

**Self-made multi-millionaire Ken Roberts'
exclusive invitation for you to...**

"Become MY NEXT APPRENTICE in The World's Greatest Business!"TM

"For the princely sum of one dollar, I'll take you on as my personal apprentice in a home-based business in which you could realistically earn thousands of dollars. . . working only 30 minutes a day. No need to give up your day job until you're ready!"

by Ken Roberts

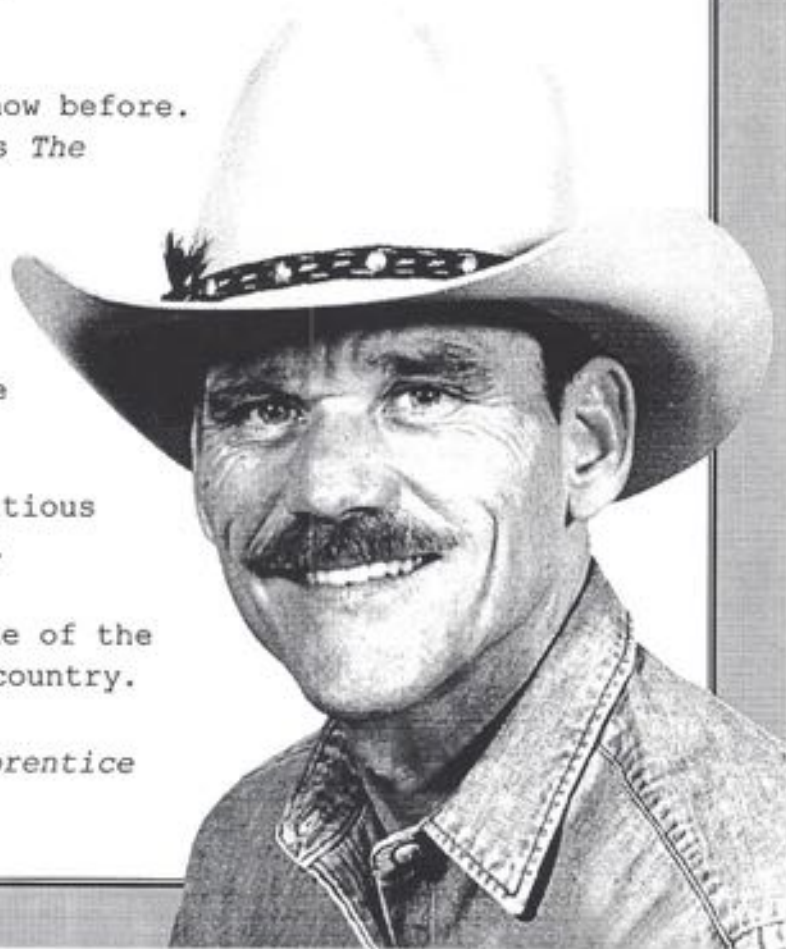
I never watched a reality TV show before. But my favorite show right now is *The Apprentice*.

Each week, we get to see a crew of bright young people who are knocking themselves over in a cutthroat competition to become Donald Trump's new apprentice.

It's easy to see why these ambitious young men and women are so eager.

Trump is a billionaire . . . one of the wealthiest entrepreneurs in the country.

The "job candidates" on *The Apprentice* hope that -- by becoming Trump's



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NOTICE: The testimonials submitted during The World's Greatest Business Online Chats provide the perspective of individuals who are successful and/or enthusiastic about their experiences with The Ken Roberts Company and/or The World's Greatest Business. They provide information about the provider's experiences only as to that point in time in which they are provided. These testimonials should not be viewed as representing the typical and ordinary experience of The World's Greatest Business Members and/or The Ken Roberts Company's Course Members who decide to invest in commodity futures or options. Although all testimonials are authentic and accurately represent the overall content of the testimonial, statements made in the testimonials have not been verified. Trading on commodity futures or options involves substantial risk of loss. According to many experts, most individual investors who trade commodity futures or options lose money. Accordingly, the testimonials should not be viewed as mitigating the potential for risk of loss in commodity trading. Commodity trading is not for everyone.

apprentice -- a little bit of his savvy, success, wealth, contacts, and knowledge will rub off on them . . . and they'll be on Easy Street for the rest of their lives.

And the thing of it is . . . they're probably right!

Many successful people had a mentor at one time or another . . . someone who took them on as an apprentice.

Yen Uanz, the Chinese architect who helped design the United Nations buildings and Lincoln Center, was an apprentice of legendary architect Frank Lloyd Wright.

And Michael Faraday, the brilliant scientist who invented the first electric generator, was himself an apprentice to Humphrey Davy, the English chemist who discovered nitrous oxide (laughing gas).

It is from their mentors that these apprentices discerned the secrets of a trade, skill, or profession -- and by doing so, built their own mastery of the craft or business.

Donald Trump, for instance, learned the real estate business from a wealthy real estate tycoon . . . who happened to be his father.

Robert Kiyosaki, best-selling author of *Rich Dad, Poor Dad*, reports he was an unpaid apprentice to the father of his best friend.

This "rich dad" was a successful business owner who taught his wealth-building secrets to the young Kiyosaki . . . who today is one of the most successful entrepreneurs in Hawaii.

But if you've read the books by Kiyosaki and Trump, you may have noticed a problem . . . two, in fact . . . that would make it extremely difficult for you to duplicate their success.

The first is that their methods of wealth-building . . . most of which involve investing in real estate . . . take a lot of money.

"No money down" deals aren't so easy to find these days. I know, because for many years, I had an active and profitable business buying

real estate foreclosures.

The no-money-down deals that Robert Allen and others brag about simply don't abound in the real world. At least not in today's market.

To buy a typical investment property today, you need to come up with tens of thousands of dollars of your own money.

On a \$200,000 rental property, for instance, your 10% down payment requires you to write a \$20,000 check before you can take possession. Ouch!

At that rate, how many properties can you realistically expect to own?

And the types of deals Trump and Kiyosaki recommend . . . office buildings, hotels, resorts, commercial properties . . . are beyond the reach of 99.99% of investors. They can easily afford to do these deals . . . but you can't.

The second problem with reading a book by Trump or Kiyosaki is that it's just, well - a book!

Don't get me wrong. Reading books on success, wealth, and money is an essential part of your education.

But a book is an inanimate object. It doesn't coach you . . . or answer specific questions when you need answers . . . or take you by the hand and walk you through deal after deal, until you master your skills and have an opportunity to start making real money.

If you've ever read a money-making book, and you are still not rich -- you know exactly what I'm talking about.

What you need is a mentor . . . and I want to be that mentor for you. And take you on as my next apprentice. If you will let me.

And the price I ask? Just ONE DOLLAR . . . a single dollar bill. And about 15 to 30 minutes a day of your time for the next 2 weeks.

Turn a million-to-one long shot into a "sure thing"

Sure, you could apply to be the next apprentice on Trump's show *The Apprentice* . . . but the odds are overwhelmingly against you.

For the most recent *Apprentice* show, a million people applied for 18 positions . . . and of those, only one will become Donald Trump's next apprentice.

That means the odds of becoming Trump's apprentice are a *million to one against*.

And they're actually less, since to even be considered by Trump, you need a pretty impressive resume.

Many of the candidates chosen either own a business, have an MBA from a big-name business school, or hold highly paid executive positions with big companies.

Almost none of the candidates on *The Apprentice* are plain folk . . . working guys and gals with ordinary jobs and perhaps a family to support.

Well, a million-to-one odds are a long shot . . . odds I don't like one bit.

So instead of carping, I am going to do something about it

This bulletin is more than an introduction to what I believe beyond a shadow of a doubt is "The World's Greatest Business"

It is my personal invitation to you to become one of my apprentices in The World's Greatest Business!

As my apprentice, you will "sit" by my side as I conduct this business on a daily basis.

I'll show you how I select deals . . . and the methods I use to

maximize my profits . . . and minimize my losses (not every deal makes money, but I will show you how to sharply limit the amount of your downside risk).

Through the magic of the Internet, you'll be able to view the same charts, contracts, and prices that I'm working with that day . . . and see EXACTLY how I run every aspect of The World's Greatest Business from my comfortable home office in Oregon . . . or anywhere else I choose.

As we work together, I'll share my secrets . . . little-known but amazingly powerful money-making strategies that could help you earn thousands of dollars, working just 30 minutes a day from the comfort and privacy of your own home.

When you become my next apprentice in The World's Greatest Business, it's truly like being in the room with me . . . except you don't have to put up with my cigar smoke!

Best of all, unlike working for Trump and most other businesses, there is no competition in The World's Greatest Business. The market is so vast, it can accommodate an unlimited number of new players.

Why you should want to become MY apprentice -- instead of Donald Trump's

If the list upon which I found your name is any indication, this is not the first mailing you have ever received offering you an opportunity to better your life . . . nor will it be the last.

So . . . *what makes this one different?*

As an avid buyer of how-to and self-improvement materials myself . . . and a self-made multi-millionaire

. . . I think I can provide some practical guidelines on whether to accept a proposition for an opportunity -- like The World's Greatest

Business -- which I am offering you today.

