

SINGLE ISSUE / \$5.00 - USA ONLY

SHORE TO SHORE

MONTHLY MAGAZINE

HOT MONEYMAKING IDEAS & BUSINESS OPPORTUNITIES



**GROW
YOUR
SALES!
ADVERTISE
HERE**



**ALL ADS MUST BE CAMERA READY
DEADLINE 25TH OF EACH MONTH**

OVERSIZED ADS WILL BE REDUCED TO FIT THE SPACE PURCHASED

FREE CHECKING COPIES IN USA **ALL FOREIGN ADD US \$12.00**

**SEND ADDITIONAL COPIES OF ADS
IF PLACING IN MULTIPLE ISSUES**

SEND #10 LSASE FOR ACKNOWLEDGMENT

PUBLISHED MONTHLY BY:

CHA SERVICE

P.O. BOX 1980

ROGUE RIVER, OR 97537

VISIT US AT:

CHASERVICE.COM

E-MAIL:

SALES@CHASERVICE.COM

PRINTED AND MAILED NATIONWIDE, PLUS...

EVERY ISSUE ONLINE ONE FULL YEAR AT

WWW.XLBWORLD.COM

WORLDWIDE EXPOSURE!



ADVERTISING AND SUBSCRIPTION ORDER FORM ON PAGE 3!

GOT DREAMS?

THE IMPORTANCE OF RECRUITING

This letter is to make you fully aware of the importance of recruiting in our business. That is, getting people to join you in your business, and to become part of your downline. Without that you cannot succeed in MLM or mail order or any business that you choose.

The lack of recruiting continues to be the greatest liability of most marketers. Wishy-washy recruiting often means wishy-washy sales or no sales at all. Whether you recruit by involving friends or by the use of direct mail. **JUST DO IT!**. You can't rely on others to do it for you.

* Please note that whatever MLM program you decide to join, you will not make one penny if no effort is made to promote your particular program... by all members! Some will join a business and expect others to do the recruiting. That doesn't work. Unless everyone does his/her share, nothing will work. It takes a collective effort of all members to earn many hundreds of thousands of dollars in MLM. There is no room for slack. We all have to work.

A few hours and a couple of hundred dollars should do the job. But keep working until you see the results, no matter what it takes. Those who have achieved success in multi-level marketing did so by the sweat of their brow and the expenditure of some time and money.

If recruiting three people would make you a great deal of money, would you relent on doing the work? Probably not, if you really knew it would happen. The trouble is that it will not happen if you don't do the work. Even if you're already financially stable, some extra money would always be welcome. Especially if you could start making two or three times your present income. And that is within the realm of possibility. Any business will work if you work it. No business will succeed if you don't work it. *It's just that simple.*

Please do whatever it takes to get the number of people necessary to make your particular program work. Whether it be three people or a dozen. And once you find out how easy it is to recruit three, you will not want to stop. Once you get the bug, nothing can stop you.

Your profit margin is based on the number of brochures times the response rate. At this point in our history, one percent is the best we can expect. However, it might not happen with the first 100 you send out. Send out five hundred and the possibility that you will get five responses is very good.

Please include copies of this letter in every mailing you do. Once people become aware of the importance of recruiting they will respond and build your downline without hesitation. Because it's their downline too. Do not put off for tomorrow what you can do today! With just a little bit of work to do, you can control your earnings by regulating the number of brochures you mail.

So take the time to recruit! You'll be glad that you did!. It's the only way your business will succeed. But what a wonderful success we will have when we all do the recruiting it takes to make us successful. If you continue to do what you have always done, you will continue to get what you have always gotten.

SEE OUR SUBSCRIPTION AND BROKER OFFER BELOW!

