Scrips4Less Training Manual

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First Things First

One of the things that many new agents with Scrips4Less ask is, "How do I get started?"

- 1. **First**, if you're signing up under me, Ernest O'Dell, as your sponsor, you want to make sure that you've registered at the <u>Scrips4Less Area Manager Registration site</u>.¹
- 2. **Second**, in the "REFERRED BY" box on the form, put FDPE2760 into the box, then,
- 3. **Third**, enter the capture code into the "Submit" box to show that you're a human applicant and not a robot.

When you click the "Submit" button, you'll be registered in my downline. Your browser will return to the same page where you registered after you submit your application. You do not need to register again. What you will need to do now is order your first set of pharmacy discount cards.

You can choose English only or the bilingual English/Spanish cards. If your city has a Hispanic population, you can get the bilingual cards for the same price as the English cards.

You will receive follow up emails from Scrips4Less with instructions how to confirm your account, register and login to your site, where to find creatives such as banners, fliers, etc., and your monthly stats and revenue reports. Save those emails in a folder where you can find them as you will need them from time to time.

You can order:

- 1,000 cards for \$44.95 or
- 5,000 cards for \$99.95

If you order 1,000 cards on your first order and find that you start running low on cards after your first order, then you might want to order 5,000 cards on your next order.

Think about it: 5 times as many cards for only twice the price! That's a great deal, and the investment certainly pays off in your increased exposure.

When you order your cards, they will automatically print them with your Group number on them and send them to you. It takes approximately 8 to 10 business days for the printers to print the cards and send them to you. They will usually be delivered by the big brown UPS (United Parcel Service) driver in a long box of 1,000.

Most business card printers charge about the same price for business cards, but your Scrips4Less pharmacy discount cards are going to prove more valuable than a simple busines card. Your Scrips4Less cards will pay you repeatedly, over and over, because they never expire!

¹ When filling out the form, use FDPE2760 in the referral block if you're registering in my organization.

As soon as you receive your cards, you want to start by carrying some in your pocket or purse and giving them to everyone you come into contact with: your family, friends, coworkers, and the places listed below in the next section...

OVER 50 Of the Best Places To Leave FREE Rx Cards

- 1. Friends and Family First if You Love Them
- 2. Cleaning Services (Many employees)
- 3. Roofing Companies (Many employees)
- 4. Tree Cutting Sevice Companies (Many employees)
- 5. Painting Companies (Many employees)
- 6. Pre-Schools/Daycares (Great for the moms dropping off kids)
- 7. Gas Station Attendent (Convience Store)
- 8. Curves (Womens Work Out Center)
- 9. Weight Loss Centers
- 10. Epilepsy Foundation (Local In Your Town)
- 11. Cancer Centers
- 12. Pastors of churches
- 13. Pizza Stores
- 14. Doctors' Offices
- 15. Medical Parks: If you have a Medical Center in your area, you can park your car in the parking lot and walk to a lot of the offices without having to drive all over town. We have medical parks in our city where we have over 50 doctors in a variety of specialties; they all have waiting rooms and will usually let you leave some cards in the waiting rooms.
- 16. Dentists' Offices
- 17. Laundromats
- 18. College Campuses on bulletin boards and in the eating areas
- 19. Waiting rooms at the oil change shop
- 20. Hair Salons
- 21. Dry Cleaners
- 22. Donut Shops
- 23. Your local deli
- 24. At the Vet's office
- 25. Nail Salons
- 26. The front counter at a daycare center
- 27. Retirement homes
- 28. With your tip at a restaurant
- 29. With toll booth collectors
- 30. With your bank teller
- 31. At Gymboree centers
- 32. At kids consignment shops
- 33. At flower shops
- 34. Dance studios
- 35. Grocery store bulletin boards