My advice in a nutshell: you should avoid buying into any "opportunity" when any or all of the following conditions exist:

1. The purveyor of the program only teaches others how to make money in the business . . . but is not active in the business himself (and never has been).
2. The business is one that requires special skills, advanced education, substantial capital, or an enormous amount of time or resources.
3. The seller asks for an obscene amount of money (some of these programs cost \$5,000 or more) on the basis of this claim that "if I didn't charge you this much money, you wouldn't take it seriously."

Right now, I want to show you why it's so important to follow my guidelines above . . . and why my program, The World's Greatest Business, passes all these litmus tests with flying colors

How I raised myself from poverty to wealth

Let's start with objection #1, which goes something like this: "Ken, do you only TEACH or WRITE about The World's Greatest Business . . . or are you actively involved in the business in which you purport to be an expert?"

Let me answer for you this way . . . and please forgive me. To put your mind at ease about my ability to help you make money in The World's Greatest Business, I have to brag a little.

Not because I like to . . . but because it's the most important proof I know to support the important fact that *my system works!*

As you know, my name is Ken Roberts. Not "Havelock Brightly-

Smithingham III" or some other blue-blood name . . . not some guy born with a silver spoon in his mouth.

I was never the heir to a fortune. Though I have my own fortune now.

You may have gotten mail from me before. Or perhaps you read about me in the major media. ABC News even did a feature on me.

The important thing for you to know about me is that I started poor.

I was born into a lower middle-class neighborhood.

After I got married and began my family, I lived with my wife and two young children in a tiny rented two-bedroom apartment in a smoggy suburb of Los Angeles.

We drove an old VW Beetle, ate on a shoestring, and our idea of a family vacation was a backyard camp out. I like steak, but we ate hot dogs and beans because we couldn't afford filet mignon, or even sirloin.

Every morning I woke up more tired than when I went to bed, depressed at the thought of having to face another day in a boring job I hated, barely earning enough money to pay my bills.

I tried everything you've tried and probably a lot more: multi-level marketing, loan brokering, re-selling products through mail order, selling insurance, working for a retail promotion company on commission only, a job as an office manager, performing in a band for private parties. What bad memories

I didn't know how I would get out of the "rat race." I only knew that I wanted to with all my heart and soul.

But after I served my time as an "apprentice" in The World's Greatest Business, under the man who was my unofficial "mentor," my financial picture changed dramatically . . . for the better.

I didn't have a lot of money to invest in The World's Greatest Business when my mentor introduced me to it. So I had to be very careful.

I began with \$600, which was almost all of the money I had in the bank. I was scared to death that we would lose it and face financial ruin.

But by starting off slowly and conservatively in *The World's Greatest Business*, that \$600 began to multiply rapidly, and all my concerns evaporated.

Before long I was trading with thousands . . . and within a few years I was trading hundreds of thousands . . . and then millions.

And I am still active in the business today, both practicing it and teaching it to others - through my Web sites, courses, books, seminars, speeches, and online services.

In fact, even though my first "deal" was for a few hundred dollars,

***"I want you to become MY NEXT APPRENTICE in
The World's Greatest Business."***

*— Ken Roberts, President,
The Ken Roberts Company
and United States Chart Company*

Ken Roberts, self-made multi-millionaire, educator, and author was born into a lower middle-class neighborhood . . . and says he'd still be there if he hadn't found *The World's Greatest Business*.

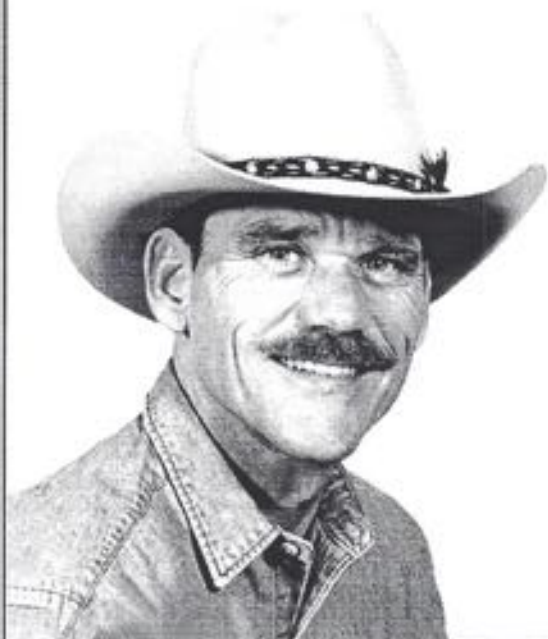
As a young man with a growing family, he lived in a 750 square-foot, two-bedroom rental house in a smoggy suburb of Los Angeles. Ken tried a variety of careers, but didn't see any way out of the rat race.

Between rent, car payments, and revolving credit card bills the future held little promise. Then he was introduced to the business you will learn about here. And the rest is history.

Ken has spent the last 20 years sharing his common-sense financial methods with over half-a-million course apprentices in more than 130 countries around the world. *Worth Magazine* credits Ken with introducing more people to the business of commodity trading than any other single individual in history.

He does it tirelessly -- through his courses, workshops, Internet chats, and even one-on-one with folks who stop by The Ken Roberts Company offices. (You're invited to drop in, too!)

Ken has taught classes in the California State University System co-sponsored by the U.S. Small Business Administration (SBA). He's been a guest instructor at the University of Southern California (USC), was selected to serve on the Presidential Advisory Committee of The Academy of Legal Arts and Sciences, and also served as a Special Advisor to the Board of Directors of Wildlife Images, a rehabilitation and preservation facility for North American wildlife.



today I'm at a point where I gain and lose millions (yes, I said "millions") from year to year. However, as you start out, you will want to take an approach that YOU will be comfortable with. No matter who you are and what your style may be, you'll learn to trade in a way that is comfortable to you.

Anyway . . . before we moved to our current home - a restored 1910 farmhouse with its own private orchard - our previous house was a \$5 million, lake-front mansion on 100 acres of pine forest.

My wife hated it when I smoked in the mansion, so I built a private log cabin across the lake where I went to write and smoke a good cigar. It was a grown-up version of Tom Sawyer's cabin. (One of the best parts of being rich is that I can live out my childhood dreams!) And when we tired of living in the forest by a lake, I sold the mansion and cabin for an obscene amount of money.

Today I own the largest private collection of historic apple trees in the country . . . wear Armani suits (though I prefer jeans and a flannel shirt) . . . drive a Lexus, Mercedes, Suburban, 1931 Buick Roadster, and 1936 Chevy pick-up . . . and own a stash of fine and rare cigars valued at over a million dollars.

I certainly have the time now to pursue my passions - business, teaching, writing, and spending time in the great outdoors.

That's because we have three housekeepers, a chef, a farmer who tends our apple orchard, three groundskeepers, and a handyman who does everything from taking care of the dog to washing the cars, hanging pictures, running errands, and more.

I'm telling you all this to drive home a critical point: *I'm a very wealthy man.* And now I invite you to . . .

Become my next apprentice for just ONE DOLLAR!

Apprenticeship has a long time-honored tradition as the surest way to learn and get into a business.

Now, through this one-of-a-kind program, you can become my next "apprentice" in what I call "The World's Greatest Business."

I've mentioned this several times, and by now you must be curious as to what this business is.

Relax. I'm going to reveal all in a minute.

But first let me explain why I urge you to become my apprentice instead of Donald Trump's.

The person who becomes Trump's apprentice will have to answer to a tough boss (Donald Trump) . . . wear a suit and tie . . . and spend 10 to 12 hours working in an office every day.

But when you become one of my apprentices in "The World's Greatest Business" . . . and *Worth* magazine says I have started more people on the road in this business than anyone else on the planet . . . you:

- A. Can potentially make thousands upon thousands of dollars . . .
- B. At home in your bathrobe and slippers . . .
- C. In 30 minutes a day - as incredible as that sounds!

So, what is this business?

First, let me tell you what it is NOT:

- It is not mail order selling or multi-level marketing.
- There is no cold calling.
- It is not a no-money-down real estate or some other real estate "scheme."
- It involves no personal selling of any kind . . . there are no customers or clients to kow-tow to.

- You don't need a college degree . . . or even a high school diploma. There's no license or certification required.
- You don't need a fancy office or even a suit and tie. You can do this simple business at home, wearing your bathrobe and slippers!
- There are no meetings to go to. You're your own boss. No one tells you what to do or when to do it. Say goodbye to office politics!

"Enough stalling!" you may be thinking. "Ken, stop teasing us. Spill the beans and tell me exactly what you've got for me."

Okay. Here's the scoop

Early Greek philosopher discovers The World's Greatest Business

This is truly The World's Greatest Business . . . but it is NOT a new idea. In fact, the principles behind The World's Greatest Business have helped thousands of individuals make money since ancient times.

Here's how it all began

As best as I can figure out, The World's Greatest Business had its origins in Ancient Greece, when a philosopher named Thales predicted, by means of astronomical observations, that there would be a huge olive crop in the coming year.

Thales did not have the money to buy an olive grove. But he wanted to profit from the enormous olive crop he believed was coming.

What he did next was pure genius . . . and the beginnings of The World's Greatest Business.

Thales placed deposits on a large number of olive presses. He didn't buy the olive presses outright, because he (a) didn't want to take the

risk or (b) tie up his capital.

Instead, he placed a small deposit on each press.

He took what was in essence an "option" out on the olive presses

With a small deposit up front, he had the option of controlling the olive presses for a preset period of time as specified in his contract with the owner of those presses.

And what happened?

