal. Have him sign over his power-of-attorney to you. Set him up with an AIDS infested girlfriend. When he contracts AIDS, you could have yourself designated as his representative to defend all future title shots, which effectively makes you the World Heavyweight Champion.
- 9) Since you're his life-long, buddy then you could also be his accountant. Make sure that his money is embezzled and not properly reported to the IRS. While he's in prison, since you have his power-of-attorney, you could have yourself designated as his representative to defend all future title shots, which effectively makes you the World Heavyweight Champion.
- 10) Dedicate the entire next five years of your life to the study of boxing. Train six hours a day, and when you're eating, watch videos of his moves, study him in depth. Hire a professional to teach you how to box. Train. Train. Train. Train some more. Use sparring partners to build up your skills. Train still more. At night, listen to subliminal tapes that build up your mind to focus only on defeating the world champion. While you are doing this, work your way up through the boxing ranks, beating one fighter after another, until you legitimately earn your shot —***AND DEFEAT THE WORLD'S HEAVYWEIGHT CHAMPION.***

Okay, stop writing. Let's analyze this, okay!



We are going to eliminate all of the above ideas, except for number six and number ten. Some of them will get us put in jail. Some of them would not allow us to sleep peacefully at night. Some would cost too much money, with no guarantee of return.

But, number six has some merit. The idea of beating a boxer by studying karate seems almost plausible. And, it could work, if you got the right promoters. But, the one drawback to it is this: he may not agree to it.

Number ten, though, has the most plausible method of achieving the goal. Now, you may look at idea number 10, analyze everything you are going to have to learn or do, and say, “I don’t want to do that. That’s too much work. That takes too much time.” Then guess what?

**This idea of becoming the World’ Heavyweight Champion was not *truly* one of your goals.**

If it was, you would use the method that was arrived at, and followed the plan, put in all the effort, and achieve a worthwhile goal. Now, one of the other methods might have worked, but they are not worth the trouble, expense, and sleepless nights involved, either.

But, here’s the point of this whole exercise. When we started off this idea, you didn’t think it was even a possibility. Now, it’s not only a possibility, but you have the makings of a workable plan to make that “impossible” goal a reality. Whether or not you choose to make it a reality is another thing altogether.

And, you are going to run across some ideas while you are reading that you determine are too much trouble. That’s okay! Then move on. Find

an answer in these pages that work for you. They are somewhere in this material, but you have to completely rid yourself of beliefs that this might work for someone else, but not for me.

## **CHAPTER TWO:**

### **THE MISSING INGREDIENT (YOU FORGOT) THAT YOU NEED TO SUCCEED!**

We have heard some very talented people tell us why they could not “make it” as a success in the world. Here’s just some of the excuses that we have heard (and bet you have heard a few time from others, or even yourself.) The first is the group of “if only” lines:

If only I could get a break.

If only that teacher hadn’t ruined my grade point average.

If only I was the boss’ son.

If only the police would just mind their own business.

I only I was lucky enough to be born smart.

I only I was smart enough to be born lucky.

If only I was only six feet ten.

If only I was only five feet four.

If only I only had a better looking body.

If only I weighed a little more.

If only I had more money.

If only I could have predicted that stock would take off.

The next group of lines are the “I wasn’t” lines.

I could have been great but I wasn’t at the right time at the right place.

I could have been a star, but I wasn’t given the chance.

I could have been famous, but I wasn't built for success.

I could have been a leader, but I wasn't made to be a leader.

I could have been rich, but I wasn't born with a silver spoon  
in my mouth.

I could have been smart, but I wasn't brought up with the  
right education.

I could have been the President, but I wasn't born on the  
right side of town.

Well, our dear friend, these just don't cut the mustard.

Here's why! The "if only" song has already been sung. It was sung  
by a singer who had the following words written for him: "If only are the  
loneliest words you'll ever hear."

