



12301 Whitewater Dr.
Minnetonka, MN 55343



**WE'RE LOOKING FOR
PEOPLE TO TEST TOOLS!
(And Keep Them FREE!)**

Handyman Club of America

P.O. Box 3410
Minnetonka, MN 55343

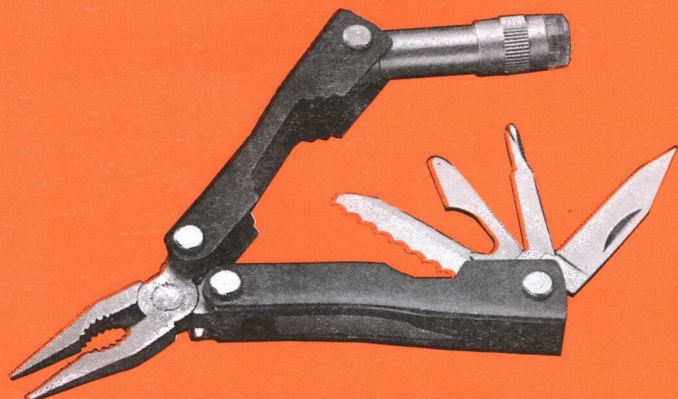
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HANDYMAN CLUB
OF AMERICA

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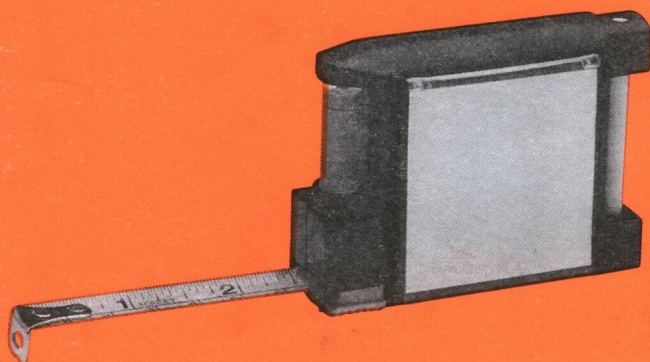
R.S.V.P. *(Within 10 Days Please)*

WHAT FREE GIFT IS YOURS TO KEEP?



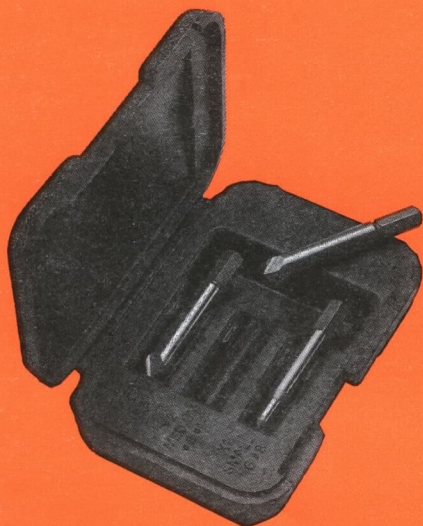
The 7-in-1 Multi-Tool/
Flashlight Combo?

Or...



The 4-in-1 Tape Measure
with a Level, Notepad
& Pen?

Or...



The 3-Piece Damaged
Screw Extractor Set?

Or...

Maybe All Three?

**SCRATCH-OFF
INSIDE
TO FIND OUT!**

MORE FREE GIFTS INSIDE:

- ☒ ***Free*** Drill Bit Guide
- ☒ ***Free*** Handyman Logo Notepad
- ☒ ***Free*** Address Labels
- ☒ ***Free*** Utility Box Labels

Many More ***Free*** Gifts to Come!



CONGRATULATIONS ON YOUR NOMINATION!

Please RSVP Within 10 Days!

**I
ACCEPT!**

**Fellow Handymen Will ENVY YOU When They See ALL YOU'RE GETTING FOR
FREE as an OFFICIAL MEMBER of the Handyman Club of America ...**

But sorry, you can't share these benefits with others!

Dear Mr. [REDACTED],

Would you mind very much if I sent you a free circular saw to use?

How about a free cordless drill? A free bottle of wood glue? A free laser level?

All I'm going to ask in return is for you to fill out a brief questionnaire on how well the handyman product I sent you performed.

Then after you've filed your report, you get to keep the item for free!