AD RATES BASED ON 5,000 CIRCULATION PLUS 12 MONTHS ONLINE

**SHORE
TO
SHORE
MAGAZINE**



CHA SERVICE SINCE 1980

NEW AD RATES

ALL ADS MUST BE CAMERA READY

1"	\$10.00
2"	\$15.00
3X6"	\$20.00
4X5"	\$30.00
3X8"	\$35.00
5X7"	\$40.00
8X11" PAGE SIZE	
ONE SIDE	\$50.00
TWO SIDES	\$80.00

DEADLINE: 25TH OF EACH MONTH

OVERSIZE ADS WILL BE REDUCED TO FIT THE SPACE PURCHASED

CHECKING COPIES: FREE IN THE USA, FOREIGN MUST ADD \$12.00

SEND ADDITIONAL COPIES OF YOUR ADS IF PLACING IN MULTIPLE ISSUES! EXAMPLE: IF YOU WANT YOUR AD IN 6 ISSUES, SEND 6 COPIES OF YOUR AD!

**ANNUAL SUBSCRIPTIONS \$30
USA ONLY - SENT BULK MAIL
SUBSCRIBER BENEFITS:**

- **NEVER MISS AN ISSUE**
- **DISCOUNTED AD RATES**
- **MAKE MONEY BY SELLING ADS AND SUBSCRIPTIONS IN SHORE TO SHORE AS AN AD BROKER...**

SEE OFFER BELOW!

VISA AND MasterCard ACCEPTED FOR ALL ORDERS OVER \$20.00



Card Number: _____

Security Number: _____ Exp: _____

Signature of Card Holder: _____

Other Method
Of Payment:
Check Cash
Money Order
Total: \$ _____

\$30 ANNUAL SUBSCRIPTION AND AD BROKER OFFER! (USA ONLY)

CHECK SQUARE ABOVE AND ENCLOSE \$30 FOR YOUR ANNUAL SUBSCRIPTION AND AD DISCOUNTS!

CHECK SQUARE TO CONFIRM YOU ALSO WANT TO PARTICIPATE AS AN AD BROKER. YOU MUST ENCLOSE A SELF-ADDRESSED STAMPED ENVELOPE FOR BROKER SET-UP! SUBSCRIPTION REQUIRED!

Please complete this form and return the entire circular if you want to become a broker. >>>>

NAME: _____ Phone: _____

ADDRESS: _____

CITY/STATE/ZIP: _____

eMail: _____

CHA Service · Box 1980 · Rogue River, Oregon 97537

web: <http://www.ChaService.com> · eMail: colleen@chaservice.com

Advertisers Are Responsible For Their Own Ad Content



Issue #201 - AUGUST 2018

Greetings from Colleen's Corner!

Quite a few readers have inquired about where the "Grumpy Man" column was in issue #200!! Unfortunately, he was late in emailing his column. As a treat there will be two columns this issue!

I am thinking I would like to start a monthly introduction column to introduce one or two mail order or mlm people each month. I would offer half a page which would mean having the person tell a bit about themselves along with their contact info. I would prefer typed material but will accept neatly written as well. This would be first come first serve. If you email in MS Word even better! If you are interested, please let me know. See example at the end of this editorial.

Every month people call, email, and write asking when their issue will arrive. For some reason people may believe the magazine is printed the day their advertising arrives! Not so! Nor is it printed on a copy machine in our basement. Like every magazine it requires a lot of work to get it into your hands every month. I won't bore you with the details but please realize patience is a virtue in this business. Issues can be delayed by bad weather, disasters like forest fires, or postal employees on vacation.

Phase 10 is a great program developed by pro Lon Lindsey. It continues to bring money in every other day! What a great gem this one is and a program you should consider.

There is another successful program called GUSHING \$10s & \$50. It is a program possibly worth mailing. You will receive either \$10, \$50 or both by joining! The marketing package is outstanding and could be worth your time. It has been a nice money-making program for everyone who has joined and stayed with it! There is newsletter and order form in this issue for your review.

Occasionally an issue of this magazine does not get to an advertiser or subscriber. Unfortunately we have no extra copies to mail out. Please go online to see the missing issue at www.ShoreToShore.biz

There is a new program by Lon Lindsey called The Money Funnel. Be sure to see the flyer in this issue. All it costs to be started is \$10! You can promote it by flyer or nice post cards.

It is exciting to see a new program come out in the middle of Summer! I am quite excited. Money has started coming my way after 10 days of my first mailing. The money is coming to me and I am smiling all the way to the bank!