- 36. School administration offices
- 37. Tanning salons
- 38. Local health and vitamin shops
- 39. Walk-In Medical clinic's waiting room
- 40. Movie Theatre Lobbies
- 41. Utilities companies when you pay your bills
- 42. Fitness centers
- 43. Church Lobby
- 44. Martial Arts centers
- 45. Your spouse's place of work
- 46. The playground area at fast food restaurants
- 47. On top of free newspaper stands
- 48. Leave them with a tip on your bed for the maid in hotel rooms
- 49. Put 2 cards in a door hanger bag and hang them on doorknobs in neighborhoods. You can contact apartment complex rental offices and housing developments and ask if you can hang them on tenants' doors.
- 50. If you go "door to door" in your local neighborhoods to put out door hangers with your cards in them, you might have to check with your local County Clerk and have a "Peddler's Permit" and an ID tag.
- 51. Set up a table or booth at a Church event or local health events
- 52. Join your local Chamber of Commerce and give them out at weekly Chamber networking events. You can also ask to include them in he "new mover" packs they send out monthly to people who request information about moving to your town.
- 53. Contact your local "Welcome Wagon" or neighborhood welcoming group and ask if you can insert your Rx cards in their welcome bags.

Here are a few more tips you can use:

When you go to high school sporting events, you want to make sure you have lots of cards with you. If the school doesn't have a problem with you passing them out, or setting up a table next to the "Booster Club" tables, you can have some of your fliers and cards available for people to pick up. (Fliers and graphics are available in your back office.)

In addition to high school sporting events, if you're a parent with young children in a soccer program, you can carry some of those cards with you to those sporting events.

The Key To Exponential Growth of Your Revenues

- Work your Scrips4Less Business at least 2 hours a day.
- Work your Scrips4less Business at least 5 days a week, Monday through Friday.
- Hand out your Scrips4Less cards on weekends. Carry them with you everywhere you go.
- Make at least 10 Prospecting calls a day to medical professionals in your area. (You can develop a script/pitch based on some of the fliers in your back office.)
- Place 3 Craig's List Ads each week, use Post-It-Note advertising or Purchase Leads to call.
- Hand out 625 rx cards each week to doctors, dentists and store owners/managers in your area. (If you hand out 500 to 625 cards each week, you will probably run out if you only ordered 1,000 cards on your first order. When you get down to half a box, you'll probably want to either double your order, or get 5,000 on your next order. DON'T RUN OUT!)

Direct Mail with Follow-up Calls

You can search for medical professionals in your area by going to <u>YellowPages.com</u> and doing a search in their seach box. You can search for doctors, dentists, oncologists, hematologists, phlebotomists, pulmanary specialists, ophthamologist, etc.

Plus, in your back office is a plethora of spreadsheet databases of doctor's of just about any category you can think of. Use them with your spreadsheet program to search for professionals in your area.

Once you have a list of 10, 20, or 100 or more professionals in your area, you can hand address 5 or 10 envelopes a day and personally address a template letter to each doctor or office manager. You can either call them first, then send them a follow up letter, or send them a letter first, then follow up with a call or visit. Just make sure you word your letters and your calls accordingly.

A Word About Cold Calling

I know a lot of people don't like to "cold call" but you're not selling anything here. You're "selling" in a way, but your prospect, the doctors, or the business owners, are not buying anything. So, it should be pretty easy to get people signed up if you choose to recruit.

Continuing on with a direct mail and follow up routine, you will have name recognition with your business owner, medical professional, or their office manager. You can follow up with them with a letter (and include a couple of sample cards for their review) after you talk to them on the phone.

Here's another way I recruit medical professionals:

When I'm visiting a doctor's office, I usually try to get their permission to leave cards in their waiting room. It's unprofessional to just leave them without them at least knowing who you are, and what you're leaving. Most doctor's, nurses, receptionists and office managers won't have a problem with you leaving your cards in a nice display on a table in their waiting rooms.

You'll notice that a lot of these waiting rooms probably already have 2 or 3 other vendors with their cards in a display. What's one more? Right?

Here's where you have an advantage: when you get their permission (and you WILL) you can tell them that they can also get their own cards "branded" with their name on them and you will personally deliver them after they're printed. Let them know that it won't cost them anything to have them in your name.

This is where you come in: you can pay for their first 1,000 cards at \$44.95 and all you need to get from them is their practice name, address and contact info, and any artwork they may need. Usually, one of their business cards will be sufficient to have all the information you need.

There are a couple of benefits to paying for their cards:

- 1.) It's a business expense you can write off, and
- 2.) You'll get a \$1.00 override each time one of their patients uses their cards.

Let's look at some possible theoretical numbers: If you recruit one (1) doctor or business owner a day, minus weekends, just five days a week, for 50 weeks (take a couple weeks off for vacation), you will have signed up 250 people into your network. If those same 250 people only passed out a thousand cards in a whole year, and they were only used once a year, that would add up to a quarter million dollars a year in passive residual income... that's in addition to the cards that you pass out.

