SPECIAL REPORT for individuals & businesses with high debt balances …

$100,000 in Credit Card Debt!

Financial Survival Tactics for High-Balance Debtors & Small Business Owners

Read this report to learn why …

> **"Individuals and small business owners seeking to reduce very high levels of unsecured debt –in the range of $100,000 to $300,000— MUST USE DIFFERENT TACTICS than the average consumer with only $10,000 to $30,000 of debt."**

In this report, I will explain why traditional debt programs DO NOT WORK for individuals or small businesses that carry large debt balances. As a rough approximation, we can define "large" as the range of $100,000 to $300,000, although virtually everything I have to say will still apply if you owe $75,000 or $750,000. I will also tell you about a strategy that DOES work, one that has the BEST TRACK RECORD in the debt industry. So if you owe a ton of credit card debt and you're wondering how you will ever get out of this situation (without losing everything you've worked for your whole life), then you've come to the right place.

A word of advice to start. Don't just skim this report. READ IT. **You have $100,000 or more at stake! READ THE ENTIRE REPORT.** It will be worth the short time investment to carefully read what I have to say. This is INFORMATION YOU WILL NOT FIND ELSEWHERE, period.

The Truth About Your Debt Reduction Options— Minus the Sugar-Coating …

Tackling a normal $30,000 debt load is one thing, but **debt balances in the $100k-$300k range require a whole different level of knowledge, planning, and strategy**. Yet when you do some basic research on the Internet about debt solutions, what do you find? About 10 million data gathering websites – all designed to get you to fill in your name and contact information so you can become a "lead" for some sales rep trying to make a commission. Good luck finding anything that specifically addresses the unique problems and challenges faced by the high balance debtor.

The report you are reading solves that problem for you. **My advice is specifically aimed at people who can't make the usual solutions work.** Before I can explain the best-bet solution to you, I need to get across some "unpleasant truths" about your situation and the options available to you. I call these "Real World Facts" because the information that follows represents how the various debt programs perform in REAL LIFE, as opposed to the sugar-coated FANTASY peddled by sales reps working for these firms.

In what follows, I assume that you already have a basic knowledge of the main debt reduction options. Once you throw out the scams and bogus "debt elimination" schemes, the legitimate options are limited to:

1. Debt roll-up.
2. Debt management (aka credit counseling).
3. Bankruptcy.
4. Debt settlement.

(Note: If any of the above terms are unfamiliar to you, please read my 32-page consumer report, "How to Eliminate Your Debts Quickly and Safely Without Filing Bankruptcy," available via free download at www.zipdebt.com.)

I also assume that you have "hit the wall" financially and you are no longer able to keep going with all the minimum monthly payments on your massive debt load. The day of reckoning has arrived, or it's coming soon, and you are laying awake at night wondering how to solve this $100k problem. You still have some money coming in, a few assets here and there, but you can see it all evaporating if you continue on your current track. **You have a feeling deep down in your gut that "something has to give"** or you'll face disaster. If this all sounds familiar to you, please read on.

SIDEBAR: **Who Is This Guy, and Why Should I Listen to Him?**

My name is Charles J. Phelan, and I've been doing debt settlement since 1997, which makes me one of the original pioneers in this field. I helped build one of the nation's first large debt settlement firms starting in 2000, then walked away from it in 2004. I didn't like where the industry was headed, which I assumed to be major trouble in the form of regulatory action due to a trend toward fee gouging and false advertising claims. I was right, but it took about 5 years longer than it should have for the Federal Trade Commission to finally take action against the industry.

In 2004, I formed ZipDebt and published the first version of my Debt Settlement Success Seminar™, which taught consumers the "do-it-yourself-with-professional-coaching" approach to guided debt settlement (without the sky-high fees). Six years later, **I have quietly established the BEST TRACK RECORD in the entire debt settlement industry. My clients settle FASTER and for LESS money out-of-pocket versus any competing settlement approach.** I can back up this claim with statistical PROOF. Click here for the full detailed presentation.

I've helped thousands of people to get rid of the debt-monkey on their backs. If you fit my profile for a good candidate for Fast-Track Debt Settlement™, then I will show you how to be free of your debts in less than 12 months. I'm not out to sell you a fairy tale. There are some very specific "suitability" filters that I will discuss later in this report. If we don't have a good fit, then I can't accept you as a client. I won't accept your fee if I cannot genuinely help you. If we DO have a good fit, however, then you will be working with the most experienced debt settlement coach in the United States, bar none. I know you're skeptical – you should be! So let's deal with that skepticism right up front. Here is a link to my online report with the Better Business Bureau:

Now back to the "unpleasant truths" you need to wrap your brain around …

Why "Debt Roll-Up" Doesn't Work When You Owe $100k

Debt roll-up (also called the "debt snowball method") is nothing more than a priority system for ranking the debts to be paid back at their full balances. You can base the method on tackling the smallest balance first and then working up the list, or focusing on the account with the highest interest rate first, and then working down. Either way, you will need to pay MORE than the normal minimum monthly payments. For this roll-up approach to be successful, a good rule-of-thumb is that you'll need to pay an extra $50 per month per $10,000 of debt. So on a $100k debt load, an effective debt roll-up strategy would require continuing to pay the regular monthly minimums, plus a "kicker" in the amount of $500 extra per month on top of that. Otherwise, the progress will be too slow and you will still be trapped on the banks' "forever plan" for repayment.

I've seen people successfully implement the debt roll-up approach on $20-30k of debt, but I've never once seen anyone pull it off with $100k or more of debt. The reason is because the math doesn't work, and the core requirement to overpay the minimums month after month by that large a sum is simply unrealistic. If you had that much free cashflow from your income or business, you wouldn't be carrying a $100k debt load in the first place, right? What happens in the REAL WORLD is that something breaks, like a piece of equipment (if you own a business), your car, the water heater, etc. You get the idea. Stuff happens, life happens. The extra margin needed for the roll-up goes away that month, and then another month, and so on. Pretty soon, you're back to struggling all over again with no end in sight.

REAL-WORLD FACT #1: When Debt Loads Reach "Critical Mass" Traditional Methods of Debt Reduction Are No Longer Effective

Due to the relentless mathematics of carrying large debt balances at high rates of interest, debt loads above a certain level tend to reach "critical mass" and explode out of control from there. Once your debt load reaches that point, it's nearly impossible to retire the debt through old-school methods like debt roll-up or the "debt snowball." And let's face it – $100k is WAY beyond critical mass!

You Can Forget "Debt Management Plans" Too!

With clients who are carrying total debt in the range of $10,000 to $30,000, it's unusual to see any single account with a balance greater than $10,000, since the load is typically spread across several cards. So individual account balances of $5,000-$8,000 are the norm. But when you're carrying $100,000 or more of unsecured debt, it's probable that you have at least one creditor balance greater than $20,000, and you may even be carrying a whopper line of credit for $50,000 on a single account, with the rest spread across multiple cards. The "cookie cutter" approach used by debt management agencies simply WILL NOT WORK in this scenario.

Why? Because under a debt management program (where you agree to pay 100% of the balance via a non-profit "consumer credit counseling" agency), all it takes to derail the program is one high-balance creditor refusing to accept the interest rate concession. In addition, any account that is classified as a “business” account by the issuing creditor is automatically not eligible for most consumer-oriented debt management plans.

But what difference would it make even if all the creditors accepted the lower interest rate petitions? Even when ALL the balances are successfully enrolled into the plan, you still won’t receive enough relief on the monthly payment burden to solve the core cashflow problem that triggered the problem in the first place. For this simple reason, it doesn’t even work very well for the folks it’s intended to help. Result? The DMP approach has a shameful 75% failure rate, a fact that is well known inside the industry but not widely publicized.

