



***A Special Report***  
*On The Income Opportunity*  
*Available To Paying Subscribers*  
*of the Christian Encouragement Gazette*

By Cynthia Kiteley Lee - Copyright 2008 - All Rights Reserved -- Published by The Life More Abundant Club, P.O. Box 774, Siloam Springs, AR 72761 -- 479-228-2716 EST - [www.lifemoreabundantclub.com](http://www.lifemoreabundantclub.com) – [christianprosperity@gmail.com](mailto:christianprosperity@gmail.com)

*“I am come that they might have life, and that they might have it more abundantly.”*  
-- words of Jesus in John 10:10, King James Bible

***Fusing Faith With Business And Infusing Business With Faith***

Did you know that you can **combine earning money from the comfort of your home with running your very own Christian Ministry** that shares the *Good News* with others and provides Bible-based teachings and encouragement to many people?

Would you like to **get to know and work with Brothers and Sisters in Christ all over the United States** who are also dedicated to fusing faith with business and who wish to join together with you and other Christian entrepreneurs to **build a profitable home business on the solid Rock of Faith rather than the shifting sands of Get-Rich-Quick Schemes?**

How would you feel if you knew you could start and build a profitable home business by simply giving away **FREE subscriptions** to a **Bible-based Christian inspiration newsletter** along with a **FREE report** just like the one you are now reading? That's right—a home business opportunity that **does not** require you to “sell” and ask people to give you their money.

If these ideas speak powerfully to you, then the income opportunity offered by the *Christian Encouragement Gazette* could be a great fit for you. If you feel this opportunity is **an answer to prayer and an honorable, anointed avenue for building a profitable home business**, then you're right!—and you are in the right place at the right time to work with this **new** Christian home business opportunity, which is (to the best of our knowledge) the lowest cost, highest profit direct mail Christian home business program in the U.S.

## ***It Is Not An Accident That You Are Reading This Report***

You have been led to connect with the *Christian Encouragement Gazette* and its new and unique, super low cost **Christian home income program** for a reason. Please review this Christian home business opportunity carefully and prayerfully and let others know about it as well.

### ***A Brief History Of the Gazette***

**The *Christian Encouragement Gazette* is very new**—it was started in early January 2008. The Gazette is published and managed by the *Life More Abundant Club*, which offers Internet and mailorder home business information to Christian Entrepreneurs through newsletters and special reports. We specialize in free and low cost home income programs and resources. The Club was started in January 2007. The website is: [www.lifemoreabundantclub.com](http://www.lifemoreabundantclub.com).

Unlike the *Christian Encouragement Gazette*, the *Life More Abundant Club* was not designed to provide members with a **steady, growing monthly income**—it is **an information service only** and memberships are available for a low payment of \$20 for Internet-users (for a lifetime membership) and \$10 (annually) for non-Internet-users. The administrator of the *Life More Abundant Club* is Cynthia Lee and the Club is a registered business in Benton County, Arkansas.

***“Never be lazy in your work but serve the Lord enthusiastically. Be glad for all God is planning for you.”*** - Romans 12:11-12 The Living Bible

### ***Looking At The Big Picture***

Not long ago I heard a news announcer on CNN television say that **“the Internet is the Wild West of our times.”** I not only agreed with this description 100%, I immediately thought that is was a perfect description for the **whole “home business opportunity scene” including direct mail (also known as mailorder) non-Internet home business opportunities.**

When I was in college, one of my history professors told us that there were two things that changed the dangerous, lawless “Wild West” into a “civilized” society. **These were: the arrival and influence of religion (mostly Christianity)--and women.**

I believe that **the time has now come** for the whole home business opportunity industry, online and offline, to become **a safer and more civilized place for honest, God-loving people** to create successful home businesses that will support and help them in the economically, politically and spiritually turbulent times of the present—and the future.

And yes, I think that **people of faith banding together** and supporting each other as well as increasing numbers of women entering the home business industry will have **an important, powerful and positive role to play** in improving—or “civilizing”—that industry and culture.

**Home-based businesses and employment and “telecommuting” are growing by leaps and bounds and this trend shows no sign of quitting.** Given how insecure and soul deadening so many jobs are these days, and how challenging it is for retirees and others trying to live on a fixed or low income that doesn't keep up with inflation, don't you owe it to yourself and your loved ones to take a serious look at legitimate home business opportunities?

Don't “throw out the baby with the dirty bath water” just because you may have had some bad experiences with home business opportunities—or outright scams—in the past. For many of us, including you and/or your loved ones, the best way to develop extra income and financial strength and security is most likely to be through building a solid and profitable home-based business.

