

**Direct Mail Essentials (DME) now offers a VIP membership called
 “Premium Lifetime Affiliate”**

One-time Cost

Unlimited mailing leads
 for half price

855-PLA-SWEET

855-752-7933 24/7 Toll Free Recorded Message

Earn more money longer...



NEW!

Only \$95 gets you
 started with the best
 mailing list names in
 the industry.

One thing we all need in order to make serious income with direct mail is a responsive mailing list. Having fresh buyer leads is like gold in your business.

*What if you could get the best mailing leads in the industry, sent to you whenever you wanted on peel and stick labels **for half price**? We have customers who have paid more than a thousand dollars for a one-time use of our names... And you'll get to use our premium mailing list for below wholesale cost anytime you need to mail a program. This is our product. We are the first company ever to offer a product of such exceptional value for a low one-time cost.*

How Does It Work?

*We've been in the mailing list business for over **23 years**. Over the past two decades we have built from scratch what many mailers consider to be the best mailing list in the industry. We're constantly cleaning our list and adding new names. Our PLA program is really simple. We have a one-time cost of \$495 and we pay 4 levels of commission. Your one-time cost is less than half of what you would pay to use our database of names only once. You'll get **half-price mailing names on labels for a lifetime plus free shipping**. When you join, you'll receive a custom flyer like this one with your name in position 1, along with half-price mailing list order forms and full details. We pay 4 levels as follows: \$100, \$75, \$75, \$100. If everyone in your group sponsored 3 people you would earn **\$10,675**. If everyone sponsored 7 people you would earn **\$268,575**.*

⇒ Cost Example of half price names: 300 for \$24, 1K for \$63, 2K for \$120 with FREE shipping!

Count me in! Enroll me as a Premium Lifetime Affiliate and send my welcome pack and 200 free names on labels. Includes a lifetime qualification to get names at half price and earn all 4 levels of commission plus 25% on name list orders. Enclosed is my one-time PLA fee: **\$495** (no monthly fees ever)

I'd like a 6-month “Starter Membership” This includes a coupon to get your next order of mailing names at half price plus a 25% discount on mailing list orders for the next 6 months, plus 60 free names now and two levels of commission qualification on SMs. **\$95** No monthly fees. (Pays 2 levels: \$40/\$20)

TOTAL Enclosed: _____ **Send cash** (securely wrapped and sent via Priority Mail with a tracking number) or a **Money Order** made out to DME. We do accept checks; however it will delay your order by 9 days until funds clear. Text us at 208-255-8439 if you want to pay with PayPal, Zelle, Venmo or CashApp.

NOTE: We pay commissions weekly by check so that our affiliates can earn money quickly. There are **NO REFUNDS**.

Your Name _____
 Address _____
 City, State, Zip _____
 Phone _____

Make payment to:
DME
PO Box 6035
Plymouth, MI 48170

Lv 1: CB19805-3211
 Lv 2: TR67053-3011
 Lv 3: PW74133-3006
 Lv 4: PH72396-2098

Copyright 2025 DME. We make no income claims. Your income depends on your and your teams efforts. All sales are final; there are no refunds. Members are responsible for their own taxes on income earned. Commissions are paid weekly via check. Upgrade to PLA from a Starter Member is \$395. Void where prohibited.

5 & 6 Cent Stamps Bonus: When You Join You'll Get Source

PLA: Member Benefits and Bonuses 😊

FIRST, a little background info... Direct Mail Essentials (DME) began offering mailing leads in 2002. We launched the Premium Lifetime Affiliate (PLA) membership option in June of 2025. This premium option was born out of a wildly successful affiliate program that started in 2021 and grew every year. We realized that there are thousands of people in the industry who are desperate to find a solid business that gives them real value and long-term stability so they can earn a serious income for years, not just weeks or months. So we made the PLA membership a lucrative 4-level pay plan and we also include a host of other benefits. We then added the “6-month Starter Membership” in the fall of 2025 to offer an affordable option for those who are on a tight budget. The **PLA** benefits are:

- 1.** Half price mailing list names on labels anytime you want for a lifetime, with no monthly fees, no annual fees and no hidden costs. At half price these names are dirt cheap; they can help you make more money for the rest of your life. We have a great nixie bonus too.
- 2.** FREE shipping on all half price list orders, and we include a few free stamps too. NOTE: “Starter Members” get one order at half price and are qualified to earn \$40/\$20 on SMs.
- 3.** “VIP” and “Superstar” status in our database. This means you’ll get first notification of important or valuable industry developments and programs.
- 4.** Qualification to earn all 4 levels of commission without needing to jump through hoops, sponsor a bunch of people, upgrade, rise to new levels, or pay additional fees. You’re fully qualified to earn all 4 levels on new PLAs for a lifetime: \$100/\$75/\$75/\$100. *How refreshing.*
- 5.** You also earn a **25% commission** on any name list order that comes in from your flyer titled “FREE stamps with every order.” Paid in cash 2X/month. Starter Members earn **20%**.
- 6.** Earn the 2 levels of commission on all new Starter Members for a lifetime: \$40 and \$20.
- 7.** Our other most valuable and popular product is our **16** one-page “Mail Marketing Pro” Reports. As a PLA member you can get the entire set of reports for only \$20 which is half price (see the coupon in your membership kit). Knowledge is power... Be a lifelong learner.
- 8.** Cash Performance Bonuses that help you set and achieve simple goals. This helps you and your team members make more money because setting a simple goal is an essential key to success. **Cash Bonus #1:** You will receive a crisp new \$100 Bill as soon as you sponsor 7 PLA members. **Cash Bonus #2:** You will receive two \$100 Bills as soon as you sponsor 20 PLA members. These bonuses help you and your team members stay focused and active. It literally drives people to be more successful and this helps *EVERYONE*.
- 9.** By sending in a signed copy of the “Commit to Success” page, you increase your bonus when you sponsor 7. This gives you an additional bonus of 100 free forever stamps and 100 free mailing names on labels (along with the \$100 bill). *This is our 100/100/100 challenge!*
- 10.** When you get your 7 you can also claim a free one ounce US Minted Silver Eagle coin! Just send in the coupon from your welcome kit and pay for shipping to claim the coin.
- 11.** Last, but not least, is the fact that you won’t have to keep searching for a money-making program that will last. You’ve found it. We’ve been in the mailing list industry for 23+ years and we just keep growing every year. If your goal is to build a solid, long term income with a real product that has exceptional value, you’ve found a home with PLA.

NOTE: “Starter Members” do not have these same benefits; however they have some great benefits too. They get one mailing list order at 50% off and 6 months of orders at 25% off. They can upgrade to be a PLA member for only \$395 within 6 months since they already paid \$95 for the starter plan. We pay 2 levels of commissions on starter memberships: \$40 and \$20.