We do not know if that songwriter was inspired by Norman Vincent  
Peale who first talked about those words. But, the song rings true. And, so  
did Dr. Peale's method of ridding yourself of that kind of thinking: Turn  
the two words "if only," into "next time." Then, think of how you will  
handle the situation the "next time."

In other words, put the past behind you. Think of the right way to  
handle the situation, because as we all know, hindsight is 20/20. Using that  
20/20 hindsight, apply it to the next time that scenario arises. But, here's  
the biggest secret behind all that:

**WHEN NEXT TIME COMES, DO WHAT YOU SAID YOU WERE  
GOING TO DO!**

That way, you don't have to worry about "if only" happening when  
that situation arises.

Now as to the "I could have" song, too has already been sung by the

band who stated:

“Could have been a contender, never got the chance. Could have been a dancer, never learned to dance. Could have won the game, I just never got the cards---”

So, if it isn't the breaks, the right side of town, your physical build, your education, or whatever EXCUSE you want to use, what is the missing key ingredient in SUCCESS!

To get to that answer, please consider the following people:

Bill Gates

Cicely Tyson

Clarence Thomas

Colin Powell

Danny DeVito

Jackie Chan

Jeff Foxworthy

Jim Thorpe (Versatile athlete of the past)

John Candy

Phyllis Diller

Randy Travis

Richard Bach (Author of Jonathon Livingstone Seagull)

Robert England (Better known as Freddy Krueger)

Sandra Day-O'Connor

Stephen Hawking (Quadriplegic Physicist who wrote books)

Tom Petty

Woody Allen

What does this list have in common, besides being famous in their

individual fields? None of them are outstandingly handsome or beautiful (although some may argue that point on a few of those listed).

Well, here's the thing that makes them outstanding. Because of the way they looked, or their race, or their gender:

**THEY WEREN'T SUPPOSED TO SUCCEED!**

So, then, why did they? You know the reason, but we all, too often overlook at as having validity:

They used their assets well.

Bill Gates used his keen negotiating ability to back a major computer manufacturer into an agreement to lease a software product he didn't even own at that point, to run their computers with the rights to lease it to all other computer manufacturers.

Cicely Tyson used her determined will to remain classy, regardless of the situation, to have won several acting awards.

Clarence Thomas used his legal prowess to elevate himself into the position of first black man appointed to the Supreme Court.

Colin Powell used his calm, sophisticated leadership skills coupled with a keen mind to become the first black man appointed as Chief of Staff of the Armed Forces as well as the first black man appointed to the President of the United State's cabinet as Secretary of State.

Danny DeVito used his lack of stature and an abrasive voice to rise to fame in television.

Jackie Chan used his training in Chinese theatre and martial arts, added his insatiable drive to design new martial arts moves, and a comedic ability to laugh at himself and situations—to become the top grossing movie actor in the world.

Jeff Foxworthy used his unsophisticated background to become one

of the world's richest comedians.

Jim Thorpe overcame his humble beginnings as a Native American to become one of the most famous athlete of many sports by using his amazing athletic ability.

John Candy used his weight as an asset, rather than a detriment in his comedic routines.

Marlee Maitlin overcame her deafness to win an Academy Award by focusing on her acting skills, rather than the fact she could not hear.

Phyllis Diller used a slovenly appearance to succeed as a comedian.

Randy Travis used his songwriting ability and unique voice style to win the hearts of millions, even after the producers of a talent show told him not to bother.

Richard Bach took his training in Buddhist ways to create the second best selling book of all time, (only behind the Bible).

Robert England used his acting background to change him from a harmless looking man to one of the scariest creatures ever known to the cinema.

Sandra Day-O'Connor continued to use her legal abilities as her best asset to become the first female Supreme Court Justice.

Stephen Hawking, being paralyzed, used his best asset, his mind, to achieve greatness.

Tom Petty ignored his looks and used a musical skill and songwriting ability to rise to super stardom in the music world.

Woody Allen used his whining voice, and nerdish looks to create an everyman and backed that with a directorial ability to see the frailties of humans and laugh at them through him.