REAL-WORLD FACT #2: Debt Management Plans (DMPs) Don’t Work for High-Balance Debtors or Small Business Owners

Debt Management Plans (DMPs) offered through credit counseling agencies are bank-designed programs targeted at consumer households with debt loads in the $10,000 to $30,000 range. These long-term programs (60 months or more) are already ineffective for their intended purpose, and they simply do not work for the high-balance debtor with systemic cashflow issues. Further, most DMPs do not accept “business debt” into their programs, automatically excluding most small business owners utilizing LLC, S-Corp, or C-Corp structure. Even a Sole Proprietor will find that credit cards issued in the name of the business cannot be enrolled into most DMPs.

There’s Always Bankruptcy, Right? Oops!

As you already may be aware from your initial research, personal bankruptcy comes in two flavors, Chapter 7 and Chapter 13. Since the U.S. bankruptcy law was changed in 2005, it’s much more difficult to qualify for Chapter 7, the version of bankruptcy where the debts are fully discharged with no requirement to repay. To be eligible for Chapter 7, one’s income must be below the median income for the state of residence, and one’s assets much be “below the bar” set for Chapter 7 exemptions. Very few high-debt clients can qualify for Chapter 7. The reason is that you don’t get to the point of carrying $100,000 or more in debt unless you start out making good money and have excellent credit. So most clients with high debt loads either have an income above the state median, or assets that would have to be liquidated and disbursed to the creditors, or both factors at the same time. The result is a complicated Chapter 13 filing, with no “fresh start” until the 3-5 year period has been completed. Of course, during the bankruptcy process, it's not possible to begin rebuilding damaged credit, so it's basically a type of "financial limbo" that involves a great deal of continued pressure to fund the monthly payments to the court trustee. If you later fail at those payments, your Chapter 13 gets "dismissed" without completion, and it will be "open season" on you all over again, with no further protection from the court against creditor litigation.

Frankly, Chapter 13 should be a last resort, since it carries so many negative aspects. If you do qualify for Chapter 7 bankruptcy, however, that is almost always the lowest cost solution for debt elimination. If you are unsure where your case would fit, I urge you to consult with at least two bankruptcy attorneys and then compare the recommendations.

REAL-WORLD FACT #3: Chapter 13 Bankruptcy Sucks!

If you file bankruptcy on $100k or more of debt, you will almost certainly have to file under Chapter 13 and not Chapter 7. This usually translates to having to repay 50-60% or more (sometimes even 100%) of the debt anyway, over a FIVE-YEAR period supervised by the court bankruptcy trustee.

Debt Settlement Has Huge Advantages Over Chapter 13

There IS a better option than Chapter 13, and that option is DEBT SETTLEMENT. Here's a quick review of the key tactical advantages of debt settlement versus Chapter 13 bankruptcy:

- ✓ **No public record** – Chapter 13 bankruptcies are a matter of public record. Anyone at all can go to the courthouse and read about your private financial affairs via the documentation filed with your bankruptcy petition. Debt settlement, on the other hand, is conducted privately, so no public record results. (Note: Bankruptcies are reported for 10 years on the credit report in the public records section, while settled accounts appear for 7 years in the regular tradeline section.)

- ✓ **Avoid embarrassment** – Who looks forward to appearing in court to file bankruptcy, only to bump into a friend, neighbor, or worse – a co-worker, client, or business colleague? Debt settlement allows you to avoid such embarrassing situations. All the negotiations are conducted privately by telephone.

- ✓ **<u>Faster path to debt-freedom</u>** – Chapter 13 bankruptcy is a FIVE-YEAR process. During this period, any material change in your financial position (for example, a bonus or a pay raise) must be reported to the court trustee, and this in turn can lead to an adjustment in the monthly payment. (That's right, kids. Chapter 13 payments are NOT necessarily FIXED for the whole 5 years!) With Fast-Track Debt Settlement™, you can be out of debt in less than 12 months.

- ✓ **<u>More control over the process</u>** – Once you enter a bankruptcy plan, you're under the court's protection (which is good – no creditor can further litigate against you), but you relinquish any control over the process. Chapter 13 is a tough slog for most debtors, which accounts for its horrific 67% failure rate. Debt settlement puts you in the driver's seat and gives you a much greater measure of control over your financial affairs.

- ✓ **<u>More flexibility in juggling financial resources</u>**—After committing to a Chapter 13 plan, you're stuck with those payments, month in, month out. This lack of flexibility is what derails two out of every three Chapter 13 plans. People don't finish because something else happens and they can't sustain the court-required payments. When that happens, you're out of the bankruptcy plan and back on the street. It's open season all over again and your creditors all have fresh hunting permits! With debt settlement, you have a lot more flexibility from one month to the next, and it becomes much more realistic to successfully juggle your household finances while you're restructuring your debt.

- ✓ **<u>Greater savings</u>** – Your payment under Chapter 13 bankruptcy is determined by an artificial formula built into the code, so you have zero control over how much you will be required to repay. While some Chapter 13 plans can be as low as 10-20% of the overall debt load, it's far more common to see plans in the range of 50-70% repayment. And in fact, plans of 100% are not uncommon. It all depends on how the math works out for income versus allowable expenses. With the debt settlement approach, you have the opportunity to haggle, to hold out for a better deal. In many cases, the result is much greater savings via debt settlement, where 30-40% settlements (and sometimes much lower) are routinely available.

- ✓ **<u>Preserves assets</u>** – Your finances are an open book once you go down the bankruptcy path. What happens if you have financial assets you really prefer not to disclose? (A piece of land that's been in the family for years, a bank account your aunt set aside for the kids' college, etc.) Some of these precious resources could be gobbled up in a formal bankruptcy, but under a private debt settlement program, such assets *need not even be disclosed*.

- ✓ **<u>Conserves cash balances</u>** – Any on-hand cash balances are usually absorbed by the bankruptcy process, either in the form of larger initial payments or even full repayment on some obligations. If you go into bankruptcy with $25,000 in cash against $150k in debts, the $25k gets applied and then you still have $125k to be resolved through bankruptcy. Instead, that $25k of cash could, at a minimum, be used to settle $50k-$60k and leave only $90k-$100k remaining, a net $25k-$35k advantage and thus a far more conservative use of ready cash.

- ✓ **<u>Lower fee cost</u>** – Most attorneys will charge fees in the range of $2,500 to $3,500 to file Chapter 13 bankruptcy. The Zipdebt Premium Program is only $777 by comparison ($1,197 including the Business Debt Supplement)

<u>REAL-WORLD FACT #4: Debt Settlement Is Better Than Chapter 13 Bankruptcy, Especially When You Still Have Assets at Stake</u>

Debt settlement is superior to Chapter 13 bankruptcy on many levels. It provides the flexibility, control, and privacy that bankruptcy lacks. Most importantly, if you still have any significant financial resources that are outside of protected retirement or pension accounts, those resources are usually better applied to a debt settlement strategy. Otherwise, they will probably be liquidated in bankruptcy anyway, generally to your disadvantage.

Small Business Debts Can Be Settled Just the Same, Including Some SBA Loans

"I have some business debts. Can those be settled the same as personal debts?"

I get asked that question a lot. The answer is YES. But let's briefly clarify what we mean here by "business debts." When I'm asked about settlement of business debt, most of the time we're still talking about UNSECURED CREDIT, usually in the form of credit cards or larger lines-of-credit. While it certainly happens, it's pretty rare that we're talking about VENDOR payments. Say you own a restaurant that's really struggling. You probably do NOT want to negotiate a settlement with the company that delivers your daily produce! But you probably DO want to negotiate a settlement with the bank on that $50,000 credit balance.