*“Praise be to the name of God for ever and ever; wisdom and power are his. He changes times and seasons; he sets up kings and deposes them. He gives wisdom to the wise and knowledge to the discerning. He reveals deep and hidden things; he knows what lies in darkness, and light dwells with him.”*

- Daniel 2:20-22 Holy Bible (New International Version)

## ***Simple, Low Cost, And Easy To Do***

The *Christian Encouragement Gazette* (CEG) business opportunity is **designed by Christian entrepreneurs for Christian entrepreneurs** who don't have or don't wish to spend lots of money in developing a profitable home-based business. The cost of becoming a “reseller” (or paying subscriber, distributor or affiliate) for CEG is just \$10 a month, payable by cash or money order—along with 2 first class stamps every month.

## ***Super High Commissions***

By choosing to become a reseller, you will be authorized to offer both free and “paid subscriptions” to the CEG to others and **you will receive a whopping 50% commission on all paying subscribers/resellers that you sponsor**. This is **NOT a multi-level marketing plan**, so there are not multiple levels in your “downline” and no “legs” to fill or minimum recruiting or product purchasing requirements to qualify for commissions. **It's a very straightforward, simple pay plan** that can be easily afforded, easily explained to—and easily understood by—anyone.

Once you become a paying subscriber and reseller who pays \$10 a month (and 2 stamps), **you will earn \$5 a month, every month, for any reseller that you personally sponsor and sign up** who remains an active, paying subscriber and reseller. With just 1 paying subscriber/reseller, your monthly cost drops down to a mere \$5 a month; with 2 paying subscribers/resellers, your **costs are covered** (except for the 2 stamps)—and with 3 signups you are completely in profit!

In addition to becoming authorized to offer free and paying (reseller) subscriptions of the *Christian Encouragement Gazette* to others and qualifying for the 50% commissions for each paying subscriber that you sponsor, **you will receive a MONTHLY issue of the Gazette instead of the quarterly issues** (March, June, September and December-January) that free subscribers receive.

## ***How Much Can I Earn?***

In case you hadn't already guessed, **the CEG business opportunity is NOT a “get rich quick scheme”**—or scam—and it doesn't promise to make you thousands of dollars for doing almost nothing. **Your earnings with CEG will be directly related to your own efforts and they will be in the hundreds rather than thousands of dollars range IF** you are willing to work to build it and if you stick with it over an extended time—at least during your first year.

There is certainly the potential to earn thousands of dollars with CEG if you stick with it for a couple of years and make building it a priority. We encourage entrepreneurs to create **multiple streams of income**, actually, and NOT to put all their financial eggs in one basket.

So many home businesses offer very low commissions—10%, 15%— and you have to work like a dog to recruit a lot of people just to cover your costs, which often run as high as \$30 to \$60 a month with MLM nutritional companies. And then, it's quite common for up to 80% of those people that you recruit and sign up to cancel out of the program within the first 3-5 months because they weren't able to sign up enough members to cover **their** costs.

Given this sad and frustrating but all too common state of home business affairs, it's no wonder that **about 95% of the people who try their hand at mailorder or Internet home business opportunities fail to make any profit at all**—far less hundreds or thousands of dollars.

**Your mission—should you choose to accept it**—is to prove to yourself and others how easy and low cost it is to use CEG to create a **profitable, ethical, Christian** home business that provides you with a **steady and growing monthly income. That is a huge achievement.** Once you have that under your belt, **then** you can worry about the mega-bucks. Research shows that as little as \$200 extra dollars a month would be enough to keep many people from declaring bankruptcy, having their home foreclosed on and so forth.

## ***Why Monthly Payments?***

Through years of trial and error and experience in the home business industry, we have found that the best way to **maximize your profits, minimize your recruiting efforts and create a stable, steady, secure home business is to use home business programs that require monthly payments** rather than those that require just a **one-time payment.**

One-time payment programs might require less money in the short term, but they will often require a whole lot of recruiting in the longer-term to really make them profitable, and recruiting is very hard for most people. On the other hand, when one-time payment home business programs are also low cost, they do have a lot of appeal. That is simply a winning combination. It is not as anxiety-producing to plunk down a low one-time payment as it is to commit to a monthly payment, even if it's a low monthly payment.