Each one of these people was not supposed to "make it." But, instead

of going, “Yep, you’re right. Can’t make it. Better go back to digging ditches and washing dishes;” they found a way to utilize whatever talent, characteristic, or skill—in short, whatever *asset*--they had--available to them.

One of the things you will do with this book, is find the asset that you have best, and exploit it. Not everything in this book will be suitable for your individual skills. Don’t worry about that. You might not be able to do everything in this book, right at first. Some, you may never be able to do. Start with whatever is easiest first. If you find something you would like to use that might be precluded because of some skill needed to be learned, or degree to be earned, or license to be obtained--then learn the skills, or earn the degrees, get the license, or whatever you need to do to do that particular thing—so you can do it! Start with what you like the most or do the best. By liking something, you already have an advantage over someone who doesn’t like it. Guess what? That is what is known as an asset. If you already do something well, even if you don’t like it, then do it for a while. Since you have that advantage, until you have built up enough other assets, then use it! We don’t care what the asset is, as long as it’s legal, moral, and ethical, use it. If you have a good looking body, then be a model. If you have a lot of money, then learn how to build more assets with it. If you’re funny , then be a comedian. But, while you’re on your way to building better assets that can lead you to those paths, then read, internalize, and USE this information. Read it to the point that if you had to you could teach someone else. (Not that you want to necessarily do that. But, learn it that well.) Internalize the information. Make it yours. We have tried to help you do that as much as we can. But, we can lead you to the water, but we ain’t gonna push you in the pool.



***YOU, AND ONLY YOU CAN MAKE THAT FINAL  
JUMP INTO ACTION THAT WILL LEAD YOU TO  
WHATEVER IT IS YOU WANT.***

Let the assets you have help you make money by focusing on what you “can do” instead of what might be too difficult to do. (Notice we didn’t say “can’t do.” Because remember, the only limitation is if it is not possible for any human being to do it. If it is conceivable for another human being to do it, then it is within your grasp, also. CAN DO whatever any other human being has done or can do, if you chose to invest the time, energy, and skills needed to make that happen.)

## CHAPTER THREE:

### THE BIG EXPERIMENT

Okay, it's time for another experiment to get you ready. We know that a lot of you wish we would get right to the point of where you start making money. We are reminded of the song, "Boot To The Head," that aired on the Dr. Demento show back in the mid to late 1980s. In that recorded skit, the student wants to learn how to "kick butt." The instructor calls him to the front of the class, and proceeds to provide him with a boot to the head for not learning patience.

We are not going to give you a "boot to the head." But, the reason we present this information in this manner is for a couple of reasons. Number one: by familiarizing yourself with the material, you have a better chance of internalizing it. Number two, the harder you have to work, or the longer you have to wait for something, the more you appreciate it. The more you appreciate something, the more it means to you. The more it means to you, the better you will apply it.

So, please do the exercise, and don't cheat yourself. We want you to succeed, and that's why we do it this way.

The exercise is this. We used an ordinary paper from a northern state from a city that has a population of about 35,000 people. Now, that's a pretty small town, but we do that, to show you that the opportunities really

do exist almost anywhere. Later, we will show you how an even smaller newspaper than this one provides opportunities.

We also chose a paper that published in the middle of the week. We deliberately did not choose a weekend or a Monday paper that provides even more opportunities for you to open them up and make money.

Now, the following is a listing of the articles and advertisements found in this paper. Go through, and list as many money-making and money-saving ideas as you can beside as many as you can. Don't worry if you cannot get a large list. This is a new concept to you, but one which, after you master it, will prove vital to you in your future money-making and money-saving ways.

By the way, if you can't think of any direct ideas of how to make money, then list indirect ideas of how you can make money of the article or advertisement.

Ready, set, GO!

## **Notes for Open Your Daily Newspaper**

We chose a Wednesday paper because it is in the middle of the week.