Now, what if those same people used them once a month? Or once a week?

Then, you're looking at exponentially more passive income.

Now, realistically, not everybody is going to use the cards: some will forget about the great savings they can get with the card, and some will lose or misplace their card. And some will never even think to use the card at all.

But, even if only half the people used the cards at least once a year, that would more than pay for the investment you just made by buying the cards for your medical professional.

AND... when they see that they never have to pay for them, that will be a good closing point for you to write up their order.

Private Labeling With Large Medical Groups

The BIG MONEY in the Scrips4less Rx Card business is doing "private label" deals with hospitals, urgent care facilities, medical clinics, associations, insurance carriers, unions, large employee groups, regional health facilities... even real estate groups! Getting an appointment to see the administrator(s) of large hospitals and medical groups shouldn't be too hard. Just find out who is in charge, get their name, and drop off one of your prospecting letters, along with a brochure and some samples. And stress them that they are FREE to them since you are paying for them.

Regional and National Store Chains

Another big outlet is going to the corporate offices of your regional and national grocery store, convenience stores and fashion store chains. Some of these you can do by "snail mail" with your direct mail prospecting letter and a follow up call; or get the name and contact info of the person to whom you want to send your information.

Yes, you'll have to get through the "gate keeper" of these operations, but offer to send them some personal samples and ask them to forward your letter to her boss.

Bingo!

Using Displays and Racks For Your Scrips4Less Rx Cards

When placing your cards, you want them to be neat and professionally displayed. One way to do that is with a simple card display, or with a combination brochure/card display. There are a number of sites where you can order bulk lots, or you can find them at your local office supply store like, Office Depot or Staples.

I use <u>Displays2Go.com</u> and <u>Braeside Displays</u>. You can also use some nicely designed generic card cues to pin up on community bulletin boards at grocery stores, apartment laundromats, and anywhere else you might find a corkboard advertising space. <u>CardCues.com</u> has a nice selection of plain, generic, and customized card cues for an affordable price. They also offer wholesale bulk lots if you want to supply them to your recruits.

Earning a Six Figure Income With Scrips4Less Discount Cards

To earn a six figure income with Scrips4less giving away free Rx cards you must be consistent in passing out your cards. Build a route and visit the businesses, clinics and hospitals on a regular basis. The more your doctors and business owners see you the better. Handing out random cards will never get you the INCOME you are seeking.

Make sure you use professionally designed card holders and displays: no one likes clutter. And if one of your displays becomes worn or tattered... REPLACE IT. If it turns up missing because it was stolen, removed, or thrown away... REPLACE IT with a new one full of your cards.

Make sure they have a way to contact you if they need more rx cards before you get back around, leave more or less as needed. You'll discover the volume of each office if you keep notes in a small notebook. I use EverNote Premium for \$49.99 per year because I can syncronize my notes across multiple devices, from my smart phones, to my tablets, my laptops, notebook computers, and my desktops. I can access my notes anywhere in the world, any time of the day, and make them available to others if they need them.

To set yourself up for a six figure income you MUST have a plan. You don't necessarily need to write up a business or marketing plan, but you do need to write down something simple like a daily, weekly or monthly "road map" to define your goals. A good plan would be to distribute at least 5,000 plus cards a month. This is easily done if you organize your actions.

Five thousand cards a month is only \$99.95 a month, and the income potential is exponential in comparison to your expense. Besides, the expenditure for your cards, displays, and any other resources you use for your business (such as EverNotes Premium) can be written off of your taxes as a business expense. (See your tax professional for advice how to set up and manage your business and tax schedules.)

Take 5,000 cards divided by the number of business days in a month and set a target goal to distribute that amount each day.

For example: if you don't plan on working weekends, you have approximately 20 to 25 working days in each month, depending on the month, and the number of weeks in that month. If you divide 5,000 cards by 25 days, you'll come up with a goal to distribute at least 200 cards a day. If you put 50 cards in a display at a time, you only need to place 4 displays a day!

That's easy enough, even for me, and I live in a small population area with a varied demographics. It will be much easier for you if you live in a larger population area of the country.

You can think of 4 places a day to place your card displays, can't you?