Most "business debts" are just personal debts in disguise. This is obviously true when we're referring to a Sole Proprietor structure. There really is no separate business entity here, and the accounts are all based on your personal Social Security Number. What about when you have a LLC, S-Corporation, or C-Corporation? Doesn't that mean your business creditors can't go after you personally? Not so fast! **It's almost certainly the case that you provided your PERSONAL GUARANTEE when you opened the account.** That ties back to your SSN, and voila, you personal debt all over again. So the bad news is that your corporate legal firewall was already breached when you personally guaranteed the debt. However, the good news is that such debt can be settled like personal debt!

Now, to be thorough in our discussion, there ARE some differences in the negotiation of business debts versus personal debt. Technically speaking, for example, the Fair Debt Collection Practices Act only applies to CONSUMER DEBT, so BUSINESS DEBT falls outside its umbrella. Further, when you're dealing with large credit lines (say, in the $50k territory or more), it's often necessary to provide financial statements (P&L, balance sheet, tax returns, etc.) in order to achieve the best results. But the basic principles are exactly the same as for the settlement of personal debt.

What about SBA loans? Unlike Federal student loans, Small Business Administration loans can sometimes be settled. Settlement of SBA loans is not a "sure thing" process like credit card debt settlement. Detailed financial disclosure is required, and if the business is an ongoing concern generating profit a settlement is unlikely. But unprofitable or inactive businesses with negative cashflow and/or negative equity are sometimes granted relief by the SBA in the form of a settlement.

REAL-WORLD FACT #5: Business Debts Can be Settled Too

Most so-called "business debt" is really just personal debt in disguise. Minor differences aside, business debts can be settled just the same as personal debts. Small Business Administration (SBA) loans can sometimes be settled too.

The Financial Crisis is Over: Will Debt Settlement Still Work Now?

A mountain of credit card debt has been settled over the past couple of years. If you don't know much about debt settlement, you might be thinking that it had something to do with the recent financial meltdown, or that government "bailouts" had something to do with it. "Now that the bailouts are over, will the banks still settle?" is a question that comes up frequently. Folks, the bank bailouts had virtually NOTHING to do with the settlements that took place during that period.

I've personally been doing debt settlement since 1997. It had been around for DECADES before that, primarily in the arena of business debt negotiation. Consumer debt settlement was huge in the period from 2000 through 2010, and none of this had anything to do with the financial crisis. The banks were settling before the bailouts happened, and banks that participated in the TARP program settled before, during, and after those funds were in play. The bailouts had no real effect on the PROCESS of debt settlement, only the VOLUME of people seeking relief via that method. The banks have seen a HUGE number of charge-offs in the past two years, double to triple the usual pace. Where there are charge-offs there are settlements! The two things go together like night and day.

Now that the crisis has subsided somewhat (so say the "experts"!), you might be wondering if the banks will still settle as before. The answer is YES. The major credit card banks will still settle accounts during 2011, and in the coming years, because **debt settlement is based on a solid financial principle – the time value of money**. The longer an account goes uncollected, the less its value on paper. Put in the simplest possible terms, a "bird in the hand" (i.e., your reasonable settlement offer) will look more appealing to most creditors than "two in the bush" (i.e., aggressive collections with uncertain yield). This factor will still be in play during 2011 and forward years. Of course, individual creditor settlement policies may vary over time, so it makes sense to get some coaching support while going through the process.

REAL-WORLD FACT #6: The Banks Will Still Settle in 2011

Settlement is based on time-honored financial principles and has nothing to do with the recent financial crisis. The banks will still be settling in 2011, 2012, 2013 and beyond.

SIDEBAR: The Three Phases of Credit Card Collections

To be effective in settling your debts, it's vital that you have a firm grasp of the process by which credit card banks collect on delinquent accounts. Broadly speaking, there are three "Phases" to the collection cycle:

Phase One – This is the 6-month period from initial date of default on monthly payments, after which the creditor is required to write off the debt and absorb the loss of the full balance on their records. This event is called "charge-off." Most major creditors are very interested in settlements just prior to this deadline, and the 30-60 days prior are the "sweet spot" for settlement with most creditors. This period is where some of the best settlements take place at rock bottom percentages per creditor.

Phase Two – After charge-off, the creditor still tries to recover against the loss. The usual method is assignment on a contingency (i.e., commission) basis to third-party collection agencies or collection attorneys. This period may last for months or drag on for years, but in the case of most larger-balance accounts, placement with in-state attorney firms will normally happen within 3-6 months of charge-off. Virtually ALL credit card debt settled by third party companies is negotiated in either Phase Two or Phase Three, and only very rarely before charge-off. Many debts do get settled in Phase Two by clients on their own, but there is increased legal risk in this Phase, as well as increased intensity due to collection agency involvement.

Phase Three – In some cases, the original creditor may choose to sell the account to a debt purchaser, in which case the purchaser attempts to collect, usually via third-party agencies as per Phase Two. The dynamics of negotiating and settling debt are similar between Phases Two & Three, but there are also major tactical differences. And while it is usually possible to negotiate reasonable settlements with most debt purchasing organizations, there remain a few recalcitrant purchasing outfits who routinely litigate claims and balk at settlements below 80%. As with Phase Two, the Phase Three period therefore carries increased legal risk as well as increased collection intensity, with the agencies working purchased accounts reputed to be among the worst offenders in terms of FDCPA violations.

Two Approaches to Debt Settlement

I don't like to create false expectations. None of my clients has ever reported that they really ENJOYED the debt settlement process. On the positive side, many have told me they feel more empowered now than ever before, easily able to ask for (and receive) discounts and better deals on all kinds of services and purchases – where they would not have dared to ask before. All were extremely grateful to be completely out of debt. But none have said it was EASY. So let me be blunt with you. There are two ways to approach debt settlement, the Long-Term Method or the Fast-Track Method™ (developed by Yours Truly). We might also call these "Slow Torture" or "Fast Relief." ☺

The Long-Term Method is where you start the project with nothing to work with – no nest egg, no stocks or savings, no IRA, no family assistance, no assets to liquidate, and so on. You have hope and that's about it. Your only financial resource is your paycheck, the source of settlement funds is limited to the stream of cash previously associated with the minimum monthly credit card payments, now diverted to a set-aside account for settlements. Since the pace at which funds build is slow, it's usually only possible to settle ONE ACCOUNT AT A TIME. This will go fine for a while, but eventually the ones you haven't settled will escalate out of control. Once multiple lawsuits kick in, the project gets derailed and you're right back to the bankruptcy conversation all over again.

The Fast-Track Method™ means starting the project with some financial resources, such as a 401k loan or a private loan from a family member. Supplementing lump-sum funds with additional monthly savings from the household budget positions the client to take advantage of multiple settlement opportunities as the accounts reach their respective charge-off deadlines (see Sidebar above). The whole point of this approach is to SETTLE QUICKLY and AVOID LAWSUITS.

If you've shopped debt settlement companies, you know that most of them talk in terms of 36-48-month programs – "Slow Torture," in other words! This is pretty crazy from my perspective, since I'm the person who invented the 36-month settlement program in the first place! I abandoned it long ago as no longer effective. Things change. Debt settlement companies, apparently, do not, so they still quote 3-year programs knowing full well that most of their clients will see multiple lawsuits if they take that long to settle. The odds of litigation climb sharply in the second year of collections. There is also risk during the initial 12-months, but it's typically a risk that can be MANAGED, compared to risk that is OUT OF CONTROL. This is especially true of the high-balance debtor. The more you owe on any given credit line, the "juicier" a target you are for collection agents.