### **Section A:**

#### **FRONT PAGE:**

#### ***ARTICLES:***

#### **Deep Throat Revealed:**

#### **Car Rentals Taxed: To increase tourism and put up entrance**

**signs to the state:**

**Red Cross to set up call center:**

**Something about President's international trade deal:**

## **PAGE 2: NATION AND WORLD:**

### ***ARTICLES:***

**Celebrity accused of harassment:**

**Another celebrity got engaged:**

**Britain cracking down on wearing of hoods:**

**A surgery to correct a rare birth defect in Peru:**

**Somebody scaled Everest for 15th time:**

**Slaves helped build White House:**

### ***ADVERTISEMENTS:***

**Garden center sales ad:**

**Individualized Pre-Made Homes:**

## **PAGE 3: WEATHER**

**Local and regional weather:**

**Masthead: Provides information about the paper, such as circulation, editors, etc.:**

**Bank: CD rates:**

## **PAGE 4: OPINION**

**Opinion about Guantanamo Bay prisoners:**

**Opinion about President and Stem Cell research:**

**Opinion about solving the national debt:**

## **PAGE 5: FRONT PAGE STORIES (CONTINUED)**

### ***ADVERTISEMENTS:***

**Art Center Rummage Sale accepting donations:**

**Art Class on Mosaics:**

**Clearance Sale ad for downtown store:**

**Garden Store Sale:**

**Two lawyers joining a Law Firm:**

## **PAGE 6: U.S./WORLD**

### ***ARTICLES:***

**Oil tycoon sentenced in Russia:**

**Pakistan deports a Terrorist:**

**Governor in Middle East found dead:**

**Childhood Obesity:**

### ***ADVERTISEMENTS:***

**Birthday congratulations to an 85 year old woman:**

**Furniture Store:**

**Paint Store ad:**

**City Pool ad:**

**Floral shop moving:**

**Garden center ad:**

**Hearing aid center:**

**Doctor ad:**

**Free tennis:**

## **PAGE 7: U.S./WORLD (CONTINUED)**

**Supreme Court overturns a conviction of an accounting firm:**

**Tobacco companies targeted research towards women:**

### ***ADVERTISEMENTS:***

**Homeowner's Insurance:**

**50th Anniversary notice:**

**Hair salon:**

**Fur and Leather:**

**Dollar store:**

**Drug Store:**

**Motorcycle sales:**

**Ad for Cellular Camera Phones:**

## **PAGE 8:**

### ***ADVERTISEMENTS:***

**Furniture Store:**

## **Section B: REGION**

### **PAGE B1:**

**Local historian creates DVD aimed at Local History:**

**Police investigate hit and run:**

**National Guard Recruiter tops country in recruiting for that month:**

**Lottery winner claims his winnings:**

**School fundraiser ends in winning class' teacher kissing a cow:**

**Man charged in 12-unit arson case:**

**Air Force Base Commission hearing to stop base closure:**

### **PAGE B2: MARKETS**

**Dow Jones; Nasdaq reports:**

***Markets:* Dow; S & P 500; Nasdaq; Russell 2000**

**Preferred Stocks:**

**Individual company listings for NYSE; Nasdaq**

***Grain Markets: (Note: The bigger the city, the better the coverage of Commodity Markets)***

***Local; Minneapolis; Portland; and Chicago (using Chicago only):***

**Chicago Markets: Wheat; Corn; Soybeans; Soybean Meal; Oats:**

***Livestock: South Saint Paul; Chicago:***

**Chicago: Cattle; Feeder Cattle; Hogs; Pork Bellies:**

***Financials:* Metals; Aluminum; Copper; Lead; Zinc; Gold; Silver; Mercury; Platinum:**

***Petroleum:* Various Oil markets and prices:**

***Dollars in relation to the U.S. Dollar: (As of 5/31/05):***

**Canadian Dollar:** *About 80% of U.S. Dollar:*

**Euro:** *About 123% of U.S. Dollar:*

**Japanese Yen:** *About 1% of U.S. Dollar:*

## **PAGE B3: OBITUARY PAGE**

### **OBITUARIES:**

**9 Total:** (8 of them local deaths)

**Survivors:** 36 (*Does not include survivors outside of the region, nephews, or grandchildren*)

**Public School Agenda:** Discuss Construction bids

### ***DAILY RECORDS:***

#### **HOSPITAL:**

Admitted: 10

