



310 T. Elmer Cox Drive • Greeneville, TN 37743 • (423) 638-7246

Dear XXX,

My name is Michael Jackson Sr. I am the Chief Executive Officer and principle owner of EcoQuest International and its family of companies. I have been in business for 30 years and have successfully produced about three billion dollars in retail sales. My company has operations in a dozen countries. However, I am embarking on a new and exciting project and that is why I am writing to you.

Major decisions impact us all from time to time. The first for me was thirty years ago when I left my job as a city bus driver and embarked on a Home Based Business career with a Fortune 500 company. This effort succeeded and allowed me to totally change my lifestyle. My Home Based Business provided a large income, free luxury bonus cars for 16 years and incentive trips to about 20 countries with my family.

My second big decision was in 1994 when I purchased 50% of an air purification company that was doing \$7 million in annual sales. I took over the sales and marketing departments and in 36 months we grew to \$187 million in sales and became INC 500's 84th fastest growing company for that period.

For 14 years I have served as co-owner and VP of Sales and then owner and President for EcoQuest International. But time marches on, and recently I made a third major business decision. I appointed a qualified President to run my companies, reduced my own salary to \$1 a year and activated a position I have held as a Field Business Owner with my company.

I have watched for 15 years as top leaders in our field force enjoyed freedom of lifestyle as well as generous incomes and benefits. I decided to give up my corporate work and go back in that direction. I will continue to serve as Chairman of the Board and CEO, but I will spend more of my time building a field business.

Thanks to some recent advancement in our company's business plan, our field is now positioned to grow at breakneck speed for the better part of a decade. Fortunes of income will be earned. I look forward to advancing my career in a different way, enjoying a better quality of life and earning millions of dollars in this new role. That beats the pressure cooker corporate life I have experienced in the past two decades.

Three people have been front line to the owner's position, which I hold. One of these field leaders has earned over \$10 million in bonus checks in 12 years. Another has earned over \$4 million. The third earned \$3.2 million in his first 60 months.

Would you like to join this roster of top achievers? As a renewed field leader, I will be taking on a few new men, women or couples who have the ambition and qualities that have taken these others so far. My time is limited due to the support I provide to my existing organization. Consequently, I will only accept very serious candidates who are willing to follow a proven business plan. Those that join me will be expected to work very hard and produce serious results. They will get my personal one on one support.

You are on my list of contacts I have made during the last 30 years. I have been favorably impressed or you have been referred to me by someone else who was impressed. If you have an interest in learning more about my offer, I invite you to submit the survey that is added to this letter.

Sincerely,
Michael J. Jackson





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Survey

1. Why would you want to become more successful? Is it finances, freedom of time, a mission for your life or something else?
2. Where have you succeeded in the past? Career, sports, family, finances?
3. How much time would you invest each week in your new venture? 15 hours, 25 hours, full-time?
4. What are your success expectations? Income in next 12 months? Where will you be in five years?
5. What are your hot buttons? Do you love travel, recognition, speaking in front of large crowds, time with family, become debt free, own a second lake or ocean home, health insurance, free luxury bonus car every two years?
6. Are you able to make a small investment into your business venture? \$5,000; \$3,000; \$750.00? Do you have good credit?

Notes:

Our company owns and manufactures the world's only certified space technology for purifying air in homes and offices. PowerwoRX is a brand new technology that hooks to your electric panel and reduces your electric bill from 5% to 25% a month. We employ over 300 full-time people in our Greenville, Tennessee World Headquarters and well as many more around the world. We have exclusive rights to patented formula's that provide major and immediate health improvements via special enzyme based formulas. We are projecting our company to double in sales in the next two years and multiply many times in the next five to ten years. And, we have just introduced a compensation system that is more generous and explosive than any plan today. In fact, in March of 2008 we experienced a 10% increase in the number of checks sent with a 40% increase in income from one division only! Fortunes will be earned by ambitious people. We have a 21 year track record of success but our momentum is fresh and our future, bright.

Please send your survey responses to these six questions to:

Michael Jackson, Sr.
Bianca Castillo Estate
590 Pumpkin Bloom Lane
Greenville, TN 37743

Thank you for evaluating my offer. I look forward to hearing from you. My response will be promptly and in proportion to what you submit. Please enjoy the enclosed C/D. Jim Rohn is my number one personal mentor and trainer. I have been learning from Jim for 30 years.

Michael Jackson, Sr.

Chief Executive Officer and Founder