It gets worse. When you attempt the settlement of high balance accounts, you will probably run into a major problem right out of the gate. I'm referring to the AGGRESSIVE-TRACK COLLECTIONS PROGRAM operated by several of the major credit issuers. **If you owe enough and appear to have assets, you could see placement for legal collections as early as 90 DAYS LATE. If you are not prepared for this, you could get steamrolled badly.** If you have only just started to save your monthly set-aside amount and have little to work with, that could be the end of the program right there. You'll have to either file bankruptcy to avoid a judgment (garnishment, levy, lien, etc.) or revert to some type of monthly payment program all over again (leaving yourself short on settlement funding). **For the client with some starting resources, aggressive-track collections are GOOD. They provide an OPPORTUNITY to SETTLE the account then and there, often for a very good deal.** You see, the creditor's purpose is not to go to court, but rather to get the account resolved. So the same exact situation can yield completely different results depending on whether or not you have funds to work with.

REAL-WORLD FACT #7: 36-Month Debt Settlement Programs Don't Work Anymore

The 36 (or 48) month "pay as you go" programs quoted by most debt settlement companies are long since obsolete. Debt settlement is not a viable strategy for long-term deferment of debt obligations.

Fast-Track Debt Settlement™, or "How to Get Out of Dodge Before the Shooting Starts!"

If you've read the sidebar above on the three phases of credit card collections, it may be obvious to you already that Phase One is when you want to get your debts settled – meaning within the first 6 months after default. But this is a "mission-critical" point of strategy, so I really want to make sure you understand it in detail.

Here are the key reasons why you want to settle inside the 180-day charge-off deadline whenever possible:

1. **Mechanical settlements** – Most of the major credit card banks have automated processes in place that are designed to present settlement offers to customers. These processes are in operation through the charge-off deadline.

2. **Improving offers** – The settlement offers presented by bank collection reps tend to improve (i.e., decrease in required settlement percentage) as the account winds its way toward charge-off.

3. **Fewer collection agencies** – The fewer collection agencies involved, the easier the project becomes for the average consumer. While there may be

third-party collection agencies involved in this early phase, most creditors work their accounts using internal reps up to the charge-off deadline.

4. **Limited lawsuit risk** – Risk of getting sued before charge-off is limited to certain specific creditors on larger balances. The risk of lawsuits is therefore much more manageable during the initial 6-month period.

5. **Better predictability** – Most of the major credit card bank settlement practices are pretty well established, and therefore predictable within certain limits. After charge-off, things get much less predictable, and virtually ANY account is at potential risk of litigation if enough time lapses without settlement.

6. **Better settlements** – Settlements negotiated directly with the creditors before charge-off are nearly always at or below 50%, with this being an upper boundary. In 2009-2010, we saw most of the major creditors settling in the 30-40% range, and one or two down in the 20-25% bracket. These are simply better deals (negotiated with less hassle) than are usually available via many collection agencies – especially when aggressive attorney collections are taken into account.

When you settle your debts on a Fast-Track™ basis, all the negotiations are conducted in parallel and as many of the settlements as possible concluded before the charge-off deadline. (Bear in mind that settlements often involve installment payments that extend 1-2 months beyond the deadline.) There can be one or two very stubborn creditors who choose not to offer a reasonable settlement figure before charge-off, so the above guidelines do not apply 100% of the time. However, any accounts not resolved before the deadline can usually be settled within 3-6 months after charge-off, putting the whole project within a 6-12 month timeframe depending on the specific creditors involved.

OK, let's review, shall we?

- You can file Chapter 13 bankruptcy and restructure the debt under a 5-year court-supervised plan where you pay monthly on a fixed pace.

- You can take the Long-Term Method and stretch out your settlements over 3-4 years, and get sued into Chapter 13 bankruptcy anyway.

- You can adopt the Fast-Track Debt Settlement™ strategy and be debt-free in 12 months or less.

Rather a "no-brainer," isn't it?

REAL-WORLD FACT #8: Faster is Definitely Better in Debt Settlement

To minimize risk of lawsuits and achieve the lowest possible settlements, the best approach is to Fast-Track™ the process and settle all of the accounts inside of the 6-month charge-off deadline, or soon thereafter, for a total maximum program duration of 12 months.

Why It's the Wrong Time to Hire a Debt Settlement Company

OK, let's assume you agree that settling your debts in 12 months or less sounds like a pretty good scenario. Leaving aside the HUGE question of resources for the moment (which I will devote a full section to below), how do you go about it in terms of TACTICS?

Do you hire an attorney? Seems like that would cost a small fortune!

Do you just get on the phone yourself and start haggling? Seems like driving in unknown terrain with no map!

Why not just hire a professional debt negotiator? It sounds tempting to just hand off the problem, right? Do a quick Google search and you'll see that there are thousands of companies offering to "negotiate" on your behalf. If you have called any of these firms, you are probably still reeling from "sticker shock" at the outrageous fees they charge. Up until mid-2010, the standard fee model for the industry was 15% of the enrolled debt, UP FRONT, collected within the first 12 to 18 months, WHETHER OR NOT any settlements were obtained.

After many years of such greedy fee structures and outrageously deceptive advertising claims, the debt settlement industry recently had its collective head handed to it by the Federal Trade Commission. **As of October 27, 2010, no third-party debt settlement firm will be permitted to charge fees in advance of performing the service.** However, a fee based on a PERCENTAGE OF SAVINGS is permitted by the new FTC rule. So the standard industry fee structure will default back to 25-30% of the savings achieved in the negotiation, full circle to where the legitimate settlement industry started back in the 1990s.

In the wake of the FTC ruling, the debt settlement industry is in total chaos. Many firms have closed entirely, or folded their sales operations to run "back-end processing" operations on behalf of other marketers. Another group of firms is challenging the FTC ruling by workarounds designed to exploit loopholes. And a few brave companies are attempting to implement the no-advance-fee rule and make the percentage of savings model work. Of course, after 7+ years of addiction to charging stiff upfront fees, it remains to be seen whether any of these "good" firms will withstand the tremendous financial upheaval that comes with such a radical change in revenue timing.

Consumers hiring any third-party debt settlement company subsequent to the October 2010 FTC ruling are participating in a risky BUSINESS EXPERIMENT under an untested business model – an experiment born of desperation. For the owners of these debt settlement firms, the question is whether or not they can survive long enough for their clients to settle some debts, start paying them fees, and generating (hopefully) a profit. Any consumer in their right mind would run in the other direction from such programs.

REAL-WORLD FACT #9: The FTC has Thrown the Industry into Chaos

A new rule went into effect October 27, 2010, banning fees charged in advance of negotiation services performed. This overturned an industry-wide practice of charging upfront fees that most consumer advocates considered to be predatory. The settlement industry is reeling from such a radical change in its fee model. Simply put, there are NO financially stable third-party debt settlement firms operating today.

Hiring a Debt Settlement Company Greatly Increases Your Risk of Getting Sued

In case I haven't convinced you that it's a bad idea to hire a third-party to negotiate your debts, let's talk about lawsuits. In a financial crisis where you have been forced to default on a large block of debt, what are you the most fearful of? **You're afraid of GETTING SUED, right? Hire a debt settlement company, and you have just greatly increased your risk of getting sued.** The increased risk is coming from two HUGE factors that work against debt settlement companies, and therefore against the unfortunate clients enrolled in their programs. Briefly, these two factors are the FOOTPRINT caused by a debt settlement company's involvement, and the DURATION of their process, where settlement companies are forced to wait beyond charge-off to even begin negotiating settlements. Let's take these factors one at a time.