Discharged: 6

#### **FIRE CALLS:**



**1:**

**BIRTHS:**

**3 local:**

**2 out of region:**

***ADVERTISEMENTS:***

**Notice to remove flowers from cemetery:**

**Memorial to a deceased person:**

**Doctor advertising to get rid of pain:**

**Bootery:**

**Tombstone Company:**

**Floral Company:**

**Mortgate Company:**

**Job Placement Training for Seniors over Age 55:**

**PAGE B4:**

***ARTICLES:***

**State Employee Stepping Down:**

**Local person wins a car:**

**Students win an award:**

**MORE OBITUARIES:**

**3 local deaths:**

**1 out of region death:**

**Total survivors: 4**

**1 Wedding:**

***Sunday is the big day for this one. They also show engagements on Sunday.***

**1 birthday:**

***ADVERTISEMENTS:***

**Eye Doctor:**

**Hearing Aid Center:**

**Gift Certificate for subscribing to the newspaper:**

**PAGE B5: IN FOCUS *(Specific county in the region)***

**Centennial Set for City:**

**Local Artist Exhibit:**

**Local college to offer on-line degree:**

***ADVERTISEMENTS:***

**Hair salon:**

**Jewelry store:**

**Fishing Tournament for Casino:**

**Realtor:**

**Public Skating:**

**Bike Riding Training:**

## **PAGE B6: LIFE**

**Professor given award:**

**Rummage sale for grandmas:**

**VFW and Women's Auxiliary Meeting:**

**Foreign Language student cited for an award:**

**Recipes (3):**

**Listing of 28 Charitable and Social Events:**

### ***ADVERTISEMENTS:***

**Convenience Store touting lowest gas prices:**

**Chiropractor:**

**Texas Hold 'em Tournament:**

**Movie Listings:**

**Hair Salon:**

## **PAGE B7: PAGE B1 STORIES (CONTINUED)**

### ***ADVERTISEMENTS:***

**Body wrap and weight loss business:**

**Realtor:**

**Bank:**

**Truck Accessories Store:**

**Vacuum and Sewing Store:**

**Chiropractor:**

**Drug Store: Discount for seniors:**

**Hair Salon:**

**Cookie Gift Bouquet Basket:**

**Estate Planning Lawyers:**

**Church (Vacation Bible School):**

## **PAGE B8: FOOD & HOME**

***ARTICLES:***

***ADVICE COLUMN:***

**Fix Eggplant:**

**Dress Up Veggies:**

**Removing Instant Glue from Counter**

**3 recipes for weddings and anniversaries:**

**Woman placing in a recipe competition:**

## **SECTION C: CLASSIFIEDS**

**Lost and Found:**

**Giveaways:**

**Pets:**

**Auctions:**

**Miscellaneous:**

**Musical Instruments:**

**Appliances:**

**Rummage Sale:**

**Business Opportunities:**

**PUBLIC NOTICES:**

**Notice To Creditors:**

**Warning Notices:**

**Help Wanted Section:**

**Housecleaning:**

**Child Care Services:**

**Livestock:**

**Lake Cottages For Sale:**

**Commercial Property:**

**Investment Property:**

**Lots:**

**Lake Lots:**

**Farm/Ranch Land:**

**Mobile Homes For Rent:**

**Mobile Homes For Sale:**

**Apartments For Rent:**

**Houses For Rent:**

**Two Pages of Homes: *Showcase of Homes/Open House Directory:***

**Watercraft:**

**RVs:**

**Business Directory:**

**Automotive Parts:**

**Tires:**

**Automobiles:**

**4 X 4s:**

**Classics/Antique:**

**Trucks/Trailers:**

## **SECTION D: SPORTS**

**Page D1:**

***ARTICLES:***

**Boys' and Girls' Golf Meets:**

**K.C. Royals Hire Manager:**

**The State Kids Who Are Now Professional Players:**

**PAGE D2:**

**Prep Baseball:**

**Track and Field:**

**Local Girl Signed To College:**

***ADVERTISEMENTS:***

**Bar:**

**Construction:**

**Automotive