Sure you can!

If you wanted to put out 1,000 rx cards a day, then you would need to put out 20 displays with 50 cards in each one. In most grocery and convenience stores, you can find at least one or two places to leave a display full of cards.

Then you have pharmacies: some pharmacies will let you leave one or two displays, and some won't because they might have their own card. If they allow you to leave one, then do so!

Next, you might talk to your local banker. Ask them if you can leave them a display or two in a strategic location in the bank. Get them to "partner" with you by telling you where to leave them.

One of my favorite places to leave cards is at the travel centers as you cross state lines. The state visitors centers are a good place to leave some cards. Just make sure to get their name, contact info, address and phone numbers, in case you need to send them some more. And if you have your own personal business card, leave it with them if they need to call you. Or, better yet, SIGN THEM UP to get their own custom "branded" card with the name of their state visitor center on them. They have thousands of people going through their centers each month and this is yet another stream of revenue for you. If you spend a lot of time travelling on the open road, you might stop by and talk to them.

Another place I like to leave my cards is truck stops and restaurants that I frequent on a regular basis.

The following information is from the signup page for Area Managers: http://www.scrips4less.com/agents/areamanagersignup.cfm

Every time your cards are used, you'll EARN UP TO \$2 FOR EVERY PRESCRIPTION THEY PURCHASE!

Commissions are designed to reward hard work. The more cards you distribute, the more people that will use your cards. The more cards in use = the more money in your pocket EVERY MONTH! Here's how it works:

- 1 to 500 PRESCRIPTIONS PER MONTH YOU EARN \$1 Per Prescription
- 501 to 1,000 PRESCRIPTIONS PER MONTH YOU EARN \$1.50 Per Prescription
- 1,001 OR MORE PRESCRIPTIONS PER MONTH YOU EARN \$2 for EVERY Prescription Filled!

NO COMPETING PROGRAM PAYS YOU MORE!

AND NO COMPETING CARD OFFERS SAVINGS ON MORE PRESCRIPTION MEDICATIONS!

Find Doctors by State

<u>Alabama</u> Louisiana **Ohio** Oklahoma <u>Alaska</u> Maine <u>Arizona</u> <u>Maryland</u> <u>Oregon</u> **Massachusetts** <u>Arkansas</u> <u>Pennsylvania</u> **Rhode Island** <u>California</u> <u>Michigan</u> **Colorado** South Carolina <u>Minnesota</u> South Dakota Connecticut <u>Mississippi</u> <u>Delaware</u> <u>Missouri</u> <u>Tennessee</u> <u>Florida</u> <u>Montana</u> **Texas** Georgia **Nebraska** <u>Utah</u> Hawaii Nevada Vermont Idaho New Hampshire Virginia Illinois **Washington** New Jersey Indiana New Mexico Washington DC Iowa **New York** West Virginia Kansas North Carolina **Wisconsin Kentucky** North Dakota **Wyoming**

Browse for Physicians by:

- State
- Specialty
- Name

Using Scrips4less Rx Cardswith Insurance Plans

Scrips4Less Rx is Not Insurance

Scrips4less Rx Card is NOT insurance, nor is it meant to serve as a replacement for insurance. However, it does offer the opportunity for our members to save significantly on many of their prescription medications, especially if they do not have any other benefits.

What If I Already Have Insurance?

"I already have insurance. Why would I want your program?" This question is asked often. Having insurance doesn't always mean that you are getting the best price or that all of your prescription needs are covered by that plan. There are several different scenarios to consider when you have any type of insurance policy and Scrips4less in the picture.

These are:

Using Scrips4Less With Pre-Existing Conditions & Limitations

If members have a pre-existing condition, such as diabetes, high blood pressure, high cholesterol, etc., their insurance policies might not cover those conditions and therefore, the associated medications needed to treat them. The Scrips4less Rx has diabetic supplies and Patient Assistance programs that can help them save on prescriptions related to those conditions.

Using Scrips4Less Rx Cards to Meet a Deductible

Those with insurance may have a deductible that applies to the prescription portion of their plan (i.e. \$300, \$500, or \$1,000). In these instances, they may be required to pay full price for their medications until their deductible has been met. If so, the member could use the Scrips 4 less Rx card to reduce their out-of-pocket costs prior to meeting their deductible. The actual discounted price paid could then be applied to their insurance deductible. Customers should always check with their insurance provider to be sure how to use it conjunction with their specific plan.