The bumper crop of olives came in big time, just as Thales predicted . . . and he was able to make a small fortune renting out the olive presses he controlled at a substantial profit.

On the other hand, say there had been a blight . . . and that year's olive crop had been totally destroyed.

Had Thales spent a fortune buying up olive presses, he would have been ruined. But he didn't.

Instead, Thales would have only lost his small deposit when the contract ran out without him exercising his option to use the presses.

So while his gains were huge, the

How a humble Japanese rice farmer "accidentally" discovered The World's Greatest Business

One of the first men to scientifically forecast commodity markets was the legendary Munehisa Homma, known as "god of the markets."

Homma made a vast fortune trading rice contracts during the 1700s. To get timely reports on the rice market (remember, this was pre-Internet, pre-telephone, and pre-fax machine), Homma hired a team of flag-bearers to stand on rooftops; by waving flags in various patterns, data on the rice market was relayed back and forth faster than a messenger could deliver it on foot or horseback.

To interpret the pricing data on rice meaningfully, Homma obtained and analyzed records of rice purchases dating back hundreds of years. He also studied records of weather conditions and the relationship of the weather to the rice market.

Once he understood the price patterns in the market, Homma began trading rice contracts on the Dojima Rice Exchange in Osaka - then the largest rice exchange in Japan. It has been reported that Homma was spectacularly successful, and once had 100 winning trades in a row.

amount he placed at risk was minimal. He could not lose more than the small deposit he paid on the olive presses.

"Leveraged" trading

The secret to how Thales made huge profits, with a minimal amount of risk, is that he practiced a form of "leveraged trading."

In The World's Greatest Business, we do too.

Now, don't let that fancy term "leveraged" scare you off.

After you get done reading this bulletin, you will have a working knowledge of The World's Greatest Business . . . and how, together, we can have the opportunity to make huge gains through a special kind of leveraged trading.

You'll know enough to decide whether you want to try this exciting, potentially very profitable home business without risk or commitment of any kind.

I'll even show you how you can try it at home for 2 weeks for just one dollar!

But back to leveraged trading

Thales' great discovery was that by paying a small deposit on a contract that gave him the right (but not the obligation) to buy an asset on or before some future date, he could trade that asset with tremendous "leverage" . . .

Leverage provides you the opportunity for a potentially huge profit on the upside with a much smaller investment.

Real estate investing, for example, can give you some darn good leverage. I know the real estate market well, having bought and sold foreclosure properties in the 1970s.

If you buy an investment property for the standard 10% down payment,

you can quickly control a valuable asset for about a dime on the dollar.

For instance, for just \$10,000 in cash you can go out today and buy a \$100,000 property, with the balance covered by a mortgage.

Later you sell the house for \$150,000. You've made \$50,000 profit on a \$10,000 investment for a 400% return on your money.

But as profitable as real estate is, it's not the asset we trade in The World's Greatest Business . . . for these reasons:

1. Investing in real estate, even inexpensive properties, takes too much money for the average person.

To buy a 2-family investment property that costs \$200,000 usually requires a minimum up-front cash investment of \$20,000 - 10% of the purchase price.

I don't know about you, but when I was just starting out, I couldn't have come up with \$20,000 to save my life!

2. Real estate prices have gone up so much, it's more difficult today to find investment properties you can buy at a reasonable price.

3. All signs say that the housing bubble in the United States is ready to burst. Real estate has been a boom market for decades . . . but there are very real concerns among the experts that the "gravy" train may soon come crashing to a halt.

As *Fortune* magazine points out, "The housing market is rapidly losing touch with reality. Fueled by interest rates that have remained near record lows, prices have continued to soar, and the gap between home values and the underlying fundamentals is greater than ever."

Based on the ratio of home prices to income, the U.S. housing market is more expensive today than at any point

since World War II!

4. The real estate housing market went up by 9.36% in 2003. In *The World's Greatest Business*, the price of the products we trade can go up that much - and more - *in a matter of days*.
5. Real estate takes a lot of hard work. Do you really want to spend your weekends plastering, painting, hanging wall paper, pulling weeds, fixing toilets, and chasing tenants for rent checks? What a headache!
6. Real estate is not very liquid. It can take weeks or even months to find a buyer . . . and 30 days just to close the paperwork.

What does this mean for aspiring wealth-builders and aspiring entrepreneurs today?

Simply that, although real estate investing is still a valid way to make money, it is far from the ideal business . . . with fewer and fewer bargains to be had.

So in *The World's Greatest Business*, we want to trade something other than real estate . . . something that we can buy and sell easily and quickly, sometimes only in minutes. But what?

Well, the ideal product to buy and sell would be something that's in constant demand . . . that's bought and sold every day . . . and consumed or owned by millions of people worldwide.

The 42 "universal products" that you and I can trade for a profit

You could use the term "universal products" to describe products that almost everyone needs and buys, almost all the time.

But they are known in trading circles by another name: *commodities*.

Is the word "commodities" a turn-off to you?

It is to many people. They think commodities are too difficult to understand . . . and that they'll never be able to master the process of trading them.

But when you become my next "apprentice" in The World's Greatest Business, you literally "look over my shoulder" . . . read my personal charts . . . see exactly what I'm doing (and how and why I'm doing it) . . .

I will take you "under my wing." That way, you can learn the business without having to spend years on a trading floor or as a trader's assistant.

It's not complicated. Believe me, if I can do it . . . you can do it. I'm no smarter than you are.

And I'll also show you how, during your "apprentice" period, you can "practice" trading with absolutely ZERO RISK!

So . . . what will you and I buy and sell when we work together?

There are a few dozen "universal products" - or commodities - that are traded on the open market because of the constant demand and huge consumption.

These products are traded on "exchanges," which are nothing more than marketplaces created specifically for the purpose of buying and selling such products in bulk.

If you have ever bought or sold a stock, then the idea of an exchange is not new to you: the stocks you own are traded on exchanges, such as the New York Stock Exchange and the American Stock Exchange.

(You may not know exactly how these exchanges work. But that doesn't stop you from trading stocks on them, right?)

Anyway, when you follow my simple trading techniques . . . and my specific, current trades . . . I share with you in my World's Greatest

Business program, you have the opportunity to create a second income buying and selling contracts on these products.

They include:

- | | | | |
|-------------|---------------|------------------|------------------|
| 1. Gold | 7. Sugar | 13. Rice | 19. Pork Bellies |
| 2. Silver | 8. Cotton | 14. Heating Oil | 20. Lean Hogs |
| 3. Platinum | 9. Wheat | 15. Crude Oil | 21. Orange Juice |
| 4. Copper | 10. Corn | 16. Natural Gas | 22. Lumber |
| 5. Coffee | 11. Oats | 17. Unleaded Gas | |
| 6. Cocoa | 12. Soy Beans | 18. Cattle | |

There are a total of 42 such products, and I cover them all in my program. These are simple products anyone can understand. We've all seen or bought them in some form at one time or another.

The exchanges for these products are the largest markets in the world . . . much more serious than stocks. In my program, I'm just going to show you how to buy and sell these products so that you can potentially earn huge profits while having only relatively small amounts of money at risk.

"IT IS OFTEN SAID THAT KEN ROBERTS HAS INTRODUCED MORE PEOPLE TO THE GREAT BIG, ROUGH-AND-TUMBLE WORLD OF COMMODITIES TRADING THAN ANY OTHER SINGLE INDIVIDUAL IN HISTORY."

-WORTH MAGAZINE

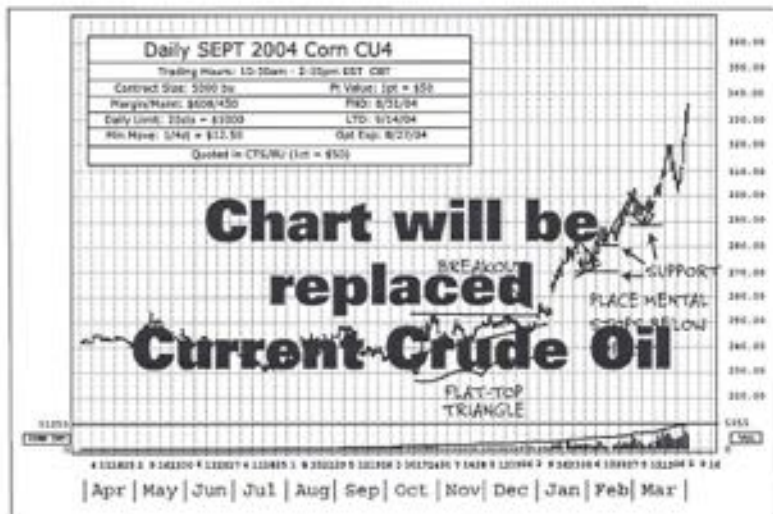
The simplest business in the world

"Okay," you may be thinking, "but how am I going to make money by buying and selling products?"

The same way I do it . . . with price charts.

As you know, the prices of products don't stay the same. They go up and down - all the time.

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For instance, these days, oil is in the headlines almost daily . . . as the price of a barrel of crude is hitting new record highs.

If somehow you and I can buy Crude Oil at \$45 per barrel . . . wait until it goes up to \$55 a barrel . . . and sell - well, you can see how money is made on oil and other commodities: buy low and sell high!

Or take a look at this price chart for Gold . . . another commodity that, like oil, has been moving up . . . as you can see in the chart.