Servicing:**

**PAGE D3:**

***ARTICLES:***

**NBA:**

**Detroit Coach Story:**

**Minnesota Timberwolves Without A Coach:**

***ADVERTISEMENTS:***

**Casino:**

**Photography:**

**Autobody Shop That Pays Deductibles:**

**Realtor:**

**Carpet Cleaning Service:**

**Collision Center:**

**Pawnbroker:**

**Heating and Cooling:**

**Grain Storage:**

**Securities Company:**

**PAGE D4: ENTERTAINMENT/ADVICE:**

**TV Schedule:**

**Bridge:**

**Puzzles:**

**Advice Column:**

**PAGE D5: COMICS**

**PAGE D6:**

***ARTICLES:***

**Golfer Story**

**NASCAR**

**Indianapolis 500 winner and talk about first woman to place 4th:**

***ADVERTISEMENTS:***

**Farm Equipment Dealer:**

**Lawyer:**

**Plumbing and Heating:**

**Janitorial:**

**Financial Corporation:**

**College:**

**Realtor:**



**PAGE D7:**

***ARTICLES:***

**NBA Playoffs:**

**MLB Playoffs and Scores**

**Stories Contined from Page D1**

***ADVERTISEMENTS:***

**Insurance Sales:**

**Car Sales:**

**Music Store:**

**Liquor Store:**

**Appliance Store:**

**Bank And Trust Touting Asset Management:**

**PAGE D8:**

**Tennis Meet:**

**Jockey named to horse racing Hall of Fame:**

***ADVERTISEMENTS:***

**Siding and Window Company:**

**Health Insurance Sales:**

**Realtor:**

**Mental Health Clinic:**

**Pet Care:**

**Tire Store:**

**Insurance:**

**Glasses:**

**Mortgage Company:**

So, how do you think you did? Hopefully, you came up with a few ideas. What we have done here, is prime your mind.

Now, let's get to the core of these teachings!

## **CHAPTER FOUR:**

### **MONEY-MAKING PAGES FOR SALESPeOPLE**

“Money-making pages for salespeople? What kind of jive-talking junk is that?” you might be saying.

Well, it is true. There are pages in the daily newspaper that were designed to help salespeople.

You see, one key to sales was taught to us by a master training in sales, who shall at this moment, remain anonymous. But, in his course, he taught that the secret to success in sales was this:

**See 20 people a day, belly to belly.**

To accomplish that goal, you need leads. And, not just any leads, but targeted, qualified leads. You need leads that get you in front of people that need YOUR product.

And, that’s where your daily newspaper come in!

All right, I want you to pretend that you are in insurance sales. Now, you’re reading through this newspaper, and you need good qualified leads for insurance. And, let’s keep track of just how many leads you get.

(At this point, we are going to overlook advertisements, unless they

can directly help you make sales in insurance. We will revisit these a little later.)

You look over the front page. What do you see?

***Deep Throat Revealed:***

As Mr. Felt's over 90 years old, there's no leads here. However, if we were in general sales, maybe you could paraphernalia, like T-shirts or something parodying that.

***Car Rentals Taxed: To increase tourism and put up entrance signs to the state:***

We didn't see anything related to insurance sales here. However, the tourist industry should heat up, so maybe that aspect could be explored.

***Red Cross to set up call center:***

Now, here's a possibility. When they set up, management is going to need to set up health insurance for their employees. Write that down as a lead---

(END OF SAMPLE)

To pre-order your copy of "Open Your Daily Newspaper—and MAKE MONEY", go here:

***You can return to the Sales Page here:***

<http://www.foundsecrets.com/newspaper.html>

or

<http://www.cureforbeingsickandtiredofitall.com/newspaper.html>