When I talk about a FOOTPRINT left by debt settlement companies, I'm referring to the fact that the firm cannot negotiate on your behalf unless they obtain your written Power-of-Attorney (POA) and send it to your creditor. During the past ten years, all the major credit card banks have received POAs by the truckload as hundreds of debt settlement companies signed up anybody with a credit card bill. If you're just falling behind when you enroll with a debt settlement company, and the company sends your POA directly to your creditors, that causes a recognizable FOOTPRINT that CHANGES the game completely. I've seen creditors turn on a dime once they receive a Power-of-Attorney from a debt settlement negotiator. A creditor who settles for 30-35% directly with consumers might pull such a "third-party account" from the main collection stream and assign it for quick strike legal action. **Once a creditor recognizes that you have hired a debt settlement company, your risk of litigation greatly increases.**

Why does this state of affairs exist? Because the debt settlement industry has NO WORKING RELATIONSHIP with the credit card banks. In fact, the banks have tried to have the industry shut down completely. The banks LOATHE debt settlement firms. Due to the absurd marketing practices of the debt settlement industry at-large, the top ten major credit card banks have practiced a "scorched earth" policy against third-party settlement companies. **The atmosphere between the settlement industry and the banks is that of a "poisoned well," and not the fairy tale cozy relationship the sales pitch would have you believe.** Talk to a sales rep for most any debt settlement company, and you'll get an earful about their "relationship with the banks." Nothing could be further from the truth. Don't take my word for it though. Just call any of your creditors and ask if they accept any debt settlement programs. Then prepare to duck for cover.

If NO major credit card bank will even TALK to third-party debt settlement companies, this means that **DEBT SETTLEMENT FIRMS DO NOT SETTLE DEBTS UNTIL AFTER CHARGE-OFF! They only settle during Phase Two or Phase Three, rare exceptions aside. Well, guess where about 95% of the risk of litigation happens to be?** Phase Two and Phase Three, that's where (see above Sidebar on the Three Phases of the Collection Process).

Sign up with a debt settlement company, and you can expect to wait a long time for the first settlements, with escalating collection activity all the while. I'm not saying anything that isn't already widely known within the industry. In fact, some settlement companies build it right into their sales pitch!

"You'll do better waiting past charge-off. We can get you better deals then." Not true, but they can make it sound pretty convincing.

Let's put two and two together here. **If you hire a debt settlement company, you run the risk of getting sued sooner AND later!** I'm not joking. Many of them WILL get you sued right out of the gate, by sending out your Power-of-Attorney and getting your file coded "THIRD PARTY ACCOUNT." (Zap. Straight to the next law firm on the assignment roster.) Yet even if you find a good debt settlement company, they are still stuck with reality. They cannot step in and talk directly to any of the major credit card banks without getting you in hot water. So they wait past charge-off, which drives your legal risk higher than should be acceptable to you.

One more critical knock against settlement companies: What happens if you actually have RESOURCES for settlement? You want it over with. You raided (or will raid when the time comes) the piggy bank (IRA, 401k) and have enough to cover settlements at 40-50% if the banks will agree. Do you still have to wait past six months? Yes, if you hire a third-party debt settlement firm. They have no choice. They MUST wait past charge-off, so they can talk third-party to third-party, settlement firm to collection agency or collection attorney. There's no other way for them to settle your accounts, since the banks won't return their phone calls.

Look folks, it's been a while since I graduated from business college, but I am quite certain that it makes zero sense to pay someone to increase your risk of getting sued. This is especially true when the job in question is something that you can do yourself! Please take it from an industry insider with 14 years' experience – for the high-balance debtor or small-business owner (and frankly, even for the average consumer) hiring a third-party debt settlement company would be a MAJOR FINANCIAL MISTAKE.

REAL-WORLD FACT #10: Hiring a Settlement Company Greatly Increases Lawsuit Risk

Debt settlement firms use documentation that carries a footprint recognized by the banks. "Third-party accounts" are routinely assigned to aggressive collections on receipt of Power-of-Attorney forms. And since the banks do not deal directly with third-party debt settlement firms, nearly all third-party settlements take place after charge-off. This built-in 6-month delay automatically means much greater risk for the client.

Get on the Phone Yourself and Save Thousands

The solution is simple. Unlike debt settlement firms, who are not given the time-of-day by any credit card bank, YOU definitely have a choice. You CAN talk to the banks yourself, directly, before charge-off. You are their CUSTOMER, get it? **In order to settle a debt prior to the charge-off deadline, which is when the best possible deal is usually available, you have to be the one on the phone**, that's all. Most major creditors prefer to settle prior to the deadline, or shortly thereafter to recover on a loss, so most of the important "action" pertaining to settlement takes place within a 6-month timeframe from initial default. What this means to you, in practical terms, is that there is no reason at all why you should take the risk associated with post-charge-off negotiations on the main block of your debt. With virtually all of the major credit issuers, you'll get better deals by handling the calls yourself.

It's ironic when you think about it. Due to many years of bad behavior, the third-party debt settlement industry has effectively been BANNED by the banks. So you can do something they can't do anymore – settle your own account directly, before charge-off (in most cases), and get a BETTER RESULT in the bargain.

There are three HUGE advantages to handling your own settlement program:

1. You'll **SAVE THOUSANDS** off the sky-high fees settlement companies are still charging. Even the "good" firms attempting to comply with the FTC ruling will charge 25% of the savings negotiated. (Some are charging as much as 30-40%!) With a debt load of $100,000, settled for 40 cents on the dollar, the negotiation fee works out to $15,000! **By definition, the high-balance debtor is automatically penalized by traditional debt settlement fee models.**

2. You'll **GET OUT OF DEBT FASTER**. This is true for two important reasons. First, without having to cover the large fees, your resources will go entirely toward eliminating your debt. Second, you can start haggling well inside the 6-month charge-off deadline instead of waiting beyond (as you'd have to with a third-party settlement program).

3. You'll **GREATLY DECREASE YOUR RISK OF LAWSUITS** by avoiding dangerous and obsolete tactics (such as cease communication notices), and also by getting your debts settled on a Fast-Track™ basis.

REAL-WORLD FACT #11: Consumers Can Settle Debts Directly

Today it's quite common for consumers to get on the phone with their banks and negotiate settlements. The internal collection operations at the major credit issuers is geared toward dealing directly with the consumer, and routine offers of settlement have become common in the past few years. There is no longer any need for a "professional" to "do the negotiating."

Let's Talk About Everyone's Biggest Challenge – Settlement Resources

Let's get down to brass tacks, shall we? At the risk of stating the obvious, I must emphatically state that it takes money to settle debts. You can't make Fast-Track Debt Settlement™ work on hope and good intentions alone. We begin by defining more accurately HOW MUCH money we will need to get the debts settled in a reasonable timeframe of 6-12 months.

Take the total of your starting debt balances (at the point in time just before you started missing payments) and multiply by 40%. If you can raise this much inside the 6-month charge-off deadline, then you are in EXCELLENT shape to pursue debt settlement. If it will take 12 months to raise 40%, then you are in GOOD shape to adopt this strategy. (NOTE: The 40% rule is a simple guideline based on aggregate data from a pool of thousands of settlements with the major credit card banks. Individual results can vary depending on the specific mix of creditors involved.)

Let's make the math more clear using the example of $100,000 debt. If you can raise $40,000 inside the 6-month charge-off deadline, settlement should be a straightforward process for you with very manageable risk. You'll take on a little more legal risk by stretching the project to 12 months, but it should still be feasible to resolve the debts within that timeframe and expect a successful outcome.

Yes, I know what you may be thinking. "Where the heck am I going to find $40,000 when I can't keep up with payments now?"

We start with the monthly cashflow. Minimum payments on $100,000 of credit card debt would usually be around $2,500 per month. Say you back off to $2,000/month to give yourself some breathing room. That's $12,000 inside of 6 months, $24,000 within 12 months.

You also have a 401(k) with $50,000 in it, and the company has a "hardship loan" provision allowing you to borrow up to 50% of the value, or $25,000. You'll need to start repaying your 401(k), but these payments are usually manageable compared with credit card payments.

OK, so $25k from the 401(k) plus $12k and inside of 6 months there is $37k, pretty close to our target of $40k and putting you in EXCELLENT shape for the debt settlement strategy.

Wait, you don't have a 401(k)? No IRA either? Time to sell your coin collection then, or that antique heirloom, or whatever you have of value that you've been a bit reluctant to part with. NOW IS THE TIME. Sell stuff you don't need. If you have cash value in any life insurance policy, that can also be a source of funds.

Mortgage payments can be yet another source of settlement funding. It's possible to skip one or two mortgage payments without risking foreclosure. And if you are pursuing a loan modification at the same time as credit card settlements, the two strategies can synergize each other. This is a very complicated area – too complicated to fully discuss in this report about credit card settlements. For now, just be aware that if you are carrying mortgages that are out-of-whack, a blended strategy of tackling both sets of problems at the same time can free up cash and position you for better settlements too.

I estimate that 50% or more of my successful clients have received some form of FAMILY ASSISTANCE. We're talking about LOANS, not gifts or begging. If you borrow money from a family member to settle your debts, document the transaction as a promissory note and keep a record of it. (This will come in handy later when you get a 1099-C for the settled debt.) Pay interest so it's a business transaction and NOT a charitable matter. Don't be shy, proud, or embarrassed. NOW IS THE TIME TO ASK.

After working with financially distressed clients for 14 years, I can say with great confidence that you have more resources than you realize! If you are like most people, you have been viewing the problem in terms of the monthly cashflow needed to cover payments on the FULL balances, instead of assets that could be liquidated to settle against greatly REDUCED balances. I'm going to get you to start thinking in terms of assets that can be converted to cash for use in settling debts. When you think in these terms AGAINST THE FULL BALANCE, you will despair of ever getting there. But if you first figure what you can personally save and contribute, and then subtract that from the 40% TARGET, you'll see that you are far closer to reaching your goal than you realized at first.

GET CREATIVE. You can plug the gap if you really think it through and explore every possible resource in your life. Then, once you are done with settling the credit card accounts, you can faithfully repay anyone you borrowed from to fund the settlements. I've been teaching people how to do this since 2004, and IT WORKS LIKE MAGIC!

Let's have a look at two clients from my files who are representative of the debt levels we've been discussing in this report.

Case Study #1 (Terry) – $107k in Personal Debt

With three children in school, Terry and his wife were already finding it difficult to make ends meet and had amassed a total debt load of $107,323 on 10 credit cards. A car accident left his wife unable to work and put Terry in a financial tailspin. They had been using her income to make the minimum credit card payments and stay current on their obligations, but suddenly found themselves unable to continue making regular payments. Fortunately, Terry still had a stable job, and by tightening their belts they were able to bank $1,700 per month toward settlements. In addition, Terry had about $60k in an IRA account. By drawing from these resources, they successfully settled all of the accounts. **Within 7 months, they had handled all the major credit card banks, and wrapped up the remaining miscellaneous accounts well inside of 12 months, for a total savings of more than $76,000.**

Here are the vital statistics for Terry's case:

Starting balances:	$107,323
Inflated balances at time of settlement:	$116,416
Amount paid on settlements:	$40, 229
Amount saved (against inflated balances):	**$76,187**
Settlement percentage (against inflated balances):	**34.6%**
Amount saved (against original balances):	$67,094
Settlement percentage (against original balances):	37.5%

Here's what Terry had to say at the end of the program:

"Your program is such a great service to people who are in stressful debt situations. You are really truly helping people. And I felt like you were my friend in that you were always there for me, whenever I needed some quick advice in dealing with a certain creditor or

negotiation. It was invaluable to have access to your insight and knowledge. I would so highly recommend this service to anyone who was in my situation. And I would steer them away from all those "debt settlement" companies which are just trying to take money from this situation. This strategy and program really works. And as you said, it is an honorable and legitimate way out of tough debt situations. But you need to know how to do this and your program provides all you need to know. And if you miss something or forget something, you can always get a friendly email response to questions. It was perfect. Thanks so much."

Case Study #2 (Roy) – $190k in Personal + Business Debt

Roy moved to a larger home in order to care for his elderly mother, who had been diagnosed with Alzheimer's disease. The increased housing expense (in the form of a "toxic" adjustable mortgage) led to an increase in Roy's debt levels. When Roy's small marketing company hit the rails due to the financial recession, Roy was no longer able to keep up juggling act and found himself in deep trouble. He was no longer able to sustain monthly payments on his massive debt load of $190,018. This debt was spread across some 20 different personal credit card accounts and business lines of credit, with multiple creditor concentrations carrying large chunks of it. To fund his settlement program, Roy relied on a combination of savings from his business cashflow (after he made a major marketing push to drum up new business and rebuild revenue), and funds tapped from a Roth IRA that he had been adding to during the boom years. Between these two main sources, **Roy was able to settle all of the major accounts within the 6-month charge-off deadline, and he wrapped up the remaining few small accounts shortly thereafter, for a total program duration of 9 months start to finish, and total savings of more than $142,000.**

Here are the vital statistics for Roy's case:

Starting balances:	$190,018
Inflated balances at time of settlement:	$208,435
Amount paid on settlements:	$66,293
Amount saved (against inflated balances):	**$142,142**
Settlement percentage (against inflated balances):	**31.8%**
Amount saved (against original balances):	$123,724
Settlement percentage (against original balances):	34.9%

Here's what Roy had to say at the end of the program:

" Due to the ups and downs of our business and the economy, we accumulated over $200,000 in credit card debt with 20 cards and $4000+ a month in minimum payments. I had a perfect payment record my whole life. But I knew this was the end of the line. After reading up on the internet and calling one of the "scam" companies (and avoiding the trap), I stumbled upon Charles' website. What a God-send and an answer to our prayers. I knew I was lucky and went for it. Charles was for real and I knew it – this guy knows his stuff, and cares. I went for the full program and it's totally worth it and more.

Though I did very well, I could not have done it without Charles' help. Our phone discussions and email communication kept me perfectly in the loop at all times. I had PEACE OF MIND knowing I had his advice in my back pocket. Patience pays off, and so does the right attitude–which Charles will give you. I highly recommend the program. THANK YOU Charles! (Can't say it enough.) God bless you for all you are doing to help people!"

REAL-WORLD FACT #12: Many Clients DO Have Sufficient Resources to Make the Settlement Strategy Work

For most high-balance debtors or small business owners, it is often possible to raise the resources needed to effectively employ the debt settlement strategy. A combination of monthly cashflow, liquidation of assets, borrowing or withdrawing from retirement funds, and numerous other potential small sources can be looked to for funding settlements on a Fast-Track™ basis.

The Best Kept Secret in Debt Settlement – ZipDebt.com!

I know what you're thinking. You like the idea of saving $15,000 on fees, but when you think about getting on the phone with your creditors, your palms get sweaty, and your anxiety needle pegs in the red zone. What if there was a way you could settle your debts yourself but not *by yourself*? **What if you had an inside track on what percentage your specific creditors would settle for? What if you had some top-notch TRAINING and a COACH to guide you one-on-one through the process?** Wouldn't that make things a whole lot easier?