Using Scrips4Less with a High Co-pay Prescription Plan

In some cases, consumers may have insurance with a high co-pay for their medications (i.e. \$20, \$35, \$50, etc.). Depending on the prescription, the discounted Scrips4less Rx price may actually be lower than their insurance co-pay. When this happens, they have the option of choosing which program saves them the most money. However, they will need to ask the pharmacy to use whichever program (their insurance or Scrips4less) works out the best for each particular prescription.

Using Scrips4less Rx Card with Medicare

In the past, Medicare has included what is commonly called a "donut hole" in the program. This refers to a period during a calendar year after which Medicare has paid out a specific amount towards the prescriptions purchased by a Medicare recipient. During the "Donut Hole" period the consumer is left to pay full price for their medications until they have spent a certain amount out of their pocket. Then, the donut hole closes and Medicare begins paying the majority of the cost again.

During this time when the consumer is left to pay all the cost on their own, they could use the Scrips4less program to reduce their out-of-pocket costs. With the prospect of changes in Medicare, we are unsure as yet what exactly to expect as it applies to prescription drugs. However, until such time, many seniors are very grateful to have our program and should be a focus of your efforts as a distributor.

In addition to the aforementioned, because Medicare only pays for 80% of prescription costs, if a Medicare recipient has a supplemental insurance program such as AARP or 21 st Century, or another plan, they can still ask their pharmacist which method would save them the most money.

Why Scrips4Less Rx Card Business?

Here are some powerful reasons to join Scrips4Less:

1. The compensation plan: It's not MLM.

Scrips4Less pays UP TO \$2.00 per Rx filled.

Here's how it works:

- 1 to 500 PRESCRIPTIONS PER MONTH YOU EARN \$1 Per Prescription
- 501 to 1,000 PRESCRIPTIONS PER MONTH YOU EARN \$1.50 Per Prescription
- 1,001 OR MORE PRESCRIPTIONS PER MONTH YOU EARN \$2 for EVERY Prescription Filled!

Additionally, it has an override of up to \$1.00 per transaction depending on your referrals payment level. However, it won't be less than \$0.50 per Rx filled if your downline has less than 1000 transactions/month.

2. It's free to sign up:

It is absolutely FREE to sign up and there are no monthly fees. You can join free, pay no monthly fees, no domain name cost, bring in new agents, and get paid an override. AND, you get a free replicated web site if you want to promote your business on the internet!

3. Ease of starting up:

Since it has no sign up and monthly cost, it makes signing up new agents much easier. Moreover, it is also much easier to continue because there is no monthly fee or any recurring cost. All we do as Area Managers is give away Rx discount cards for FREE and earn a nice residual commission every time we help people save up to 85% on expensive Rx medications.

Don't you always pass out your business cards? Can't you do the same with the Scrips4Less Rx discount card when in fact it brings a direct residual income? Don't we always want to help people? This one has it all. If you're interested in starting a new home business opportunity, this is no doubt one of the easiest ones to do with the lowest start up cost of \$44.95 for 1,000 cards.

4. Patient Assistance Program:

Scrips4Less has a separate Patient Assistance Program that helps ~income qualified~ people who have no insurance or prescription coverage to pay for the expensive brand name drugs they desperately need to maintain their health.

This is primarily intended for those on long term medications with conditions such as diabetes, arthritis, asthma, high cholesterol, high blood pressure, and the likes, but cannot afford the expensive brand name prescription medications. If you take 3 or less brand name medications, then you may qualify for \$69.95 for a month's supply of medications. If you take four or more, then your total cost for a month's supply of brand name medications is only \$99.95.

Isn't it the price that is very much similar to generic prescription medications? It's no wonder Scrips4Less has the best plan in providing discount medication for brand name Rx drugs.

So, why wait?

If you have an income qualified patient or prospect, have them call Scrips4Less at 888-983-7850 to see if you qualify. The number is on the back of each discount Rx card that you hand out.

As an Area Manager, when you help people enroll in the Scrips4Less Patient Assistance Program, you will get paid a small commission each time. And each time that prospect uses their discount card for a paid prescription, you'll make another commission.