Remember if you write to a dealer with questions please send an LSASE. It is common courtesy and good business. If you don't want a reply, then just don't bother sending an LSASE!

I am not responsible for anyone's ads other than my own. If you have a problem, please write or call the dealer. Always be courteous.

The next deadlines are September 25th at noon and October 25th at noon. Remember, these deadlines are carved in stone!

Colleen H Kennedy

www.ShoreToShore.biz

www.ChaService.com

www.ChaSvc.com



EXAMPLE OF INTRODUCTION:

My name is Colleen Kennedy and I am the sole owner of CHA Service. It started in 1980 with several different publications from Pen Pals to Health! Eventually it proved mail order was the way to go so Shore to Shore was born. It offers affordable advertising, a few articles and an editorial. As the publisher I try programs and if they work then I like to tell you about them! I don't recommend anything I haven't tried or is too outrageous to be believed! You can view each issue online at www.ShoreToShore.biz if you do not desire a printed issue.

Here is something that might interest you. I started with ordering a set of reprintable reports for \$5. Once I read them and got on some mailing lists I was hooked! I had no idea I would try publishing, mlm or rent mailing lists! I love this business though it can be difficult at times.

You may want to check out www.ChaService.com or www.ChaSvc.com for more information.

Gushing \$10s and \$50s ~ NEWS UPDATE

☺\$☺\$☺\$☺ August/Sept. 2018 ☺\$☺\$☺\$☺

Accelerating into the Fall Season...

With 3 people working in our office we can barely keep up with the new member orders. We have had strong growth throughout the summer and we are now heading into the best mailing months of the year (Sept-Dec). You have a real opportunity to earn thousands of dollars... most of it is CASH, \$10 and \$50 dollar bills! We have an impressive and surprising number of members who have sponsored 5+ members to reach the rank of "GOLD LEADER." In the first issue of our newsletter we had 3 people who reached Gold Leader, in the second issue we had 4 more, in the third issue we had 5 more, and now we have 7 more NEW Gold Members! For those who think we have slowed down, well, this is proof that we are in fact *accelerating!*

Our newest Gold Leader

Members! ⇨⇨⇨⇨⇨



Mark Rega
James Bradley
Gil Herschberger
Roy Cruz
Joe Saqueton
Nathan Bussey
Meredith Winchell

⇨ We are just getting started! Momentum will start in the fall and continue into 2019... Where will you be six months from now?

These inspired leaders join our first 12 GOLD LEADERS: **Willie Huang, Lon Lindsey** (the first Diamond Leader), **Jim Duffy, Kitty Jones, Maiya Champa, A. Jaramillo, Billy Clark, Colleen Kennedy, Stan Pratt, George Norr, John Poposki and Jerry Belland.** Each of our Gold Leader members receives 100 forever stamps, a certificate for framing, recognition in our newsletter, plus our "Gold Leadership Success Pack," full of our favorite tips, strategies and success quotes. Set a goal now and you can be featured in our next newsletter as one of our newest Gold Leader members!

Copy Cats? No problem!

It has come to our attention that "Gushing \$10s and \$50s" is so successful that there are at least two "copy-cat" programs on the market. This is normal. Copy-cat programs never succeed. First of all, they are created by people who simply copied a successful program (most people question their ethics for doing this), secondly, they usually offer "free positions" which kills a program fast, and third, they don't stand a chance at catching us because we have a huge head start with the original, highly successful program! We feel sorry for the people who create these cheesy programs.

Last Chance to get our \$6 mailing strategy kit

We have tested many different ways to maximize response, and we are sharing this valuable info with our members (through Sept only). Send us \$6 cash and we will send you a detailed report on the specific strategies that work best along with a REAL mailing, exactly how we mail it, which is currently getting between 3% and 4% response. Send \$6 to Jeff Breakey, PO Box 366, Sandpoint, ID 83864.

BIG News coming in September

We will be launching the "next phase" of the Gushing program in September. This will not affect the growth of the original program (it will help). All existing members will have a "head start" which will give you a very special opportunity to join the next phase BEFORE it is released to the public. You will be able to make a LOT more money!!! Watch for an announcement by postal mail around Sept 1st.