If you know what to look for (and I'll show you how), then it is possible to predict when the price of a commodity will likely rise.

For instance, as you can see on my Gold chart, on November 5 Gold prices were first starting to move. At the time, you could have bought a gold option for \$830. It would have been a smart move, since the chart pattern clearly showed Gold in an uptrend.



In less than 2 months, that Gold option would have climbed to \$1,600 in value. Had you sold then, you could have doubled your money in just 50 days!*

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Best of all, even a small change in the price of the commodity can translate into big profits.

For instance, in November 2003, you could have bought a British Pound option for \$687.50. When the price of the British Pound moved just 13 cents, that British Pound option increased in value to \$4,250.

In January 2004, you could have bought a Soybeans option for \$837.50. Two months later, when the price of Soybeans went up just \$1.50, that option increased in value to \$6,518.75.



"COMMODITY MARKETS . . . SHOULD, IN GENERAL, BE GOOD INVESTMENTS THIS YEAR."
--MERRILL LYNCH,
"INVESTMENT OUTLOOK FOR 2004"

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Leverage, leverage, leverage

Remember earlier when we talked about the leverage of investing in real estate by taking out a mortgage and just paying 10% of the purchase price up front as a down payment?

I pointed out that starting with a \$10,000 deposit, you can control a house that's worth \$100,000. Later, if you sell that house for \$150,000, you've made \$50,000 on a \$10,000 investment . . . a 400% profit.

The principle of leverage works the same way in commodities. In order to control a contract, it is not required to put up its full value in cash. It's only necessary to put up a portion of its value, which is called the "margin."

The margin isn't really a cost. It's a deposit to show one's good faith in entering a market. When a trader exits a market, if he or she makes a profit on the trade or breaks even, the margin deposit is returned. Any losses the trader may incur are taken out of the margin. (In some cases, losses may exceed the margin.)

Margin requirements are usually only about 10 percent or less of the full value of a contract. This means a trader can enter a contract by putting up only a fraction of its worth.

Let's see how leverage works when trading Soybeans. Since a full contract of Soybeans is made up of 5,000 bushels, at \$6 a bushel a full contract would be worth \$30,000.

But traders don't have to put up \$30,000 when they enter a contract. They only have to put up the margin, which can fluctuate.

So, if margin were \$1,800, they can control \$30,000 worth of Soybeans with only an \$1,800 deposit. And if, for example, the price of Soybeans rises by \$1.73 a bushel, they make a profit of \$8,650 ($\$1.73 \times 5,000$ bushels), which is over 380% return on their \$1,800 investment.

However, keep in mind with leverage, you could just as easily lose

Control thousands of dollars of products . . . for pennies on the dollar!

The most leveraged trading vehicle in the world is commodities. These contracts allow you to control thousands of dollars worth of products for pennies on the dollar.

Take Corn as an example. With a single Corn contract, you can control 5,000 bushels of Corn. If Corn is selling for \$2 a bushel, those 5,000 bushels are worth \$10,000.

Now, if the price of Corn moves in your favor, you can make thousands of dollars in profits. For instance, if Corn goes from \$2 a bushel to \$3 a bushel, your \$10,000 contract becomes worth \$15,000, and you collect a \$5,000 profit.

But the way we trade commodities, you don't have to put up \$10,000 to control the 5,000 bushels of Corn. You could buy a Corn contract on margin . . . but even better is to own an option on Corn.

Here's how it works....

Every option is associated with a specific commodity – Corn, Orange Juice, Coffee, Cotton – or in some cases, an entire index of stocks, or a currency like Euros or the US Dollar (e.g., you can buy options on the S&P 500).

So whenever you place an option trade, there will be an underlying commodity (or stock index or currency) whose price will affect the success or failure of your investment. (Keep in mind, however, that option prices do not always move in tandem with futures prices.)

Let's go back to our Corn. In November 2004 we could have bought a March 2005 Corn option for \$387.50 with an expiration date of February 18, 2005.

With this contract, we would have the right – but not the obligation – to buy 5,000 bushels at \$2.12 per bushel until February 18, 2005.

For that right, we paid a fee. That fee – the \$387.50 we paid for the option -- is called the premium. The cost of the premium will vary depending on the price and time until the option expires.

Going back to our Corn example, the only money we had to put up was the \$387.50 premium (plus a commission

and fees) on the option. Look at how this protects us. If we had purchased a contract on Corn instead of an option, we would have the potential to make \$5,000 if the price of Corn rose one dollar. But we would also have the potential to lose \$5,000 if the price of Corn fell one dollar instead.

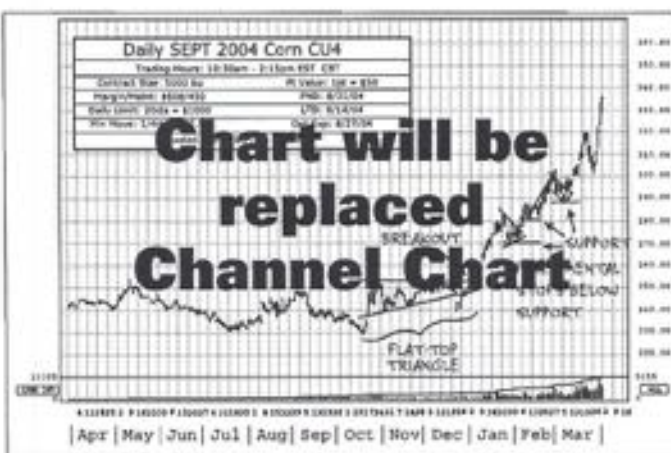
But with an option on Corn, we still have the potential to make a large profit if prices move in our favor, but the most we can lose is what we paid for the option — in this case just \$387.50 (plus a small commission and fees). Knowing that's your entire risk on the trade makes it a lot easier to sleep at night!

This is the beauty of options: HUGE leverage on the upside, with downside risk limited to the modest cost of the option contract plus commission.

Best of all, with options, you can make money regardless of whether a commodity rises or falls in price!

If you think the price is going to go up, you buy a "call" option, which can make money in a rising market.

If you think the price of the commodity is going down, you buy a "put" option which can make money if the price falls.



When a commodity breaks above the top line of what is known as a "channel" formation, prices might continue in the direction of the breakout.

as much as you gain with a contract if the markets don't go your way.

Just because the commodity markets make a giant move, it doesn't necessarily mean they will move in your direction; these markets can also move against you.

That's why it's so important to follow the smart trading plan I outline in The World's Greatest Business program, where we trade commodities using a "special contract," known as an option, which sharply limits the amount of your downside risk.

"NEW ACADEMIC RESEARCH PROVES [THE] LONG-STANDING BELIEF THAT COMMODITIES OFFER HIGHER RETURNS AND LESS RISK THAN STOCKS . . . IT'S SUDDENLY ONE OF THE HOTTEST AREAS ON WALL STREET."

--BUSINESS WEEK, 8/24/04

How to reduce your downside risk

One of the greatest difficulties I have in explaining The World's Greatest Business to others is that two of the words used to describe it turn people off.

They're afraid of these words. Terms like "commodities" and "options" make them nervous. So much so that when I say them even once, they run in fear - even though there is nothing to fear.

One of these fearful words - "commodities" - we've already talked about. You know that a commodity is simply a "universal product" . . . something bought and sold in large volumes daily on exchanges created specifically to trade them.

Now I have to say the other scary word. Ready? It's options. And just like commodities, options are nothing to be scared of.

Remember Thales? He took out an "option" on olive presses . . . controlling a large volume of valuable equipment for very little money.

You can control - and trade - commodities the same way. And by using options instead of buying commodity contracts on margin, the amount you place at risk is known and limited . . . and you still have the

opportunity for unlimited profits on the upside.

Again . . . don't make the mistake of letting the idea of trading "options" scare you.

When you are my apprentice, you will be guided by an expert trader with more than two decades of experience -- me.

Just follow what I tell you to do, step by step, and you could be on your way to being in business for yourself as a trader within just a few weeks from today.

Now, here's where The World's Greatest Business enters the picture . . .

When you become my apprentice in The World's Greatest Business, you trade crops, metals, and other products . . . while risking only modest amounts using options.

My trading plan allows you to control the amount of your risk, allowing you to control large volumes of a given commodity for a fraction of its value . . . and potentially make significant profits.

How? It's done by purchasing options on commodity contracts at a small fraction of the real cost of the crop, metal, or other products you control.

This strategy gives you the opportunity to earn huge returns simply by letting leverage -- which can be as high as 50 to 1 -- work for you.

A 50-to-1 margin means that if the option costs \$1,000, you control \$50,000 worth of the commodity . . . and you can't lose

more than what you paid for the option plus transactional costs.

By allowing investors to hold a position in a market for periods ranging from days to years, options give us the opportunity to wait for our position to become profitable ... while we reduce the risk of being stung by short-term reversals.

Do you want to make profits like these?

Enough with the theory . . . now I want to walk you through just a few examples of the type of profit potential options give you*

\$1,775 Profit on Soybean Meal in 4 weeks!

In February 2004 my charts showed me that Soybean Meal was heading higher. You could have bought a Soybean Meal option on February 17 for only \$375 (plus a small commission). In less than a month, on March 1, you could have sold your Soybean Meal option for \$2,150 - a gain of 473%. See notice on page 26.