5. Diabetic supplies:

In addition to the Patient Assistance program and the discount program, Scrips4Less provides testing supplies for diabetic patients at half the price of Walmart, Walgreens, Kroger, Walgreens or other chain pharmacies. As an Area Manager, you get paid from this service too.

6. Big discounts on generic and brand name drugs:

While the discount on generic Rx drugs are highly competitive to other Rx discount cards, to my knowledge Scrips4Less gives the best discount on brand name drugs. Besides, it also pays the highest percentage of Rx drugs being purchased with the card, which is not the case with most, if not all, other cards.*

* Exception: Prescriptions \$14.00 or less would not be applicable.

7. National coverage:

There is no limitation nor expiration on the Scrips4Less card. You can use it at any major brand name pharmacy, and over 60,000 other pharmacies nationwide. It is national in scope. There are many different Rx discount cards in the marketplace. In fact, there are hundreds of them. Many of them are city/town/county or even state specific and therefore, can't be used once outside of that particular geographic area. Scrips4Less is NOT limited by geographic area: it is valid in all 50 states of the country.

Formula For Success

- CALL your Leads 2-3 times per week.
- EMAIL your Leads 2-3 times per week.
- FAX your leads 2-3 times per week.
- MAIL your promotional letters to your leads 2-3 times per week.
- FOLLOWUP with your Leads 2-3 times per week.
- PUT your free Rx Cards out to Doctors, Medical Clinics, Pain Clinics, Women Clinics, Restaurants, Charities, Friends, Churches, Synagogues, and Businesses in your area. Shoot for a goal of distributing 5,000 Rx cards per month.
- GIVE out your free Rx cards when you dine out. Leave it with a tip for the wait staff.
- GIVE out your free Rx cards to the cashier who rings up your groceries at the store.
- ASK your friends, family, co-workers, strangers, churchmembers, facebook friends, contact list in your cellphone for HELP with your Free Rx Cards Biz. Send them to your website and tell them to print off a free card at your web site.
- INCLUDE a Rx card when sending out birthday cards, Christmas cards, etc.
- MAIL three letters per week to friends, family members, co-workers and your contact list. Place 3 free Rx cards inside with each letter.
- PASS OUT free Rx cards at family reunions.
- POST an Ad on your FACEBOOK timeline.
- POST an Ad in your FACEBOOK groups.
- POST an Ad on your Friends' FACEBOOK page (get their permission first, or they'll block you and unfriend you. It's always good to get permission first.)
- POST an ad in your local newspaper.
- POST an ad in your local Thrifty Nickel
- POST ads in free <u>classified ad directories</u>, offering a free pharmacy disount card (link it back to your Scrips4Less web site where they can print off their card.
- POST ads online offering Scrips4Less as a business opportunity for recruiting purposes

If your prospects don't have a printer, you can set up a lead capture form for them to send you their mailing address and you can drop a couple in the mail to them. Mailing a couple of cards to your "snail mail" recipients is certainly worth an envelope and postage stamp.

EARN THOUSANDS AS AN AREA MANAGER

Help the 50 MILLION Americans uninsured or under-insured, and even those WITH insurance to get the financial relief they need by distributing Scrips4Less Prescription Drug Cards in your area. They'll SAVE INSTANTLY, while you EARN UP TO \$2 FOR EVERY PRESCRIPTION!

INSURANCE AGENTS EARN LIFETIME RESIDUAL INCOME

Licensed insurance agents have a unique opportunity to EARN THOUSANDS IN RESIDUAL INCOME by doing nothing more than passing out business cards. We'll take care of the artwork & printing. One side features your business card, on the other, our Scrips4Less Prescription Drug Card!

RAISE DONATIONS FOR YOUR CHURCH OR CHARITY

Our Cash4Churches Program provides an easy way for your church, synagogue or charity to earn THOUSANDS by passing out FREE Scrips4Less Prescription Drug Cards to parishoners, staff and public. Every time the card is used, WE'LL DONATE \$1 for every prescription filled! Call Scrips4Less to set up a campaign for your group, or call your Scrips4Less Area Manager.

Scrips4Less Contact Information:

Scrips4Less 6130 W. Flamingo Road, Suite 753 Las Vegas, NV 89103 Office (888) 518-4510 Fax (702) 617-4693 Email Scrips4Less@gmail.com

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NOTES: