

## **9 Reasons You Should Join American Target Advertising™ and Become a Leader in the War between Liberty and Socialism/Marxism**

1. World's largest direct marketing agency advancing conservative causes, including Ronald Reagan's 3-legged stool of—free-market economics, national security, traditional values.
2. Home of Viguerie's Four Horsemen of Marketing®, a revolutionary way to evaluate copy, people, products, projects, and organizations (commercial and nonprofit).
3. Depending on the position, full-time/part-time/freelance employment is available, including generous incentive plans.
4. Opportunity to work with and learn from dozens of world class marketers.
5. Opportunity to work with and learn from the pioneer of ideological/political direct marketing, Richard A. Viguerie.
6. Opportunity to work with and for some of America's most important conservative organizations and leaders in education, religion, traditional values, national security, seniors, veterans, public interest law firms, and politics.
7. Opportunity to work with the people and agency who:
  - a. Have mailed 4.6 billion postal letters.
  - b. Have raised \$7.5 billion dollars.
  - c. Mailed 139,000,000 postal letters in 2020.
  - d. Will mail 170,000,000+ postal letters in 2022 to advance liberty.
  - e. Will mail 200,000,000-300,000,000 postal letters in 2024 to advance liberty.
8. Home of the world's largest list of conservative donors/activists—10,000,000 and growing.
9. Be a leader in the Armageddon war between the forces of liberty/freedom and socialism/Marxism.

America is in a Spiritual Cold Civil War. Socialists/Marxists are in control of every major institution in America, and our liberties/freedoms hang by a thread.

In 2014, Professor Harry Jaffa of the Claremont Institute said:

*“Western Civilization survives because of America.  
America survives because of the Conservative Movement.”*

Richard Viguerie has added, *“The Conservative Movement survives because of several hundred key conservative leaders and organizations.  
And if they are ineffective, Western Civilization disappears.”*

Since 1961, Richard A. Viguerie and the team at American Target Advertising™ (1965) have played an important leadership role in helping build and lead the Conservative Movement in the war to save America and Western Civilization.

In 2022, ATA will grow our team members from 75 to 100+ and our 20 clients to 30+ on the way to raising a billion dollars from 5,000,000 conservative donors by 2024.

If you operate at a high-level in marketing and you feel you'd like to enlist in the war to save American liberty and freedom at the world's leading conservative direct marketing agency—let's talk. Contact Vi Shields at [vshields@americantarget.com](mailto:vshields@americantarget.com) and/or Dave Targonski at [dtargonski@americantarget.com](mailto:dtargonski@americantarget.com).

P.S. If you're interested in learning about Viguerie's Four Horsemen of Marketing® go to: [www.americantarget.com](http://www.americantarget.com). You'll also find there more information about Richard Viguerie and ATA.