We encourage *Life More Abundant Club* members and *Christian Encouragement Gazette* paying subscribers/resellers to develop multiple streams of income and not put all their financial and business eggs in one basket. As long as you're not investing a lot of money in a one-time payment program, you might want to explore this way of doing business and exploit the fact that many people are more likely to try a one-time payment program than a monthly payment program. If you offer your contacts and prospects both kinds of opportunities you might even broaden your overall profits and success.

## ***Is CEG Legal And Legitimate?***

If you are nervous about getting involved with a home business opportunity that might be, or turn out to be, a Ponzi scheme or an otherwise illegal or unethical business, then you really need to steer clear of home business programs that **don't have a product or service** that they offer in exchange for people joining the program.

The *Christian Encouragement Gazette* itself is our product, and it's a product that is very positive and inspirational. We take pride in offering a product of this quality and making it available to fellow Christians either free of charge (on a quarterly basis) or in a monthly, deluxe, more detailed format that goes to paying subscribers who maintain a \$10 a month subscription. The Gazette is NOT a home business newsletter—it is designed to offer primarily **inspirational content**—but it will include one or more pages of advertising in each issue.

Many people and some organizations and agencies tend to view any home business programs that have a matrix or multi-level marketing (MLM) payment structure as a Ponzi or pyramid scheme because of that fact alone.

CEG has **just one level** of personal referrals, not multiple levels. While it cannot and does not offer the kind of high levels of residual income that some people can achieve in MLM businesses, CEG does offer average, inexperienced people a realistic chance to rapidly cover their costs and get into profit. Multi-level marketing programs can offer their "high achiever" affiliates some great profits, but typically only a small number of their members ever achieve these big bucks.

## ***Internet Christian Encouragement Gazette Opportunity Is Also Available***

An Internet version of the *Christian Encouragement Gazette*, and business opportunity, is available to those who would prefer to **offer and/or use it**. Instead of \$10 a month accompanied by 2 first class stamps, the cost would be \$11 a month and would be **paid automatically** through **Paypal**, which is free to join and allows you to draw funds from your credit card or checking account. Paypal owns Ebay and is the most popular “electronic bank” and payment processor online.

Commissions could also be paid by Paypal or by check by “snail mail” (the U.S. Postal Service). Both the free quarterly – and paid monthly reseller issues – of the *Christian Encouragement Gazette* would be delivered to subscribers electronically in PDF format, which is easy to read and to print out and keep for reference.

As an Internet-using paying subscriber/reseller, you will be given information and guidance about how to create your own CEG **Reseller WEBSITE** for **FREE** using a reputable **Christian website company** that we have worked with and recommend. That’s right—there’s no monthly hosting fees or hidden charges. You would need to have an email address to include on the website so that interested people could contact you directly.

Christian entrepreneurs who use the Internet a lot might prefer to avoid dealing with the mailorder aspect of the CEG opportunity, whereas non-Internet users will want and need to stick with mailorder subscriptions.

You may prefer to work mostly with the CEG mailorder opportunity yourself, but you might like to be able to **OFFER an Internet option** to others and thereby **substantially increase** the number of subscribers you could serve, reach and sign up. CEG administration will be glad to work with you if you choose to go this route.

## ***Our Unique Marketing Strategy***

Who doesn’t love freebies? **Getting something for free is a huge attraction for people. They will eagerly send off for a “free opportunity report” or “free home business newsletter” without a second thought.** Most home business opportunity seekers, particularly readers of direct mail home business publications and promotional mailings will think a lot longer and harder before spending money and sending money to (usually) a complete stranger to try out a program that they have read just a few words or sentences about.

By offering a high quality **FREE Christian inspiration newsletter subscription** like the *Christian Encouragement Gazette* as well as a **FREE report** about the income-generating aspect of the Gazette, you accomplish a lot of wonderful things:

1. **You will completely eliminate the need to personally ask other people for money!** Instead of asking people to **GIVE YOU** their money, you are offering to **GIVE THEM** a **free** Christian inspiration newsletter subscription for an entire year and a **free report** about how they can earn money. **Giving feels wonderful! Giving something free to others that improves the quality of their life is a great feeling!** The more people you give away free CEG subscriptions and free reports to—the more people you will find sign up under you to become paying subscribers/resellers. **The more people who sign up under you as resellers, the more money you will make. It doesn’t get any simpler—or easier-- than this.**

The thing most home business entrepreneurs **HATE is recruiting and “sales”** and feeling pressured to ask others—whether strangers and/or friends and **family—to buy something from them**. This creates all kinds of stress and discomfort for people and contributes to their tendency to give up quickly on programs.

**Also, the free report you are now reading is what takes care of the “asking for money part” of the process FOR YOU—and it does it in a low key, no pressure, respectful way.** You won’t need to **explain** the CEG income opportunity; you won’t be expected to pressure anyone to sign the dotted line; and you will be able to maintain a very positive, even relaxed attitude while you build a stable and ever-increasing income from the comfort of your home while spreading the word and wisdom of God and bringing encouragement to your brothers and sisters in Christ. Attitude and feelings play a much bigger role than most people realize in achieving success in a home-based business.

2. **You will attract a much higher number of people to your offer than if you directly advertised a program that cost money.**

3. You will be able to easily **build your own “contact list”** of prospects for any and all products, services and programs you wish to promote—including but not limited to CEG. Having a contact list of people who develop trust in you and are receptive to your recommendations is the ideal way to make money and generate multiple streams of income **forever**. A responsive contact list is a treasure without price.

4. You will find that, in many instances, **Christian** entrepreneurs are going to be exceptionally pleasant, honest, hard working, reliable, realistic, and mature people, who **highly value** the fact that you too are a brother or sister in Christ and a fellow Christian entrepreneur. The shared faith and religious framework of understanding between **devout Christians** tends to create a **special rapport and higher than average level of trust, even between strangers. This in turn naturally produces better business results and greater personal fulfillment for you and your downline members and clients.**

Most of the members of the *Life More Abundant Club* (the “mothership” and publisher of the *Christian Encouragement Gazette*) **chose to join the Club because of the religious, Christian orientation it publicly expressed** rather than because it was a very low cost, high quality program that provided great resources and support to its members.

5. **You will discover that you have little to no competition in the Christian home business market**, which will enable you to be more successful than if you were in a very competitive “market” such as **“generic home business opportunities.”** Think of it as being a big fish in a small pond rather than a very small fish in a very big pond.

In the world of home business newsletters, big mails, and mass mailings of flyers and promotional letters for generic home income programs, you will either find **NO** other Christian home business programs or find **ONLY ONE OTHER** Christian home business program, called *Scriptures*. *Scriptures* is a traditional multi-level marketing program that was started 10 years ago and now has over 100,000 members. You can become eligible for commissions by paying \$12 a month for one of their products. All their products either relate to the Bible or have quotations from the Bible on their labels. I think it’s a fine, honest, Christian company that has been filling—and dominating—the **Christian home business program niche** for a long time—both in mailorder and on the Internet. **It’s time they had some friendly competition—and that’s what the Christian Encouragement Gazette (CEG) will offer once the word really starts to get out about it.**

**CEG is going to be a better fit for most Christian entrepreneurs than *Scriptures*, especially those who are new to the home business industry**, because it makes it so easy to recruit, cover your costs and get into profit within a relatively short time and at a very low cost in terms of both monthly subscription fees and advertising costs.

*Scriptures* is going to be a slower build that requires more patience, more time and quite a bit more money if members use the in-house ad co-op to “buy” their downline members (and I think that would be the best way to go), but having the option of purchasing your downline members is an unusual and attractive blessing. Its commissions are 10% and 15% as opposed to the 50% commissions offered by CEG. You can contact Robert Diaz at 786-251-9806 if you feel led to learn more about *Scriptures*, however.

## ***Super Low Cost Advertising Strategy***

**If you’ve spent and lost a lot of money on mailorder home business programs**, a lot of it was probably plowed into buying lists of address labels “hot to trot prospects,” photocopying lots of promotional flyers, and buying stamps to mail them out. After spending hundreds of dollars doing this, and getting back maybe \$40 in payments, or nothing at all, you probably got really frustrated and depressed. It may even have occurred to you that the folks selling the lists were the real profit-makers.

If you're new to the field of direct mail (also called mailorder) home business opportunities, you should thank God that you have stumbled upon the *Christian Encouragement Gazette* income opportunity and its **super low cost** approach to advertising and promoting. We will **NOT** ask you to buy lists of opportunity seekers' names and addresses and mail hundreds of flyers to them.

We recommend that you advertise CEG by using **1-inch (and larger) display ads and classified ads** that are placed in a wide variety of home business opportunity publications and mailings. In this way, for as little as \$3 to \$5 per ad, you can advertise CEG to thousands of entrepreneurs. We also encourage you to place low cost ads in Christian publications and to be creative in the ways you distribute your CEG flyers, ads and/or business cards and provide suggestions for how to do so.

Mary Stone, a direct mail expert in Phoenix, Arizona, has spent the last 14 years researching and using a wide variety of quality "budget" mailorder advertising services. She is the marketing director for the *Life More Abundant Club's* non-computer users, who are in the *Life More Abundant Club's* Offline Division. In addition to providing personal mentoring and assistance to *Life More Abundant Club* members, Mary is helping to provide information and support for ***Christian Encouragement Gazette*** resellers as well.

Running these low cost ads is a great way to promote CEG and build up a steady, growing monthly income with it. Best of all, once you get the hang of this low budget advertising strategy, you will be able to run continuous advertising campaigns in a variety of publications for **a very low investment of both money and TIME**. This smoothly oiled advertising machine will require some tweaking from time to time, but it will NOT require a whole lot of **your time** to be effective. Yes, there will be a bit of a learning curve, but we will provide you with assistance and encouragement every step of the way.

### ***What Happens Once I Become A CEG Paying Subscriber/Reseller?***

Becoming a CEG reseller is a simple and straightforward process. You fill out the form you will find on the last page of this report and send it along with \$10 cash or money order and two first class stamps to: "CEG Reseller, P.O. Box 774, Siloam Springs, AR 72761." You will need to send in your payment and stamps every month to remain a reseller and remain qualified to collect commissions from the CEG paying subscribers/resellers that you sponsor. There is an option to pre-pay for 3 months or 6 months at a time, however, if you don't want to pay on a monthly basis.

- You will then be enrolled as a paying subscriber and reseller and **you will be assigned your own CEG I.D. number.**
- **You will start receiving monthly issues of the *Christian Encouragement Gazette*** instead of quarterly issues like free subscribers do. All issues of the Gazette will contain some advertising. You will receive **a full-page 8 ½ by 11 inch promotional flyer** for CEG, with your I.D. Number on it.
- You will receive **promotional texts** for CEG that are 30 words or less and personalized with your I.D. number. These texts are perfect for one-inch display ads and classified ads.
- You will **receive an "Advertising Kit" that includes lists of recommended publication to run ads in, display ad typesetters** (they are super cheap too), and guidelines, information and resources.
- **Personal help and guidance from human beings** (Cynthia Lee and Mary Stone) will always be just a phone call away. This is one of the best reseller benefits of all, so don't be shy.

**APPLICATION FORM**  
and Terms Of Membership

**Please be advised that I wish to become a paying subscriber to the Christian Encouragement Gazette and a registered reseller (also called affiliate or distributor) of free and paying subscriptions to the Christian Encouragement Gazette.**

I understand that this requires that I send a \$10 payment (in cash or by money order) every month, along with 2 first class stamps and my name, address and Christian Encouragement Gazette I.D. Number to P.O. Box 774, Siloam Springs, AR 72761, **OR pre-pay** with \$30 and 6 first class stamps for 3 months, or pre-pay with \$60 and 12 first class stamps for a full six months subscription.

I understand that if I choose to pay on the monthly plan that the \$10 payment and 2 stamps need to be sent **on a regular basis, at the same time every month**. I understand that **my first payment can be sent at any time of the month but, after that, I will be expected to send my payment and 2 stamps in time to arrive during the first 5 days of the month**. My payment must be received no earlier than the 1st day of the month and no later than the 5th day of the month to maintain my reseller status and to maintain my eligibility for commissions.

I understand that if I fail to meet this obligation that my membership will be canceled and that I will lose all commissions that might have been due me. I understand that if my membership is cancelled that any paying subscribers that I personally sponsored into the program will be transferred to my sponsor.

I understand that I will now start to receive a new issue of the *Christian Encouragement Gazette* every month around the 15th day of the month and that I will receive monthly cash commissions (IF commissions are due to me) between the 6th and 10th days of each month.

**If you agree to abide by these terms & conditions above, fill in the form below and mail it and \$10 in cash or money order along with 2 first class stamps OR mail your 3-month \$30 payment or 6-month \$60 pre-payment to: CEG Reseller, P.O. Box 774, Siloam Springs, AR 72761**

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NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP CODE: \_\_\_\_\_

(Optional) HOME PHONE: \_\_\_\_\_ TIME ZONE: \_\_\_\_\_

(Optional) EMAIL ADDRESS: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

**MY SPONSOR'S I.D. NUMBER IS 7701**  
Her name is Cynthia Lee. Her email is: christianprosperity@gmail.com

PAYMENT ENCLOSED IS: \$10 \_\_\_\_\_ \$30 \_\_\_\_\_ (3 months) or \$60 \_\_\_\_\_ (6 months) and 2 First Class Stamps for each month being paid for.