WARNING: OPTIONS TRADING INVOLVES HIGH RISKS AND YOU CAN LOSE A LOT OF MONEY. When purchasing options, you may lose all of the money you invested. Trading in commodity futures or options involves substantial risk of loss. According to many experts, most individual investors who trade commodity futures or options lose money. Past Results are not necessarily indicative of Future Results.



Make 6 times your money on Silver

This Silver chart shows that Silver prices broke out of a "triangle" pattern on November 26, 2003. You could have bought a silver option for only \$655 and sold it on January 12, 2004 for \$4,460 - an increase of 580%.*

212% Gain on Corn

You could have bought a Corn call option for \$900 on January 2, 2004. In just 3 months, you could have sold your option on March 22, 2004 for \$2,812.50 - a gain of 212%*

And that's just the tip of the iceberg

When you become **my next apprentice in The World's Greatest Business** - leveraged trading of universal products (commodities) through options - you'll have the potential to get in on deals like these:



*Notice: Hypothetical or simulated performance results have certain inherent limitations. Unlike an actual performance record, simulated results do not represent actual trading. Also, since the trades have not actually been executed, the results may have under- or over- compensated for the impact, if any, of certain market factors, such as lack of liquidity. Hypothetical trading results are also subject to the fact that they are designed with the benefit of hindsight. No representation is being made that any account will or is likely to achieve profits or losses similar to those shown.

- ✓ Buy a Silver option for just \$570. Sell it 29 days later for \$2,910 for a 410% gain.

- ✓ Pay \$550 for a Copper option. A month later, sell it for \$2,112.50.

- ✓ Pick up an Orange Juice option for \$307.50. Six weeks later, sell it for \$615 and double your money!

- ✓ Buy a Soybean option for \$700 and sell it for \$5,150 31 days later. Become 7 times richer in just one month.

Sound exciting? You bet it does.

Now, a lot of beginners learn to trade by trial and error. But when you become my NEXT APPRENTICE in The World's Greatest Business, you don't have to go it alone . . . because I stand by you, at your side, showing you the ropes of this exciting business every step of the way.

Just look at everything you get when you join me in The World's Greatest Business, for which I am asking a payment of only ONE DOLLAR, starting with my most valuable gift to you ever

#1 Quick-Start Manual

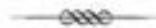
I have been trading commodities since 1982, and have taught over half-a-million people to do so.

All the while I have been refining my charting techniques, studying the markets, writing and speaking about what I learned, and sharing it with others.

Recently, I sat down to tackle my most ambitious teaching project ever . . . putting the trading strategies I have tested and refined

This "beach bum" introduced me to "The World's Greatest Business"

By Ken Roberts



According to the world (my parents, relatives, in-laws, and friends), I should have given up, settled down, and gotten a "real job" instead of following my dreams.

But thank goodness I didn't give up. I held out and kept trying. It wasn't easy; it was a struggle; but I kept at it. I knew only one thing: My dreams did not include working for someone else. (Besides, I stay up way too late at night and sleep way too late in the morning to have a job!)

So I struggled at working for myself, with little success. And as is usually the case, I almost gave in — and gave up — on my dreams several times . . . even though I didn't know exactly what they were!

In fact, I had actually submitted my application to the Los Angeles County Sheriff's Department and the U.S. Government's Civil Service Department (I scored very high on the Civil Service Exam).

And then it happened . . . by random luck, happy accident, whatever you want to call it: I had a meeting with a California Deputy Sheriff named Mike.

Here's how it came about....

By the time I met Mike, I was having some success in real estate foreclosures. Mike and I shared the same financial consultant in Whittier, California.

When I finished my appointment, the consultant asked if I could stay and sit in on his next meeting. "I think you'll like meeting this client of mine," he said. That client, of course, was Mike.

I stayed, and found myself sitting in on a presentation by Mike of his commodity trading account. I knew absolutely nothing about commodities, but I surely was impressed with the profits I saw.

Mike and I went to a coffee shop afterwards where he gave me a quick course in commodities.

"But I thought commodity trading is the wildest, riskiest thing anyone could do," I questioned. "Not the way I do it," Mike smiled.

He had learned about commodities (the futures markets) from an out-of-print investment guide. He found it at a used-book store in Venice Beach, California when he was a college student at Long Beach State University.

It was called *How To Make The Stock Market Make Money For You*, written by an extraordinary man named Ted Warren. Mr. Warren went from rags (literally) to riches using what he discovered and applied in the stock and commodity markets.

(I ultimately purchased the copyright to Mr. Warren's classic investment tome from his widow Helen and republished it.)

Mike actually conversed with Mr. Warren in one brief meeting on Venice Beach (the used-book store owner told Mike that Mr. Warren walked the beach every day). Ted confirmed Mike's opinion that cattle prices were about to explode. That prompted Mike and his college roommate to scrape together \$2,000 between them — they painted, did yard work, baby sat, walked dogs, house sat, ran errands — to invest in commodities.

It's a long and wonderful story, but suffice it to say that Mike and his roommate pyramided that \$2,000 seed money into over \$200,000! (At one point, U.S. Government officials actually showed up at the boys' dorm room to investigate if they were trying to corner the market in cattle!)

The more Mike taught me about commodities, the more I liked it. I learned about following price charts and got good at spotting the chart formations Mr. Warren taught Mike to look for and act upon to make profits.

Mike lived close to my office in North Hollywood. He worked the night shift (so he would have mornings free to trade and follow

the markets) and he often came by to talk about his and my new love, trading.

As I charted, traded, and learned more and more, I realized that commodities and trading were not some wild, fly-by-the-seat-of-your-pants, roller-coaster venture. I was learning how to approach the markets and trade futures contracts as a business . . . a business that almost anyone -- including students, housewives, ministers, actors, janitors, dentists, chiropractors, pilots, and even shut-ins -- could do.

What I was learning and doing with my charts and trading was the ideal business -- what I now call "The World's Greatest Business."

In the process of teaching this business to over half-a-million people since 1983, I built a number of companies including:

The Ken Roberts Company: You probably

recognize that picture of me on the front cover of this bulletin because I've mailed some 200 million like it through the years! Relatively few mail pieces ever reach that mark.

U.S. Chart Company: This is the company that publishes what I feel are the world's best commodity price charts -- because I designed them exactly the way I need and want them! As far as I know, U.S. Chart Company has had more subscribers than any commodity chart company in history!

Not bad for a C student, four-time college dropout, and someone a pompous guidance counselor once called "a frustrated dilettante"! I had to look the word up: Dilettante means amateur. (I wonder where that pompous guidance counselor is today?)

during my more than two decades of experience into a single comprehensive, easy-to-follow "how to do it" manual.

I had never concentrated so hard on making my trading knowledge accessible to men and women who haven't traded commodities before in their lives. Now, after months of work, the manual -- *A QuickStart Guide to Trading Commodities* -- is complete.

In just 92 tightly written pages, my **QuickStart Guide** shows you everything you need to know about commodity basics . . . how to pick your markets . . . predicting price movements . . . trading option and futures contracts . . . minimizing losses . . . dealing with a broker . . . the psychology of trading . . . plus 11 ways to become a more successful trader.

How can you get your hands on what may be the most valuable commodity trading manual ever written? One of two ways:

A. You can either send me a check for \$49.95 and I will rush a copy of the manual to you.

B. Or better, try out *The World's Greatest Business* with me for 2

weeks for **just one dollar**, and the QuickStart Guide is yours -- with no obligation of any kind!

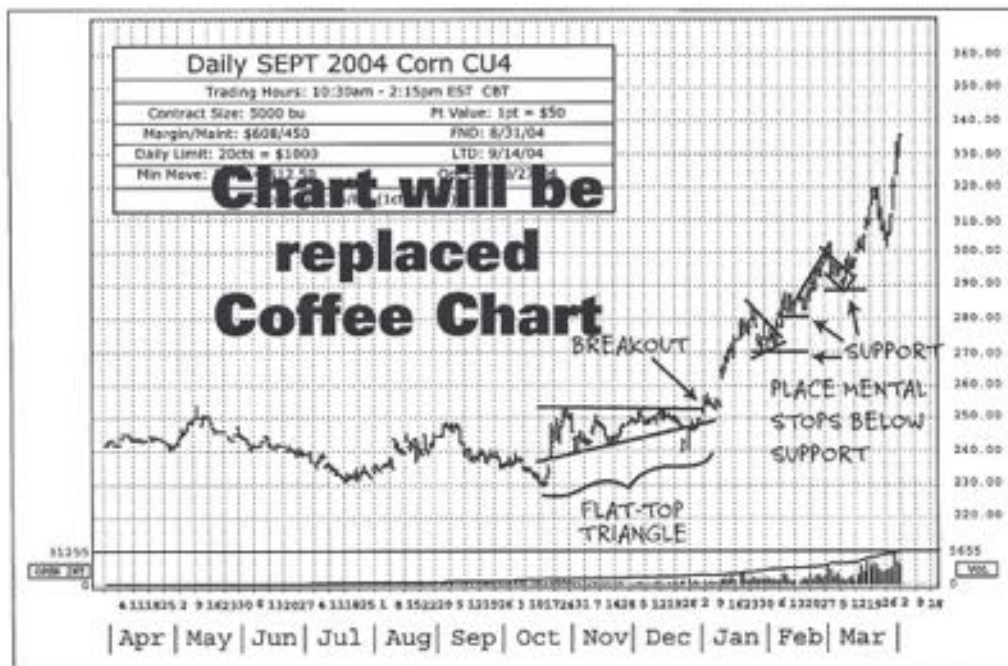
Not only do you save almost \$50, but you get EVERYTHING YOU NEED to start and run your own home-based commodity trading business, starting with

#2 Ken's Chart Book

When I first got into this business over 20 years ago – the Internet didn't even exist. Back then things weren't as easy. In 1993, I created printed charts that I published weekly.