The privilege of testing handyman products around your home — and keeping them free — is just one of the many benefits of joining the Handyman Club of America.

**And it's my pleasure to inform you that YOU HAVE BEEN
NOMINATED TO BECOME AN OFFICIAL MEMBER OF THE CLUB. To
accept your nomination, simply return the enclosed RSVP
within 10 days. (No need to send money.)**



Why you?

Well, it's no secret among your friends and family that you are an outstanding handyman. As someone who is passionately devoted to do-it-yourself home improvement and maybe even woodworking, you're exactly the kind of person our Club is always looking for.



Founded many years ago by a small group of avid do-it-

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yourselves who were interested in swapping how-to tips, ours is now the fastest-growing home improvement club for do-it-yourselfers in America.

Our 900,000+ members enjoy all types of home improvement -- remodeling, carpentry, electrical, landscaping, home decorating, construction and painting, to name a few -- as well as woodworking.

Don't bother to send money. Your membership dues are so low that it's easier to bill you later.

For our members, the Club is a way to share their successes and frustrations, discuss shortcuts and time savers, swap know-how and exchange step-by-step plans, tips and techniques.

only serious handymen are nominated.

It's not for lukewarm handymen! Nor is it for the kind of handymen who are content with doing things in the same old way. This Club is for do-it-yourselfers who constantly want to learn more. To improve their skills. To deepen their understanding. To express their creativity. To expand their knowledge.

If that sounds like you, I urge you to accept your nomination by returning the enclosed RSVP within ten days.

Don't bother to send money! Your membership dues are so low that it's easier for us to bill you later. But the sooner we receive your RSVP, the sooner you'll receive your Welcome Kit. And the sooner you'll start to enjoy all the benefits and privileges of membership in the Club. For example...

TEST HANDYMAN PRODUCTS AND KEEP THEM FREE! I've already mentioned this benefit, but let me explain how it works. If you wish to participate in the product testing, you'll be asked to fill out a brief questionnaire about your do-it-yourself interests and skills. When a manufacturer sends us a product that matches your profile, we will forward it to you for testing (on a first come, first served basis). Try it around your home, return the evaluation form, and keep the product for your own use. Over the years, nearly 280,000 of our Members tested products worth \$2,962,000 and kept them, **free!**

ENTER OUR "GREAT GIVEAWAYS" FREE! At the Club, we're fortunate to have so many home improvement items donated to us by manufacturers who are eager to let our Members try their products. So what do we do with all this stuff? We give it away! Saws, drills, weed cutters, adhesives, paints and levels.

In a typical month, we give away about \$30,000 worth of handyman products

GET OUR MEMBERS-ONLY MAGAZINE! It's been called "the most practical and informative" home improvement magazine in America. But it's a well-kept secret. Because it's not sold on newsstands. **HANDY** is packed with hands-on advice for creating the kind of home you've always wanted. From tips for installing cabinets ... to tricks for adding on a room ... and hints for stopping a leaky faucet or replacing the whole thing ... **HANDY** guides you from start to finish on projects both big and small. It's a how-to

(over please)

magazine for people who want to roll up their sleeves and get to work!



FREE "WELCOME ABOARD" GIFT! Which will it be? The 7-in-1 Multi-Tool/Flashlight Combo? Or the 4-in-1 Tape Measure with a Level, Notepad and Pen? Or the 3-Piece Screw Extractor Set? Or maybe all three! To find out what free gift(s) you'll get, scratch-off the answer on the enclosed RSVP form. Then return the form to us within ten days.

UNLIMITED FREE USE OF OUR WEB SITE! As a member you'll have INSTANT ACCESS to 100% of our web site and you can use it as much as you want without charge. You can use it to search back issues of the magazine... to enter our contests and giveaways... to get helpful advice from fellow Members on the club bulletin board... to get reliable answers to your handyman questions... to access Club news, special offers, money-saving deals, and more.

There is a 'catch'. You must return the enclosed RSVP within 10 days to activate your membership.

EXPERT ANSWERS! This is how our Club got started. Each of us have our own set of experiences and skills, so we like to help one another out with helpful and trusted advice. Send your questions into the editors of **HANDY**. Questions of the greatest interest will be answered in the magazine as a service to all Members.

CASH REWARDS UP TO \$200.00 FOR TIPS PUBLISHED IN HANDY! Do you have a great tip that's a surefire money-saver. Or a shortcut to save time. How about a tip to avoid a costly mistake. Whatever tip you have, send it in to **HANDY** magazine. If your tip is chosen for publication, you'll receive a cash reward. And the Member who submits the best tip in each issue gets \$200.00 cash!

WOULD YOU LIKE TO PREVIEW HOW-TO HOME IMPROVEMENT BOOKS AND VIDEOS BEFORE OTHERS SEE THEM? From time to time we may send you important new books and videos on home improvement for your consideration. You can purchase them at your Members-only price, or return them to the Club (we pay the return postage on any introductory offer). It's a great way to build a home improvement library at very little cost. If you're not interested in this special Member benefit, please let us know.



Many more free benefits all for \$1 a month!

YOUR MEMBERSHIP ENTITLES YOU TO ALL THIS ... AND MORE!

You must return your RSVP within 10 days, so we can activate your membership and all of your Member benefits. If we have not received your RSVP within ten days, we will extend this invitation to the next handyman on our list of nominees.

Again, please do not send money. Your membership dues are so small that we find it more convenient to bill you later. After your initial term, your nominal dues will be billed annually.

How small?

Believe it or not, you'll get all of the benefits and



(over, please...)

privileges that I've outlined in this letter and more -
for just a dollar a month.

Yes, I said \$1 per month!

*You risk no
money
whatsoever!*

WHY SO MUCH FOR SO LITTLE? Let me explain ...

You see, avid do-it-yourselfers like yourself are very valuable to the makers of equipment and tools. They want your attention. They want your opinion. They want your word-of-mouth advertising. Their donation of products to the Club are what makes it possible for us to charge you so little for dues.

Meanwhile, the nominal \$1 a month that you pay is fully protected by our "MEMBERS' BILL OF RIGHTS." Specifically:
OUR MEMBERSHIP GUARANTEE

- 1) **Send in your Nomination RSVP Form now.** If you are at all unhappy with your first issue of **HANDY**, or your Member Welcome Kit, just write "Cancel" on your dues invoice. Nothing more will be said. And you'll owe us nothing.
- 2) **It doesn't end there.** If you're unhappy with the Club at any time during your first year of membership, just let us know. Upon your request, you'll get a **FULL 100% REFUND** of the dues you've paid. You take no risk.

But again, I must remind you to reply quickly. If you don't accept your nomination within 10 days, our Club rules state that we must withdraw your nomination and offer it to the next qualified handyman on our list of prospective members.

So please don't delay. Return the enclosed RSVP today.

Sincerely,

LARRY OKREND

Larry Okrend
Executive Director

P.S. Start enjoying your membership today by using the **free** gifts I've enclosed in this envelope:

- Drill Bit Guide
- Handyman Logo Notepad
- Handyman Logo Tool Box Label
- Address Labels
- Utility Box Labels

You'll also receive more address labels in your membership kit as a bonus gift. But don't forget to return the enclosed RSVP form right away!

Handyman Club of America • 12301 Whitewater Dr. • Minnetonka, MN 55343

NOMINATION RSVP FORM

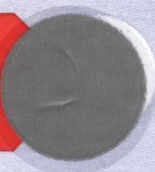
84% of each year's dues is for one year of *HANDY* magazine.

**I
ACCEPT!**

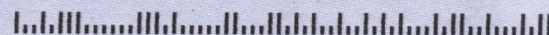
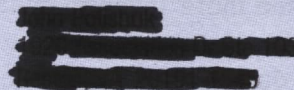
I accept your nomination of membership in the Handyman Club of America. I want to test **FREE** home improvement products and enjoy all the other benefits and privileges of membership. Send me my Welcome Kit, and my first issue of **HANDY** right away. Club dues are \$1 a month, but you can bill me later.



**SCRATCH-OFF
HERE
TO SEE WHAT YOU
GET!**



**What will it be? The 7-in-1 Multi-Tool/Flashlight
Combo? The 4-in-1 Tape Measure? Or the 3-Piece
Screw Extractor Set? Or maybe all three!**



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NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

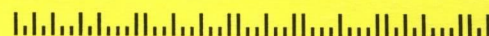
**PRIORITY
PROCESSING**

BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO. 2505 HOPKINS MN

POSTAGE WILL BE PAID BY ADDRESSEE

**HANDYMAN CLUB OF AMERICA
NEW MEMBER PROCESSING CENTER
PO BOX 3451
HOPKINS MN 55343-4715**



HANDYMAN CLUB OF AMERICA

OUR 100% MEMBERSHIP GUARANTEE

If you are at all unhappy with your first issue of HANDY, or your Official Member Welcome Kit, just write "cancel" on your dues invoice. You'll owe us nothing.

It doesn't end there. If you're unhappy with the club any time during your first year as a member, just let us know. Upon your request, you'll get a full 100% refund of your first year's dues. You take no risk.

WHAT WILL YOU GET FREE?

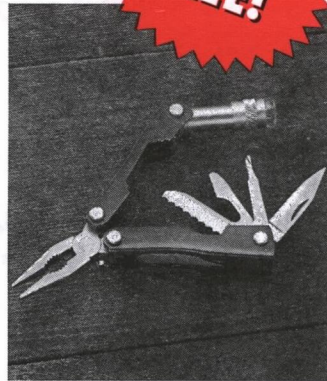


7-in-1 Multi-Tool/Flashlight

Think of it as a "toolbox" you carry in your pocket.

Multi-Tool comes with ...

- LED Flashlight
- Screwdrivers
- Pliers
- Small Blade
- Wood Saw
- Bottle Opener
- Key Ring

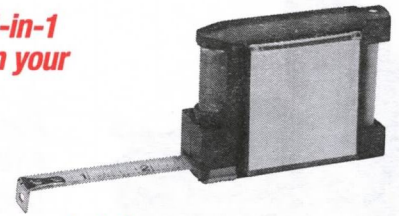


YOURS FREE!

OR

4-in-1 Tape Measure

Use this handy 4-in-1 Tape Measure on your next project!



The 4-in-1 Tape Measure includes ...

- Tape Measure
- Level
- Notepad
- Pen

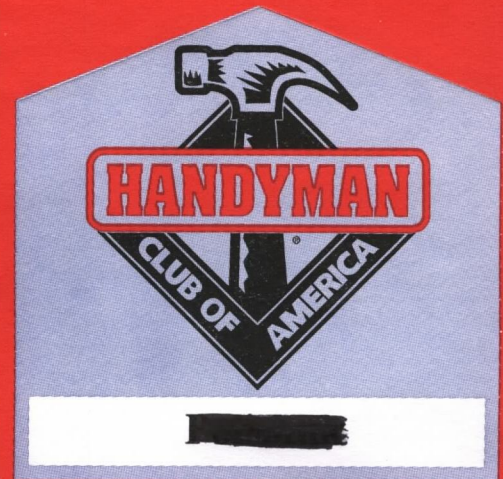


YOURS FREE!

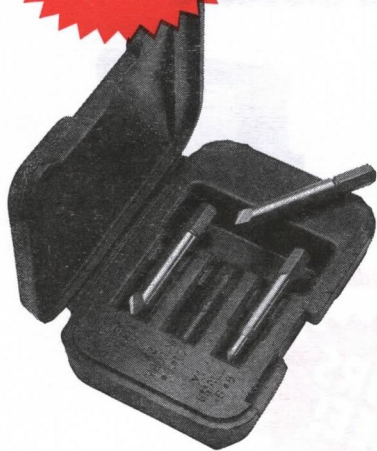
(OR...See other side)

Our FREE Gifts to you...use these utility box and address labels today!

A/C Unit	Bedroom 1	Dining Room	Kitchen	Dryer	_____
Basement	Bedroom 2	Water Heater	Laundry Room	Washer	_____
Bathroom 1	Bedroom 3	Furnace	Living Room	Refrigerator	_____
Bathroom 2	Bedroom 4	Family Room	Microwave Oven	Stove/Oven	_____
Bathroom 3	Bedroom 5	Garage	Outdoor Lighting	Range Exhaust	_____



**YOURS
FREE!**



WHAT WILL YOU GET FREE?

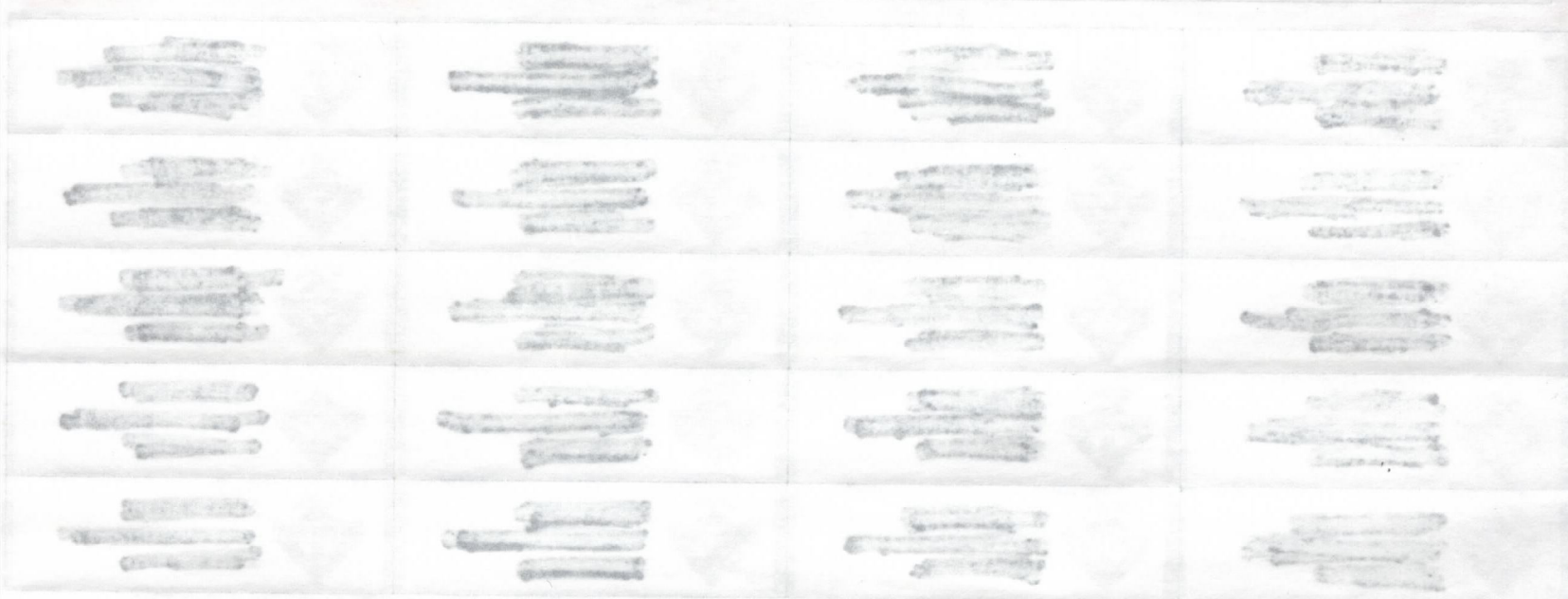
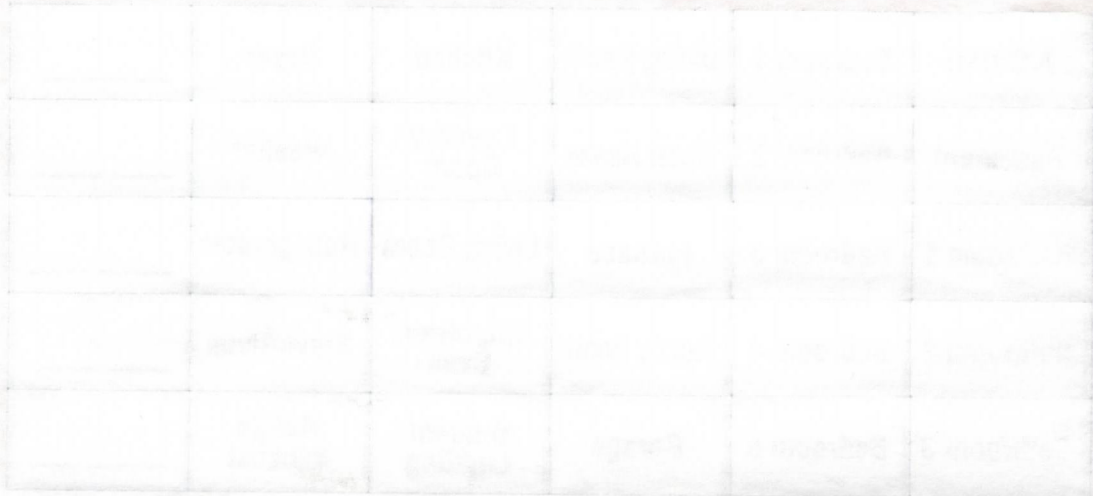
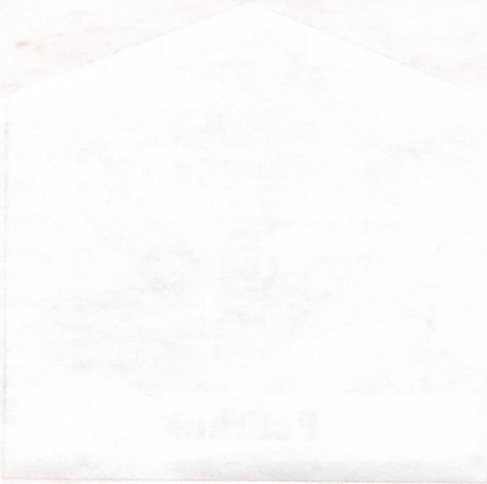
**Will It Be
the 3-Piece Damaged Screw Extractor Set, Or...
(See Other Side)**

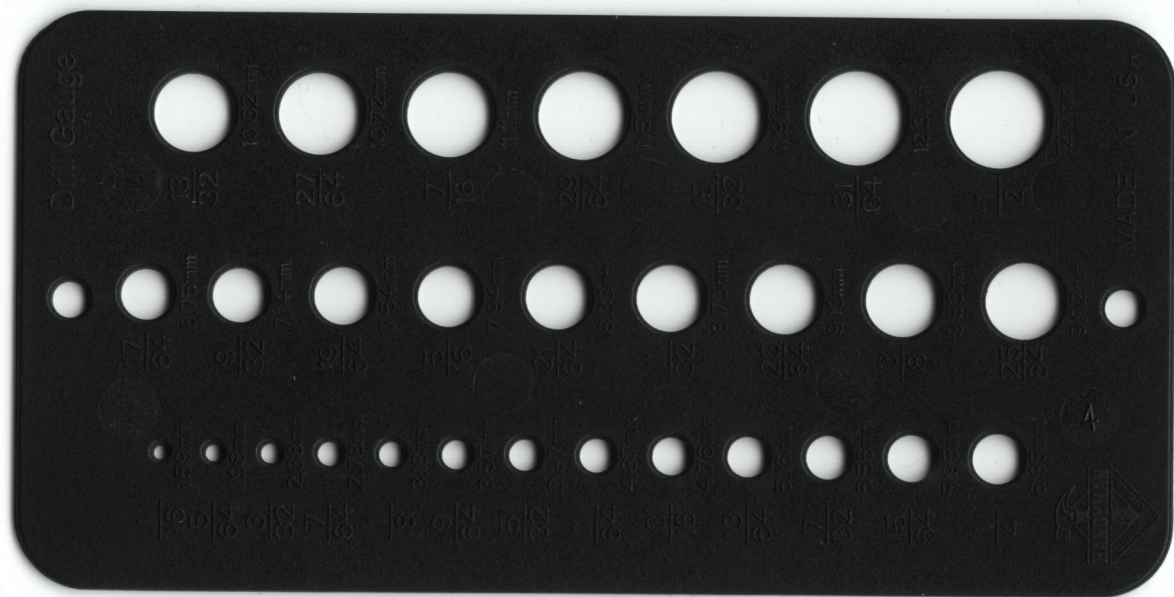
*Remove damaged screws fast and easily with this set of three
extractors covering all screws from size #6 to #14.
Comes in it's own handy storage case.*

**Scratch-off on the Nomination Form
to Find Out Which Gift is Yours to Keep...
Then Return the RSVP to Reserve Your Gift!**



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HANDYMAN CLUB OF AMERICA MEMBER