Charles' advice has been absolutely essential to help me get the kind of results I achieved! I had a total debt that inflated (with all the outrageous interest rates and late fees) to over $223,000. To my delight; I was able to settle with my creditors for 15% to 50% with an average settlement of 33% (total settlement was $73,000.) He absolutely over delivered upon his claims!

Thanks again Charles, your service is awesome!

Blog comment by Ken Y., April 22, 2009

For the past seven years, I have worked one on one with consumers from all across the USA. Unlike all the executives of "debt settlement" companies that brag about their company when they have never personally talked to their own clients or even negotiated a single creditor settlement, I have been out here in the trenches. I've worked with people directly as they negotiated and settled with their creditors. **In 2010 alone, my clients settled more than $16 MILLION of unsecured debt with the help of my training and coaching.** Since 2004, when I converted my approach from the third-party model to teaching people the DIY method, I have quietly amassed the BEST TRACK RECORD in the debt settlement industry.
I'm not just tooting my own horn here, since I have published the data on my blog and made it available for scrutiny. Full details are available via my July 2010 blog post, "Debt Settlement Done Right."

With Charles' consistent, good-humored and INCREDIBLY KNOWLEDGEABLE help, we have settled with all 5 companies in a little less than 7 months for 1/3 of the outstanding balances, all of them in the final days before charge-off. There were many times when I became totally frustrated and Charles was always there to get me quickly back on track and in the right frame of mind. I want to say there were also several times when I was ready to settle, at a higher amount, that Charles recommended holding on a little longer and saved us the price of his course many times over as a result.

Thanks Charles!!!
Blog comment by Pat, February 24, 2010

When you owe $100,000 or more, you have a lot at stake, so it's an important decision that you need to get right. You don't want to hire a settlement company, for all the reasons discussed above. Nor do you just want to pick up the phone and wing it with your creditors. You want some instruction first, some guidance. You want a COACH, somebody you can check in with as you're doing your haggling to make sure you're not leaving money on the table.

If you want *THE* MOST EXPERIENCED DEBT COACH in the United States, you have come to the right place! I've logged more emails and spent more hours on the phone with my clients, and seen more settlements than any other debt coach in the settlement business.

I keep it reasonable. My fee is only $777. If you also need to include business debts, add $420 for a total of $1,197. That's it. There are no other fees – no monthly charges, no percentage of savings, no "up-selling" to a more expensive program or service.

In return, you receive my 7-CD audio training course, a 12-month subscription to my top-secret Member Area website (which contains credit settlement percentage data amassed from hundreds of other clients), and a 12-month subscription to live personal coaching by email and telephone, with document review included.

If you owe $100,000 of debt, my fee represents only 0.8% to 1.2% of your debt load, vastly more affordable and reasonable than the 15% fee target of most debt settlement firms.

Here's the bottom line:

At the ridiculously low price of $777, my *Do-It-Yourself Debt Negotiation Training & Coaching Program*™ is the MOST AFFORDABLE solution available for high-balance debtors and small business owners.

ORDER NOW and GET STARTED!

SIDEBAR: Why It's Smart Business to Hire a Coach

Here are just a few of the many reasons why YOU NEED A COACH when heading down the path of do-it-yourself debt negotiation & settlement:

1. **Timing Is Everything**: It's critical to understand exactly how each and every step of the collection process works. Effective negotiation and settlement of unsecured debts is largely a matter of timing. With me as your coach, you'll understand exactly how to time your settlement offers.

2. **Negotiating the Best Possible Deals**: The major banks and creditors are constantly shifting tactics and changing their settlement policies. Sometimes they try the tough approach; sometimes they go easy. As a debt negotiation expert and coach, I work on a daily basis with consumers just like you, and I know what major creditors are willing to settle for at various stages in the collection cycle. I can save you an enormous amount of time, energy, stress, and frustration by helping you understand when to hold out for a better offer, and when it's time to take the deal that's on the table. Even if you only save an extra 10% off a $10,000 account through my advice and coaching, my program will have already paid for itself. If you're like most of my clients, you'll do a whole lot better than that.

3. **A Little Moral Support Goes a Long Way**: I've worked with thousands of consumers over the years. I know what debt does to people emotionally. One of the things I do best is help people achieve peace of mind as they deal with their debt problems. It really helps to have a knowledgeable professional to turn to when the going gets tough.

4. **Proper Documentation Is Critical**: You know the saying: "The job's not finished until the paperwork is done." Settling debts is one thing. But creditors have

all kinds of tricks and traps for the unwary. It's critical to properly document your transaction. Not sure about a collection notice or settlement letter? Document Review is included in the program. Fax me your letter or notice and I'll give you my professional opinion.

The bottom line here is that you're not going to learn how to successfully settle your debts from a $20 e-book or a $99 online video program. What makes all the difference in the world is PERSONAL COACHING. And that's where I can help you the most. The difference between success and failure is advice that's specific to your own situation, and you simply can't get that from an e-book or video.

HOW MY PROGRAM WORKS

My **Do-It-Yourself Debt Negotiation Training & Coaching Program™** covers all the bases. Here's how it works:

Step 1: Training & Education: First, you'll receive a copy of my **Debt Settlement Success Seminar™**. **This audio-CD training course will provide you with a very thorough and comprehensive education in how to negotiate and settle your own debts.** This is an intensive and ultra-informative seminar recorded on seven audio CDs that you can play in your car's CD player, in your computer, or other portable CD player. A CD-ROM with all the Forms and Letters you'll need is included, as well as a detailed Workbook with examples and illustrations. This is all **insider information** designed to help you get right to the job of tackling your debts without paying stiff fees to third-party debt companies.

Step 2: Strategy Telephone Consultation & Client-Specific Advice: After you've listened to the audio-CD course, we'll schedule a personal telephone strategy coaching session. **Together we'll review your debt accounts, discuss what the creditors on your list are currently settling for, analyze your financial situation, and answer any questions you have.** The purpose of the consultation session is to help you apply what you've learned in the audio-CD course to your particular set of circumstances. The result will be your PERSONAL DEBT NEGOTIATION GAME PLAN.

Step 3: Ongoing Coaching & Support by Email & Telephone: For 12 months from date of purchase, you'll be entitled to email anytime or call for coaching, advice, answers to questions, and general support. Remember, I'm not talking about auto-responders, generic e-zine stuff, or "updates" that may or may not have anything to do with your specific situation or your particular creditors. **I'm talking about ACTUAL, GENUINE, PERSONAL email coaching & support, one on one.**

"Top Secret" MEMBER AREA!

The ZipDebt Member Area is a "Top Secret" section of the website that reveals what settlement percentages the major credit card banks have recently been accepting. It also includes advice on how to frame your starting offers, when to start your haggling, and other "nuts and bolts" information needed to successfully achieve great settlements.

"It's like having the play book of the opposing team." John B., ZipDebt Client

Step 4: Document Review Service: As you receive settlement offers in writing from your creditors, you may have questions or concerns about the contents. This may also apply to collection notices, which can often be confusing, contradictory, or even threatening. **Simply fax your settlement letters or notices to me. I'll review them and respond with my professional opinion.**

I simply can't say enough good things about Charles and his program! We were facing bankruptcy for sure until we found Charles on the internet and decided to give his program a try. The CDs alone were fabulous. They opened the door to possibilities we didn't know existed. And hearing his advice rather than reading it helped because we had scripts playing in our heads when we made our calls. But the best part of Charles' program is Charles himself! He personally went through our portfolio and told us how to handle each account and when. His advice could not have been better. And he was there every step of the way to assist and encourage. Overall we settled at about 40% in just under 6 months! Go Charles!!

Blog comment by Linda, May 20, 2008

I realize you don't know me yet, but to prove I'm serious, I offer the program with an **Ironclad 365-Day Moneyback Guarantee**. If at any time within one full year from your date of purchase, you are unsatisfied with the material, information, advice, or techniques presented in my program, simply return the audio-CD seminar kit and I will refund your full program purchase price (excluding shipping & handling), with no hassles.

If you are serious about getting out of debt, YOU WILL NOT FIND A BETTER OFFER ANYWHERE.

ORDER NOW and GET STARTED!

Charles Phelan's Do-It-Yourself Debt Negotiation Training & Coaching Program™

	Basic Course	Premium Personal	Premium Business
Debt Settlement Success Seminar (7-CD Audio Course) $295 Value	✓ Included	✓ Included	✓ Included
CD-ROM w/ Forms & Letters $50 Value	✓ Included	✓ Included	✓ Included
Course Workbook $50 Value	✓ Included	✓ Included	✓ Included
Bonus #1 (Free Report -- $35 Legal Advice) $26 Value	✓ Included	✓ Included	✓ Included
Bonus #2 (Free E-Book -- DIY Credit Repair) $79 Value	✓ Included	✓ Included	✓ Included
Bonus #3 (Telephone Coaching Session) $200 Value	✓ Included	✓ Included	✓ Included
Email Coaching & Document Review $75/Mo. Value	Not Included	✓ 12 Months	✓ 12 Months
"Top Secret" Member Area Priceless!!!	Not Included	✓ 12 Months	✓ 12 Months
Telephone Coaching $100/Mo. Value	Not Included	✓ 12 Months	✓ 12 Months
True Program VALUE	~~$700~~	~~$1,600~~	~~$3,700~~
Your Total Program Cost Plus $15 S&H [CA Sales Tax @ $8.75%]	$197	$777	$1,197
2-Payment Option (includes S&H)	Not Available	$399 + $399	$599 + $599

NO RISK OFFER! Order my **Do-It-Yourself Debt Negotiation Training & Coaching Program™** with **NO RISK**. I offer a full **365-Day Money-Back Guarantee**. If at any time within one full year from your date of purchase, you are unsatisfied with the material, information, advice, or techniques presented in my program, simply return the seminar kit and I will refund your full purchase price (excluding shipping & handling), with no hassles. **You have nothing to lose except that mountain of debt!**

SECURE ONLINE ORDERING: We accept online orders via Visa, MasterCard, Discover, American Express, and Debit Cards.

ELECTRONIC CHECKS ACCEPTED! Maxed out? Don't want to pay by credit or debit card? No problem. We accept payment via electronic debit from your regular checking or savings account. Order online! Secure system.

ORDER BY MAIL: You may also order the program via regular mail, with Personal Checks or Money Orders accepted.

We'll ship your seminar kit right away and you'll have it in your home in a few days.

ORDER NOW and GET STARTED!

Remember, excessive debt will crush your financial future. Take action now to eliminate your debts. My **Do-It-Yourself Debt Negotiation Training & Coaching Program™** will show you the way—**GUARANTEED**!

Sincerely,

Charles J. Phelan
President/Founder
Manchester Publishing Company, Inc.
charles@zipdebt.com
Toll-Free 1-866-515-2360

Charles J. Phelan
has been helping people become debt-free without bankruptcy since 1997. A former executive in the debt settlement industry, he teaches the do-it-yourself method of debt negotiation. Audio-CD material plus expert personal coaching helps consumers achieve professional results at a fraction of the cost.

Request a FREE 20-Minute Telephone Consultation with Debt Negotiation Expert Charles J. Phelan

- **Not sure if Debt Settlement makes sense for your situation?**
- **Tired of talking to sales reps?**
- **Shocked by the high fees charged by settlement companies?**
- **Get the straight story from a professional who's not trying to "sign you up" to make a commission.**
- **No catch. No obligation. Just good helpful information from an industry expert.**

Click Here to Request a FREE 20-Minute Telephone Consultation with Debt Negotiation Expert Charles J. Phelan

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SUMMARY, (or "Quick Start" for those of you with short attention spans who scrolled immediately to the end of the report ☺)

1. When you owe $100,000 or more of unsecured debt, traditional debt reduction methods like debt roll-up simply DO NOT WORK anymore. You've reached "critical mass," where the debt is about to explode out of control (or already has).

2. Debt management plans (offered via so-called non-profit credit counseling agencies) are not even effective for the $10,000 to $30,000 debtor they are designed for. You won't get rid of your $100k debt load through credit counseling!

3. You have the right to declare bankruptcy, but most high-balance debtors will be stuck with Chapter 13, where some percentage of the debt (or in some cases 100%) has to be repaid over 5 years, under court supervision.

4. You have much greater personal privacy via debt settlement than Chapter 13 bankruptcy, and debt settlement also gives you much more control and flexibility in juggling your finances.

5. Most small business owners rely on their personal credit to obtain financing for their businesses. Personally-guaranteed business cards can be settled just the same as personal credit cards. Larger lines-of-credit can also be settled, although sometimes a little more "paperwork" is involved.

6. Many people wonder whether "the banks will still settle" now that the financial crisis of 2008-2010 seems to have subsided. Settlement was around long before the crisis happened and will continue long afterwards. It's what banks have always done to reduce their losses on collection accounts. But the game HAS changed, and you need to know what you're doing before you step into it uninformed.

7. The wrong way to go about debt settlement is to take your time and stretch it out to 36 months (as presented by most debt settlement firms). If you take too long, you will greatly increase the risk of creditor lawsuits. This defeats the purpose of avoiding bankruptcy in the first place.

8. The right way to do debt settlement is on a Fast-Track™ basis. By understanding the mechanical processes employed by the major credit card banks, and using those processes to your advantage, it's totally possible to *settle a large block of credit card debt in a lightning-fast 6-9 months. (NOTE: You probably DO have the resources to make settlement work this quickly, even if it's not immediately obvious to you how.)*

9. One of the worst tactical mistakes you could make is to hire a debt settlement company to "do the negotiating for you." Recent rule-changes by the Federal Trade Commission have thrown the entire industry into chaos, and a company that's here today could easily be gone tomorrow. Worse, just the act of hiring one of these companies could greatly increase your risk of getting sued.

10. You can get on the phone and settle your debts yourself. In fact, the creditors' mechanical collection systems are already designed to settle with YOU, not with a third-party company. To obtain the best possible settlements per creditor, all you need is some training and coaching to help you avoid mistakes, tricks, and traps, and some moral support to help you "stay the course" when the going gets a little tough.

My name is Charles J. Phelan, and I am the most experienced debt settlement COACH in the USA. I teach people how to do it themselves and save the huge fees. **I work with people at all debt levels, but my specialty is assisting HIGH-BALANCE DEBTORS & SMALL BUSINESS OWNERS carrying massive debt loads. My ZipDebt Program has the BEST TRACK RECORD in the entire debt settlement industry, bar none.**

The ZipDebt Premium Program (one-time fee of $777) includes my training seminar on audio CD, 12-month subscription to the "top-secret" Member Area of my website, a personal **Telephone Strategy Session based on YOUR SPECIFIC LIST OF ACCOUNTS, plus a full 12 months of live one-on-one coaching by Email & Telephone.** Offered with my Ironclad 365-Day Moneyback Guarantee. For small business owners intending to settle a block of business debt, I offer the Business Debt Coaching Supplement (one-time fee of $420 in addition to the Premium Program, for a total of $1,197).

Due Diligence: Read my Better Business Bureau report

Next step for the BOLD & DECISIVE: Order the Program and Get Started

… for the CAUTIOUS & DELIBERATE: Request a Phone Consultation