My charts were so popular and made it so easy for people to spot trends that I soon became one of the largest publishers of commodity charts in the world.

Now I've taken my tried and true charts and placed them online, where you can access them 24 hours a day, 7 days a week, at my chart Web site, U.S. Chart Company Online.

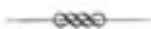


We're seeing a great buying opportunity in coffee right now.

You get:

- Charts for all 42 major commodity markets – making it easy to see price movements in the markets.
- Prices for thousands of options – instantly find an option and its current price.
- Price history for options, which lets you compare an option's current price to its recent price to see if it's a good value now or not.
- Current prices – option prices are updated almost every ten

A personal invitation from Ken Roberts to you



Come visit my office and register in person if you can. (When's the last time someone made you an offer like that?) I'm serious when I tell you that my company is different from any other company. As long as my name is on the building — you can be sure I'll treat you just the way I want to be treated when doing business with someone. And that's with respect and honesty.

We're in southern Oregon, 50 miles North of the California border, in the quaint town of Grants Pass. The mighty Rogue River (where you'll find some of the finest salmon and steelhead fishing in the United States!) runs right through town.

People visit us from literally around the world. Glance at our Guest Book: You'll see visitors from all over the continental U.S., Alaska, Hawaii, Guam, Brazil, Mexico, Thailand, Australia, Germany, Switzerland, and Chile. (One gentleman from Japan has visited us eight times!)

I built a "Trading Lounge" just like the old-time commodity brokerages used to have where clients would congregate during trading hours. The coffee's always fresh, or try some of our great hot

chocolate. This is where you might find me smoking a cigar and looking over my charts.

I get the biggest kick out of sitting down with complete strangers — men and women who previously knew very little about finances, and absolutely nothing about commodities — yet here we sit, pointing at price charts, getting excited over the price of Cotton! A whole new world has opened up to them.



minutes and the price charts are updated every day – so you'll always have the most updated information.

- A personal portfolio that lets you track just the options you're watching.
- A user-friendly online tutorial that makes learning how to use all these features a breeze.
- A professional Counselor who can answer your questions and "show you the ropes" as you gain proficiency in The World's Greatest Business.
- And much more.

If you were to come visit my office right now, you could look on my desk and see my charts. They're covered with my handwritten notes on where I see obvious formations and trends in the markets.

But thanks to the Internet, you don't have to come to my office to see my annotated commodity charts – I'll share them with you online. You can sit at your own desk, in the comfort of your own home, and still see the charts, trends, patterns, and notes just as if you were with me in my office (by the way, you're welcome to visit the private Trader's Lounge at our Oregon headquarters any time).

In fact, you can see my personal charts immediately after you register for your one-dollar trial subscription. Once you enter the Members Only area on the Web site just log-in to U.S. Charts and then click on "Ken's Chart Book."

Ken's Chart Book is the ideal way to follow the markets and make sure you're catching the trends as they happen.

Every morning my staff and I go through all 42 markets we trade and mark up my charts – looking for markets that are in key trends.

You're basically getting private lessons from me on how to spot trends in the commodity markets. You'll see my notes as I write them

on the charts.

If I think it's time to buy an option - I'll tell you so right on the chart for you to see.

And you also get

#3 Trend Tracker

OK . . . this may be the best feature of the entire Web site!

Let's say you look through your charts and find lots of markets in trends. Now you have to decide which markets to buy options in.

And believe me - when so many commodities are in bull or bear markets like they are now - this can be a daily occurrence.

What a great problem to have . . . so many opportunities to make money! But . . . which markets are better?

The proprietary Trend Tracker answers the question for you by showing you which markets are in the strongest trends.

For every commodity traded, Trend Tracker tells you:

- Whether the trend is up or down.
- How long the commodity has been in its current trend.
- Whether the trend is moderate, strong, or extreme.

Trend Tracker is another exclusive feature of U.S. Chart Company Online. No other chart company has anything like it.

With Trend Tracker, you'll know the very first day a trend starts.

Trend Tracker also tells you the moment a moderate trend turns into a strong trend -- indicating that it's picking up speed.

So, not only can you use Trend Tracker to help you prioritize the best markets to find options in. But you'll have the data you need to buy options the moment a trend begins -- often before it even becomes obvious on a price chart. That means you can own an option before others discover the trend and drive the price up!

Trend Tracker works like a spreadsheet -- and the results are spectacular. Trend Tracker does calculations at speeds no human can. In my opinion, no other commodity chart company has anything as good as Trend Tracker.

TOVI Trend Tracker™

Markets highlighted in blue are currently in an Up trend.
Markets highlighted in red are currently in a Down trend.
Markets that are not highlighted are Neutral.

Will be replaced

Trend Tracker last updated: 08/15/2003 11:21:08 AM Eastern

Market	Active Futures Month	Trend	Days in Trend	Strength Rating	Days in Strength Rating	Dynamic Trend Change Point	Prior Strength Rating
Soybeans	20041	Up	4	Strong	1	5:37	Moderate
Wheat	-----	---	13	Moderate	13	---	Neutral

I spent over two years and hundreds of thousands of dollars developing Trend Tracker so I could use it for my own personal trading. And now I'm sharing it with you for 2 weeks for just a buck.

As my newest apprentice in The World's Greatest Business, you'll also enjoy access to

#4 Prices for every available option

Once you find out which markets are moving, seconds later you'll see

every option available -- and its cost -- with a click of a button.

This saves you from searching all over the Internet or calling a broker for current prices.

And not only do you get current option prices which are updated every 10 minutes - you get Option History.

Why is Option History important?

Soybeans May 2004 Options									
Prices current as of 10:27CST on 08/18/04									
Option Expiration: 04/23/04									
Soybeans May 2004 Futures currently 570 (as of 10:37CST on 08/18/04)									
Calls				Puts					
Strike	Premium	Premium (\$)	Quick Add	Strike	Premium	Premium (\$)	Quick Add		
560	OH F	37.5	1,875.00	TT CQ	560	OH F	23.75	1,187.50	TT CQ
540	OH F	49.75	2,487.50	TT CQ	540	OH F	16.25	812.50	TT CQ
520	OH F	63.75	3,187.50	TT CQ	520	OH F	10.25	512.50	TT CQ

Well, imagine you find a market that looks like it can offer an opportunity for making some profits. Then you find an option in that market.

By going to Option History on our members-only Web site, you can see how much that option cost the day before, and the day before that. You can see the entire history of that option.

This way, you can instantly know whether that option is a bargain or not. You can see whether the price of the option is increasing or decreasing.

This is just one more little detail that can help you become a better trader quicker. And as far as I know, no one else offers this on a Web site except for U.S. Chart Company Online.

But that's not all. Your ONE DOLLAR payment also entitles you to receive my

#5 Weekly e-mail alert

Every Friday afternoon I sit at my computer and think about you and my other World's Greatest Business Members. I send out an e-mail showing you which markets I'm watching . . . which markets are on the move and in trends . . . and which options I'm considering buying.

My e-mail keeps you updated on the markets and helps you take advantage of all the trends. My Friday e-mail alert gives you another reason to say "Thank goodness it's Friday!"

And that's not the only way you and I will communicate with one another when you become my next apprentice. We'll also have a series of

#6 My Top Trading Strategies

When you become a member of the World's Greatest Business you get unlimited online access to the price charts of 42 major commodities, as well as the prices of all their available options, at my U.S. Chart Company Web site.

I'll also teach you how to spot chart patterns and formations that tell you when the price of a commodity is likely to rise or fall.

Even better, I will provide you with three straightforward trading strategies - each of which is designed to take advantage of a specific chart situation. And I'll even alert you to which markets are currently ready to be traded with each of the strategies.

Let me give you an example of one of my favorite strategies, the "Hi-Lo Breakout." This strategy shows you, step by step, how to take advantage of price momentum by entering a trade in the direction of a trend after a breakout of a major high or low.

Here's how you could have used this strategy in the Cattle market. As the chart shows, using a specific signal on the chart I will teach you to spot, you could have bought an option on a Cattle contract on

April 27, 2004 for \$1,675. This was after Cattle prices had just made a new contract high.

Just two months later, on June 29, 2004, that option had risen in value to \$8,312 - a gain of 396%. I'll show you the specific entry signal, and exactly how I used it, when you become a World's Greatest Business member. (See notice on page 26.)



In addition to the Hi-Lo Breakout, I will teach you two other strategies, one of which uses information that is produced using proprietary formulas I developed, and that cannot be found on any other charting service.

All three of these powerful strategies are immediately available to download from the Member Center when you become one of my apprentices in The World's Greatest Business.

And remember, everything I just told you about - you get for only one dollar as part of your trial membership.

But that's not all. I've got to tell you about one more incredible service included with your trial membership.

I've arranged for you to experience something you won't find on any

WARNING: OPTIONS TRADING INVOLVES HIGH RISKS AND YOU CAN LOSE A LOT OF MONEY. When purchasing options, you may lose all of the money you invested. Trading in commodity futures or options involves substantial risk of loss. According to many experts, most individual investors who trade commodity futures or options lose money. Past Results are not necessarily indicative of Future Results.

chart site in the world - except mine.

#7 Your Personal WGB Coach

As my apprentice, you get personal support from one of the highly skilled professional option and commodity counselors in my office.

How many times have you been reading a book or looking at a Web site and wished you could call the author for more information?

Wouldn't it be great to have a mentor and get instant answers to your questions?

Fortunately, I had personal support every step of the way from my mentor when I first started learning about commodities. That's why - when I first got into this business - I promised personal support to everyone I taught.

So in addition to the special proprietary Web site, Trend Tracker, online commodity charts, instant option prices, the World's Greatest Business QuickStart Guide, and the weekly e-mail updates - you can also pick up the phone and talk to one of my trained WGB counselors who can answer any questions you have.

Whenever you have a question - anything at all - call one of my Counselors. They're here at their desks every trading day from 8:30 am to 5:00 pm Pacific Time . . . ready, willing, able, and happy to

Monthly Online Chats



My monthly "Let's Talk Trading" chats are where we all get together online for a friendly and lively discussion.

This is a time when all of us option traders get together, ask questions, tell jokes, and just have fun talking about options.

You'll see questions from your fellow traders.

You'll also see their success stories and learn from their mistakes as they share any mishaps they've had - so you don't have to make them yourself.

And of course, I'll give you insight and advice on what the markets are doing today, and answer any questions you may have.

answer your questions and help you with any trading or charting-related matters.

You'll be part of a community of traders — all helping each other

One of the toughest things about starting something new is that you're all alone. That's why, from the first day I started showing people how to take advantage of the commodity markets — I've always made myself available to everyone I've taught to help them out.

You'll never be left out in the cold. You're always just a phone call away from help. The World's Greatest Business gives you everything you need to start and run your own successful home-based commodity business: training, charting, real-time pricing information, and personal coaching.

Nothing is left out! Best of all, you can do this in only 15 to 30 minutes a day. That's all the time it takes to go through the charts, find option prices, and place your trades.

Of course, when you first start, it may take you a little longer until you get comfortable with the process. But after one or two weeks, you'll be spotting formations on charts and finding bargain options in minutes a day. No kidding; no exaggerating.

"I wish I'd found this sooner," you'll say. I discovered the commodity markets in 1982 and felt the same way then. But the fact that you're finally learning about it now is all that matters.

The fun and easy home-based business you can try for ONE DOLLAR for the next 2 weeks

Now we get down to brass tacks: the price of joining me as one of my apprentices in The World's Greatest Business.

When I created The World's Greatest Business, I had a hard time

Ken's Apprentices Thank Their Lucky Stars That He Introduced Them to The World's Greatest Business

I used to be one of the Internet's biggest critics. But now I've come to appreciate many of the advantages it offers. One of the benefits I look forward to most is "meeting" with my "apprentices" in The World's Greatest Business during our Online Chats.

Once a month, we gather together online, sit back, and talk about our favorite subject - making money trading commodities. My wife Krista bakes up a batch of our favorite cookies, I brew a big pot of coffee, light a great cigar, and then spend a couple of hours chatting online.

Although specifically tailored to World's Greatest Business members, my chats are open to everyone. Whether you subscribe to The World's Greatest Business or not, you are always welcome to attend. You can ask me any commodity trading-related questions, share your trading experiences, and learn how others are doing, too. During these chats you will hear from newcomers as well as "old-timers" who have been part of The Ken Roberts Company family for many years.

It's during these online sessions that I get to hear first-hand how present and past students are doing and what people think about The World's Greatest Business. I love to hear how much someone is enjoying his or her newfound freedom, skill, and being one's own boss!

"Hi Ken. This has to be the largest get together of Ken Roberts students at one time. I really look forward to picking your brain every month."
— Joshua in Florida

"Hey Ken. Just wanted to say thanks for the new perspective on (financial) life."
— NYTRDR

"Hey Ken, just wanted to say I think you're a Great Coach. And I wanted to thank you for the Great Course."
— Russ

"I have to tell you that it is just AMAZING all of the information contained in these chats and in the chat archives! I think I am going to convert all of them to audio and then play them to myself at night while I sleep!! :) Seriously though, like in your answer to Paul, I learn so much just by being here on them."
— dax

"I agree with you that U.S. Charts are the best . . . period."
— MarkO

Making money is a skill. Skills are learned; you're not born with them. If you want to learn to make money, you need a real person to guide you there. Are you making as much money as you and your family want or need? If not, what are you doing to earn more? Is it working? Does what I've shared here interest you and make sense - common sense? Then give The World's Greatest Business (and you!) a chance.

Like you, many (maybe most) of my apprentices had doubts and questions as to whether The World's Greatest Business was right for them. But they took the first step to determine for themselves if this was what they were looking for. In a recent Internet survey I sent out to my WGB Members, 94% of those who responded said that The World's Greatest Business lived up to their expectations - and they would recommend it to friends and family!

Take a moment to read a sampling of the comments I received in recent Chat Sessions for The World's Greatest Business. Then consider that within a few minutes you, too, can become part of The Ken Roberts Company family. All you have to do is say "Okay, I'm ready," and sign up for your test trial. My staff and I will take it from there.

"Hello Ken. I am more than grateful for all you've done for my family and I. Thanks so much."
— khalester

"Hi Ken: Great teacher, great staff, I'd like to congratulate you what you have done for many of us. Thanks again, Ken."
— BILLM

Ken, Sir. I'm sorry I can't express every thing in writing but I would like you to know, that for women who came to this country 13 years ago from Poland with \$200 in my pocket, you are my "Heaven Man," as an ancient Chinese said. So, I would like to thank you and your staff from the bottom of my heart. Thanks for the greatest opportunity!"
— Joanna

"Ken . . . As a previous subscriber to your paper chart service, I just wanted to say that this online chat service and tools in the BEST. You've really outdone yourself. I'm proud to be associated with you! Thank for all your help and good spirit!"

— Home Biz Joe

"Hello Ken. Just a note to say "Thank You" and to let you know that I have been working your principles for over five years now and can call my own shots in life. Just got back from a commodities-financed trip to China where I climbed a mountain! Guts from the futures markets got me to the top. Happy trading. — Chart Rider

"I wanted to tell you that the US Charts Online website is fantastic. I used to get the charts mailed to me but the interactive charts online were a brilliant idea. Thanks! — rikntracy

"Hi Ken. I hope to make a full time income from this some day. You are my Donald Trump . . . thanks Ken!" — Deuce

"Hi Ken and Everybody: Thank you for these chats. They are really a motivator." — DKnSJ

"AIN'T THIS A HOOT!!!! My sincerest thanks for all you're doing to help my "futures". Every extreme is nothing more than another chance at profits. I love it. — Steve in Green Bay

"Thanks to you and all your staff for making this THE WORLDS GREATEST BUSINESS. You're the Greatest." — chartech

"Hi Ken . . . compliments to you on a 1st class program and outstanding U.S. Charts site." — nick

"Thanks for all the fantastic things you do for all." — TOVIJUNKIE

"Hi Ken. Thank you for introducing me to commodities in 1997, its been a love affair ever since!" — MetalMan

"Thanks, Ken, been making money in the markets and would never have started without you!" — chris

"Thanks for nine years of inspiration!!" — Jonjayspop

"Hi Ken, My name is Travis, from Pennsylvania. I just wanted to say that I've just begun with your courses but I'm very excited about everything I've read so far!" — Travis

"Hello Ken and gang, ever since I got involved with KRC years ago, I've received what was promised and more." — George

"Ken, just finished -- easy to understand -- WGB manual, thank you." — Joseph

"Hi Ken, Thanks for holding these chat rooms. My paper trading plan is going very well . . . I'm learning more everyday. Thanks again." — Brian

Thanks for everthing it has been great, Ken. What a business!!! — indamone

"Yes Ken, thanks for everything, man I have NO IDEA what I would be doing if I didn't know about this. I mean what else is better than this?!! You really gave me something to look forward to and MAN I LOVE MONDAYS, AND WISH THERE WEREN'T ANY WEEKENDS. SMILE!!!! — tonytenn

"Ken, I think your high low breakout is cool! Thanks a million, (Literally) you have freed my body and mind!" — freeatlast

"Thanks for chatting tonight Ken. You sure are a WISE man!" — Jay

NOTICE: The testimonials submitted during The World's Greatest Business Online Chats provide the perspective of individuals who are successful and/or enthusiastic about their experiences with The Ken Roberts Company and/or The World's Greatest Business. They provide information about the provider's experiences only as to that point in time in which they are provided. These testimonials should not be viewed as representing the typical and ordinary experience of The World's Greatest Business Members and/or The Ken Roberts Company's Course Members who decide to invest in commodity futures or options. Although all testimonials are authentic and accurately represent the overall content of the testimonial, statements made in the testimonials have not been verified. Trading on commodity futures or options involves substantial risk of loss. According to many experts, most individual investors who trade commodity futures or options lose money. Accordingly, the testimonials should not be viewed as mitigating the potential for risk of loss in commodity trading. Commodity trading is not for everyone.

deciding what to charge for it.

So I took a look around to see what other businesses are selling for.

To purchase just a single big-name franchise . . . McDonald's, Burger King, IHOP, Subway . . . can easily represent a six-figure investment . . . some as much as \$100,000 or more.

Starting your own restaurant, store, or other retail business can cost \$10,000 to \$20,000 and more.

And with a retail business, you could be chained like a slave to your business, working 12 hours a day, 6 or 7 days a week, just to make a living.

Then I looked around at the other businesses and training programs you can buy.

I found a few wealth-building programs ranging from one-day seminars to multi-day "Boot Camps."

But the registration fees are high -- \$2,500 to \$5,000 and up!

I knew I could probably charge a similar price for The World's Greatest Business, and even at such a high price, get more than enough apprentices to make a lot of money.

And given the value of my information, such a price would be more than fair.

But I'm on a mission to help people - and I figured I could help teach more people about this business for which I have such great passion if I charged less.

I also remembered that when I was starting out, \$5,000 or even \$1,000 was simply beyond my reach. But I didn't want money to be an obstacle to you in your quest for wealth.

And so . . . you may try my complete World's Greatest Business program for the next 2 weeks for just ONE DOLLAR.

(I thought about making it free, but I've found that when people get something for free, they don't take it as seriously as when they pay for it . . . even if that payment is small.)

Earlier I promised that you'd enjoy ZERO RISK during your training as my apprentice, until you felt proficient enough to put up your own money.

The way you do this . . . and I recommend it for all my new students . . . is through "paper trading."

During your first 2 weeks in the program, start trading options on "paper", without risking one cent of your own money.

Keep track of your trades . . . your winners and losers, your profits and losses . . . with our online "Trade Tracker." Available on the U.S. Chart Site, Trade Tracker gives you an ongoing record of your paper trades - including what you bought, when you sold, and how much you made or lost on each trade.

Then at the end of 2 weeks, look at how much money you would have made or lost had you been placing actual trading orders.

Those profits, of course, are only on paper. You won't have made any real money yet. But all your losses will have been on paper only, too . . . you can't lose even one DIME of your own money this way!

One caveat: Keep in mind that being a successful paper trader during one time period does not mean that you will make money when you actually invest during a later time period. Market conditions constantly change.

Once you have mastered The World's Greatest Business to the point where you're confident enough to trade with real money, start small. Then, as your confidence increases, you can expand your business with bigger and more trades according to the level of activity and risk you're comfortable with.

That's another reason why I call option trading "The World's Greatest Business" . . . you can trade as much or as little as you want. There's no boss watching over your shoulder to see how well you do. You proceed strictly at your own pace and according to your own schedule. And there's no competition of any kind.

When your 2-week trial membership is over, you can either call to cancel and owe nothing and everything you've downloaded is yours to keep for free - or you can continue as a member for the low price

of only \$29.95 per month automatically billed to your credit card. That's less than a dollar a day! Best of all, there's no commitment or obligation . . . you can cancel at any time.

Why are some people rich and others not?

Why are some people "lucky" and others not? Why are some people rich . . . while others struggle to get by?

Why does fate cause events to happen to some people and not others? What is the secret to happiness?

I may not know all the answers. But there's one thing I do know . . .

While money may not be the most important thing in life (and I think it is not; love, health, relationships, and being a good and kind person are all more important), having abundant wealth helps make life easier, safer, more secure, and more relaxed. Plus a lot more fun!

When you don't know how you're ever going to save enough money -- to pay the bills, or put the kids through college, or retire -- money becomes the center of your life. But in a worrisome, negative way. You're always fixated on money, or rather, your lack of money . . . wondering how you will ever have enough to make ends meet.

Two decades ago I stumbled onto The World's Greatest Business - the business I want to teach you now, as I have for over half-a-million students so far.

I have more money than I will ever need: stocks, bonds, rare coins, real estate investments, businesses I own, luxury cars, and more. I have a maid, handyman, and an office staff to do all the things I don't want to do.

My wife and I live however we want, buy what we want, spoil ourselves occasionally with little luxuries. For example, I think nothing of going into a tobacco shop and buying a box of the finest cigars . . . or spending \$1,000 on a pair of earrings for my better half (and not even on a birthday or anniversary, but just because the mood strikes me).

But the best part of the life The World's Greatest Business has

given me is the freedom to pursue my passions - and do what I truly love - trade and teach trading to others.

I never have to worry about paying bills . . . or saving for my retirement. (Although I plan never to retire, I could stop working tomorrow and live like a king for the rest of my life.)

You don't know what freedom is until you don't have a mortgage and a car payment. They're the leash that every American is on.

And now, you can become my next apprentice in The World's Greatest Business, for the next 2 weeks, for just ONE DOLLAR.

If there's a fairer - or more risk-free -- way for you to try the best home-based business in the world today, I can't think of it.

So what are you waiting for? It's so easy to get started in The World's Greatest Business today. Just do any one of the following:

1. Call toll-free **1-800-230-CHAR(T)** (**1-800-230-2427**) and tell the Counselor who answers that you want to take advantage of the special ONE-DOLLAR trial membership.
2. Or go to the URL below:
www.kenroberts.com/freetour

But I urge you to hurry. Several commodities are poised to take off and you don't want to miss this opportunity.

Sincerely,



Ken Roberts
President

The Ken Roberts Company and United States Chart Company

P.S. If after the 2-week trial period as my apprentice, you decide The World's Greatest Business is not for you, let me know.

I'll cancel your access to my Web sites, charting services, the weekly e-mails, and the personal coaching . . . and that will be

the end of the matter.

You will owe me nothing . . . and everything you printed out from the Web sites will be yours to keep free.

On the other hand, if you - as so many others have - tell me "I want to stick with The World's Greatest Business and be my own boss, Ken" . . . you can continue to receive all of the services - the charts, e-mails, coaching, and instant online access to real-time option prices - for just \$29.95 a month . . . less than a dollar a day!

And there's no long-term commitment. If you ever decide The World's Greatest Business is not for you, you may cancel at any time. Your service will end and your card will no longer be billed.

Whatever you decide, my QuickStart Guide to Trading Options (a \$49.95 value) is yours to keep FREE . . . my way of saying "thanks" for giving the World's Greatest Business a try.

P.P.S. By the way, some new students ask me, "Ken, aren't you creating too much competition for me in The World's Greatest Business by training so many students (over half-a-million to date)?"

I tell them not to worry about that . . . because in The World's Greatest Business, there is no competition.

An unlimited number of my students can be trading actively, without any of them cutting into anyone else's profits.

In fact, the higher the volume of trading on the exchanges, the greater the liquidity of your contracts, and the easier it is to buy or sell!



My personal invitation to you

Become my next apprentice . . . and test-drive own your own home-based business . . . for just one dollar!

[] YES KEN!

I want to take advantage of the incredible profit opportunities in The World's Greatest Business™.

As part of this special introductory trial membership, I get everything you outlined in your report for two weeks for only ONE DOLLAR. Plus I also get your World's Greatest Business QuickStart Guide that normally sells for \$49.95 — mine to keep forever, even if I call to cancel my membership during my 2-week trial.

When my 2-week trial membership is over, I can either call to cancel and owe nothing and everything I've downloaded is mine to keep for free — or I can continue as a member for the low price of only \$29.95 per month automatically billed to my credit card. That's less than a dollar a day! I also understand I can cancel at any time.

Start benefiting from your trial membership right now...

Getting started in The World's Greatest Business is as easy as one . . . two . . . three . . .

1. **Call toll-free 1-800-230-CHAR(T) (1-800-230-2427)** and tell the Counselor who answers that you want to take advantage of the special ONE-DOLLAR trial membership.
2. Make sure you tell the Counselor your Priority Code (you'll find your Priority Code right above your name and address on the back cover of this letter).
3. My Counselor will register you for your 2-week trial and show you how to download your copy of *The World's Greatest Business: A QuickStart Guide to Trading Commodities — Futures and Options*. And, of course, will answer any questions you have.

Or

You may register online at www.kenroberts.com/freetour

Or

Take a FREE tour of The World's Greatest Business right now and see for yourself how simple this business is and how quickly you can do it. Go to www.kenroberts.com/freetour. The tour is totally free. No credit card is needed. And then, after you take the tour — you can still take advantage of the very special 2-week trial for only one dollar. I can't think of anything fairer than that.

Now you can try "The World's Greatest Business" . . . and get started on the road to financial freedom . . . for the next 2 weeks. Your cost: ONE DOLLAR!

To become Donald Trump's next apprentice, you have to work for him for 13 weeks . . . and your chances of being chosen for the job are one in a million!

Now you can become the next apprentice to Oregon multi-millionaire Ken Roberts . . . the man Worth Magazine says has helped more people get into this business than anyone else on the planet . . . for literally 7 cents a day!

In this special issue:

How to control thousands of dollars in goods and products for pennies on the dollar	page XX
4 sure-fire signs that a home-based business is doomed to failure . . . and how to find the ones most likely to succeed	page XX
How a "beach bum" showed me the secret of the millionaires (not really a "bum," but my mentor DID meet him walking on the beach!)	page XX
How to get started TODAY in "The World's Greatest Business" (hint: it's NOT real estate)	page XX
The 42 "universal products" that almost everybody buys - and how to start a business buying and selling them for just 15 to 30 minutes a day.	page XX

