

DM Products, Inc.

INFORMATION STATEMENT

Pursuant to Rule 15(c)211
Under the Securities Exchange Act of 1934

July 20, 2006

DM Products, Inc.
A Nevada Corporation

575 Anton Blvd., Suite 300
Costa Mesa, CA 92626

The number of shares outstanding of each of the Registrant's classes of common equity, as of the date of this information Statement, is as follows:

Common Stock	\$0.001 par value	163,587,043
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Trading Symbol/OTCPK: DMPD

CUSIP # 25589210

CURRENT INFORMATION REGARDING

DM PRODUCTS, INC.

A Nevada Corporation

This information is furnished pursuant to Rule 15(c)211 promulgated by the Securities and Exchange Commission under the Securities Exchange Act of 1934, as amended. The items and attachments generally follow the format set forth in Rule 15(c)211, as amended.

No dealer, salesman or any other person has been authorized to give any information, or to make any representations, not contained herein connection with the Issuer. Such information or representations, if made, must not be relied upon as having been authorized by the Issuer, and:

Delivery of this information file does not at any time imply that the information contained herein is correct as of any time subsequent to the date first written above.

Part A General Company Information

Item I. THE EXACT NAME OF ISSUER:

The exact name of the Issuer is **DM Products, Inc.** (the "Issuer," the "Company," or "DMPD").

Item II. ADDRESS OF THE PRINCIPAL OFFICES:

The Issuer maintains its principal executive offices at:

575 Anton Blvd., Suite 300
Costa Mesa, CA 92626
Phone: (714) 438-0810
Fax: (714) 438-0821

Item III. ISSUERS STATE AND DATE OF INCORPORATION:

The Issuer was originally incorporated as Effective Sports Nutrition Corporation ("ESNC") on March 1, 2001, in the State of Nevada. On April 11, 2005, ESNC changed its name to Midwest E.S.W.T. Corp. ("MDWE"). Pursuant to a share exchange agreement dated as of July 18, 2005, the Shareholders of Direct Success, Inc., a California corporation, ("DSI") exchanged one hundred percent (100%) of their common stock of DSI, for an aggregate of 114,851,043 newly issued shares of common stock MDWI. On December 14, 2005, MDWE changed its name to DM Products, Inc.

Attached hereto as Exhibit A is a schematic diagram of the Issuer that depicts how the issuer came to its current state. Attached hereto as Exhibit B are all Articles with Amendments of the Issuer.

Item IV. THE NAME AND ADDRESS OF THE TRANSFER AGENT:

Name: Standard Transfer & Trust Co., Inc.
Address: 2980 So. Rainbow Blvd., Suite 220H
Las Vegas, NV 89146
Telephone: (702) 212-3493
Fax: (702) 212-3694

The Transfer Agent is registered under the Securities Exchange Act of 1934. The Transfer Agent's regulatory is the Securities and Exchange Commission.

Item V. THE NATURE OF THE ISSUER'S BUSINESS:

- A.** Business Development. DM Products, Inc. through its wholly owned subsidiary, Direct Success, Inc., develops, finances, produces, markets, and distributes unique and innovative health, beauty, fashion, fitness and other products for sale through infomercial marketing and distribution channels. Profits are derived from inbound sales, outbound sales, up sells and retail distribution. In addition to direct sales from infomercial play, infomercials drive customers to websites and retail centers and assist in branding products and driving product demand. Infomercials currently run in many foreign markets in addition to the US, and the Company believes that foreign markets represent a tremendous growth opportunity. The Company's primary objective is to penetrate this rapidly expanding industry by introducing unique and innovative consumer products to national and international markets through a series of infomercial campaigns. It intends to aggressively develop, finance, produce and market various new products for television infomercials. The Company intends to systematically expand its product list using a direct response model. It plans to roll out approximately three infomercials per year, assuming adequate capital is available.

The Company's operational strategy consists of employing one of three distinct business alternatives for each product/infomercial:

Complete Project Funding - The Company would obtain the exclusive licensing rights to products and pay a nominal royalty (2-5%) of gross sales to the product developer;

Joint Venture Projects - The Company would share costs of production, marketing and distribution and would share revenues with product developers; and

Straight Royalty Arrangements - The Company would partially finance the infomercials in exchange for a fixed royalty on gross sales.

Of course the key to the Company's ability to continually attract new products and new product developers will, in large part, determine its success. As part of the Company's strategy, it intends to develop strategic alliances with strong companies that are established operators in the infomercial and advertising industry.

Infomercials are watched by a diverse range of consumers, consisting of both men and women, according to Direct Marketing Today. Many successful infomercials have targeted the tastes of this audience by offering health, beauty, fashion, and fitness products. Unfortunately, many product inventors are unable to bring innovative and promising products to market because they do not have the know-how or the financial capability to efficiently and effectively manufacture and market their products for sale to a large number of consumers. The Company intends to bridge this gap for inventors by funding and managing the various tasks associated with launching and maintaining a successful infomercial sales campaign. Its business strategy focuses on funding and supervising the product's development and manufacture, the production of the infomercial and the overall marketing and sales campaign of the product. The Company thinks that the arrangements it enters into with product developers will be one of the following: 1) Complete Project Funding, 2) Joint Venture Projects, or 3) Straight Royalty Contracts, as discussed above.

The Company has been negotiating with an individual having over 20 years experience in the infomercial and direct marketing industry to take over as President and CEO of the Company as well as join the Board of Directors. The Company has also offered a Board position to one of its largest shareholders with extensive business experience and success. The Company feels that having a management team consisting of both shareholders and non-shareholders will provide a balance needed to evaluate infomercial opportunities as they arise. Both individuals will join once NASD approves the current filing. The Company has established relationships and contacts with numerous businesses and individuals in the infomercial arena. Management has, and plans to continue, evaluating each opportunity based on market acceptance, cost, and return on media purchase or media efficiency ratio.

The Company's directors and officers are consistently approached with ideas for new products from various individuals and companies. It expects that the officers and directors will continue to be pitched for new product ideas and that our referral sources will grow as we gain recognition in the infomercial industry. As opportunities arise, the Company's officers and directors will present potential product ideas to our Board of Directors for its discussion and review. In deciding which products to pursue, the Board will consider, among other things, the product's viability, costs of development and marketing, acceptable sales price point per unit, as well as the product's overall likelihood of success. In some instances, the Board may retain an outside consultant to evaluate such things as the product's likely market appeal or the

product's optimal price point. The Company will pursue products approved by a majority vote of the Board. Although the Company expects that the directors and officers will continue to be approached by inventors with viable products without any solicitation, the Board of Directors may decide to solicit product pitches or ideas in the future if the Board believes that such a strategy would be in the Company's best interest.

If the Board approves a product for further development, it intends to retain outside parties to produce the infomercial, design and conduct the overall marketing campaign and sales process, and source and manufacture the product for competitive rates. When determining what parties to retain for these services, the Board of Directors will consider several factors, including a proven track record, cost and the ability to meet our timetable. The Company does not intend to retain any one service provider exclusively, and, instead it intends to seek competitive bids from numerous potential providers for each infomercial campaign.

Members of the Board of Directors are affiliated with an infomercial production company, Script to Screen, and a company with extensive experience in infomercial marketing and campaign management, M2 Marketing and Management Services, Inc. ("M2"), and, therefore, the Board will approve contracts with Script to Screen by a majority vote of directors. The Company hopes that its affiliations with Script to Screen and M2 will enable the Company to build effective relationships with these companies.

Attached hereto as Exhibit C is the Business Plan of the Company.

1. THE FORM OF ORGANIZATION OF THE ISSUER

Nevada Corporation

2. THE YEAR THAT THE ISSUER (OR ANY PREDECESSOR) WAS ORGANIZED

- The Issuer was incorporated on March 1, 2001 under the laws of the state of Nevada under the name Effective Sports Nutrition Corporation. (Bylaws are attached as Exhibit D)

- The Issuer, on April 11, 2005, changed its name to Midwest E.S.W.T. Corp.

- The Issuer entered into Share Exchange with Direct Success on July 18, 2005. (Articles and Bylaws of Direct Success are attached as Exhibit E).

- The Issuer, on December 14, 2005, changed its name to DM Products, Inc.

3. THE ISSUER'S FISCAL YEAR END DATE

December 31

4. WHETHER THE ISSUER (and/or any predecessor) HAS BEEN IN BANKRUPTCY, RECEIVERSHIP OR ANY SIMILAR PROCEEDING

The Company has never been in bankruptcy, receivership, or any similar proceeding.

5. ANY MATERIAL RECLASSIFICATION, MERGER CONSOLIDATION OR PURCHASE OR SALE OF A SIGNIFICANT AMOUNT OF ASSETS NOT IN THE ORDINARY COURSE OF BUSINESS

The Company entered into a Share Exchange Agreement with Direct Success, Inc., a California Corporation. The transaction resulted in Direct Success, Inc. becoming a wholly owned subsidiary of DM Products, Inc. (The Share Exchange Agreement is attached as Exhibit F)

6. ANY DEFAULT OF THE TERMS OF ANY NOTE, LEASE, LOAN, OR ANY OTHER INDEBTNESS OR FINANCING AGREEMENT REQUIRING THE ISSUER TO MAKE PAYMENTS

The Company has not defaulted on any note, lease, loan or other indebtedness or financing agreement requiring the Issuer to make payments.

7. ANY CHANGE OF CONTROL

After completion of the Share Exchange by and between the Company and Direct Success, Inc. The shareholders of Direct Success are the controlling shareholders.

8. ANY INCREASE OF 10% OR MORE OF THE SAME CLASS OF OUTSTANDING EQUITY SECURITIES

On July 18, 2005, by and through a share exchange agreement between the Company and Direct Success, the Company and Direct Success agreed that a total of 114,510,930 shares of Restricted Common Stock was to be issued to the shareholders of Direct Success, Inc. This represented a 233.3% increase in the outstanding shares of the Company.

9. DESCRIBE ANY PAST, PENDING, OR ANTICIPATED STOCK SPLIT, STOCK DIVIDEND, RECAPITALIZATION, MERGER, ACQUISITION, SPIN-OFF, OR REORGANIZATION

The Company entered in a Share Exchange Agreement with Direct Success, a California Corporation. There has never been any past and there is no pending or anticipated stock split, stock dividend, merger, acquisition, spin off or reorganization.

10. ANY DELISTING OF THE ISSUER'S SECURITIES BY ANY SECURITIES EXCHANGE OR NASDAQ

The Company has never been delisted by any securities exchanges or NASDAQ.

11. ANY CURRENT, PAST, PENDING OR THREATENED LEGAL PROCEEDINGS OR ADMINISTRATIVE ACTIONS EITHER BY OR AGAINST THE ISSUER THAT COULD HAVE A MATERIAL EFFECT ON THE ISSUER'S, BUSINESS FINANCIAL CONDITION OR OPERATIONS. STATE THE NAMES OF THE PRINCIPAL PARTIES, THE NATURE AND CURRENT STATUS OF THE MATTERS, AND THE AMOUNTS INVOLVED.

The Company does not have any current, past, pending or threatened legal proceeding or administrative action.

B. BUSINESS OF ISSUER

DM Products, Inc. (the "DM Products," "Issuer," the "Company," or "DMPD") is an operating company and is incorporated under the laws of the State of Nevada and is in the business of developing, financing, producing, marketing and distributing unique and innovative health, beauty, fashion, fitness and other products for sale through infomercial marketing and distribution channels. The Company expects to derive profits from inbound sales, outbound sales, up sells and retail distribution. It intends to systematically expand its product list using a direct response model and to roll out approximately three infomercials per year. The address and telephone number of our office is 575 Anton Boulevard, Suite 300, Costa Mesa, California 92626. Toll Free Phone: (866) 717 - 7373.

The management team has extensive experience in infomercials and direct marketing campaigns. DM Products' long-term objective is to build a diversified infomercial marketing firm that capitalizes on the opportunity presented by this rapidly expanding sales and marketing venue, thereby maximizing the cash returns to its investors.

1. THE ISSUER’S PRIMARY AND SECONDARY SIC CODES

The Company’s primary SIC Code is 541800.

2. IF THE ISSUER HAS NEVER CONDUCTED OPERATIONS, IS IN THE DEVELOPMENT STAGE OR IS CURRENTLY CONDUCTING OPERATION

The Company is currently an operating company. It conducts operations through its wholly owned subsidiary Direct Success, Inc.

3. IF THE ISSUER IS CONSIDERED A “SHELL COMPANY” PURSUANT TO SEC RULE 405 OF THE SECURITIES ACT OF 1933

The Company is not considered a “Shell Company” Pursuant to SEC Rule 405 of the Securities Act of 1933.

4. STATE THE NAMES OF ANY PARENT, SUBSIDIARY, OR AFFILIATE OF THE ISSUER, AND DESCRIBE ITS BUSINESS PURPOSE, ITS METHOD OF OPERATION, ITS OWNERSHIP AND WHETHER IT IS INCLUDED IN THE FINANCIAL STATEMENTS ATTACHED TO THIS DOCUMENT

The Company operates through its wholly owned subsidiary Direct Success, Inc. Direct Success, Inc. has an eighty-five percent (85%) interest in Direct Success, LLC #3, a Delaware Limited Liability Company. Direct Success, LLC #3 has an exclusive licensing agreement with Banjo Buddies, LLC, for the sale of the Banjo Minnow Fishing System. There is no other parent, subsidiary, or Affiliate Company’s of the Issuer.

5. THE EFFECT OF EXISTING OR PROBABLE GOVERNMENTAL REGULATIONS ON THE BUSINESS

Management does not foresee any government regulations that would affect the Company’s business.

6. AN ESTIMATE OF THE AMOUNT TIME SPENT DURING EACH OF THE LAST TWO YEARS IN RESEARCH AND DEVELOPMENT ACTIVITIES, AND IF APPLICABLE, THE EXTENT TO WHICH THE COST OF SUCH ACTIVITIES ARE BORNE DIRECTLY BY THE CUSTOMERS.

The Company has not invested money in research and development in the last two years.

7. COSTS AND EFFECTS OF COMPLIANCE WITH ENVIRONMENTAL, FEDERAL, STATE, AND LOCAL LAWS.

At this time, the Company does not foresee any costs and effects of compliance with environmental laws, federal, state or local.

8. NUMBER OF TOTAL EMPLOYEE AND NUMBER OF FULL TIME AND PART TIME EMPLOYEES

Currently the company has no employees, and operates through outside consultants. The number of employees are subject to change during the course of business.

C. INVESTMENT POLICIES

Direct Success, Inc. invested \$190,000 in Advanced Beauty Solutions, Inc. As a result, Direct Success is a seven percent (7%) shareholder of Advanced Beauty Solutions. Advanced Beauty Solutions has filed for protection under Chapter 11 of the United States Bankruptcy Code, and is currently a Debtor-in-Possession. The Company doesn't have any other investments, however it will invest by way of acquisitions, in part or in whole of viable companies that have the potential for income growth.

1. INVESTMENTS IN REAL ESTATE OR INTERESTS IN REAL ESTATE. INDICATE THE TYPES OF REAL ESTATE IN WHICH THE ISSUER MAY INVEST, AND DESCRIBE THE METHOD (OR PROPOSED METHOD) OF OPERATING AND FINANCING THESE PROPERTIES. INDICATE ANY LIMITATIONS ON THE NUMBER OR AMOUNTS OF MORTGAGES THAT MAY BE PLACED ON ANY ONE PIECE OF PROPERTY.

The Company has not made any investment in real estate or interest in real estate.

2. INVESTMENTS IN REAL ESTATE MORTGAGES. INDICATE THE TYPES OF MORTGAGES AND THE TYPES OF PROPERTIES SUBJECT TO MORTGAGES IN WHICH THE ISSUER PLANS TO INVEST.

The Company does not have any of the above situations.

3. SECURITIES OF OR INTERESTS IN PERSONS PRIMARILY ENGAGED IN REAL ESTATE ACTIVITIES. INDICATE THE TYPES OF SECURITIES IN WHICH THE ISSUER MAY INVEST, AND INDICATE THE PRIMARY ACTIVITIES OF PERSONS IN WHICH THE ISSUER MAY INVEST AND THE INVESTMENT POLICIES OF SUCH PERSONS.

The Company has not invested in Securities of or interests in persons primarily engaged in real estate activities.

Item VI. THE NATURE OF PRODUCTS OR SERVICES OFFERED

A. PRINCIPAL PRODUCTS OR SERVICES AND THEIR MARKETS

Direct Success, Inc. the wholly owned subsidiary of the Company, develops, finances, produces, markets, and distributes unique and innovative health, beauty, fashion, and other products through the use of infomercial campaigns. The Company's profits are derived from inbound sales, outbound sales, upsells, and retail sales.

Infomercials also drive customers to websites owned or managed by the Company, as well as retail locations and centers to buy the products. Infomercials currently are in many foreign markets in addition to the US, and the Company believes that foreign markets represent a tremendous growth opportunity. The Company's primary objective is to penetrate this rapidly expanding industry by introducing unique and innovative consumer products to national and international markets through a series of infomercial campaigns. It intends to aggressively develop, finance, produce and market various new products for television infomercials. The Company intends to systematically expand its product list using a direct response model. Its plan is to roll out approximately three infomercials per year.

The Company's operational strategy consists of employing one of three distinct business alternatives for each product/infomercial:

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Of course the key to the Company's ability to continually attract new products and new product developers will, in large part, determine its success. As part of its strategy, the Company intends to develop strategic alliances with strong companies that are established operators in the infomercial and advertising industry.

Infomercials are watched by a diverse range of consumers, consisting of both men and women, according to Direct Marketing Today. Many successful infomercials have targeted the tastes of this audience by offering health, beauty, fashion and fitness products. Unfortunately, many product inventors are unable to bring innovative and promising products to market because they do not have the know-how or the

financial capability to efficiently and effectively manufacture and market their products for sale to a large number of consumers. The Company intends to bridge this gap for inventors by funding and managing the various tasks associated with launching and maintaining a successful infomercial sales campaign. Its business strategy focuses on funding and supervising the product's development and manufacture, the production of the infomercial and the overall marketing and sales campaign of the product. The Company thinks that the arrangements it enters into with product developers will be one of the following: 1) Complete Project Funding, 2) Joint Venture Projects, or 3) Straight Royalty Contracts, as discussed above.

The Company's directors and officers are consistently approached with ideas for new products from various individuals and companies. It expects that its officers and directors will continue to be pitched for new product ideas and that its referral sources will grow as the Company gains recognition in the infomercial industry. As opportunities arise, the officers and directors will present potential product ideas to the Board of Directors for its discussion and review. In deciding which products to pursue, the Board will consider, among other things, the product's viability, costs of development and marketing, acceptable sales price point per unit, as well as the product's overall likelihood of success. In some instances, the Board may retain an outside consultant to evaluate such things as the product's likely market appeal or the product's optimal price point. The Company will pursue products approved by a majority vote of our Board. Although the Company expects that its directors and officers will continue to be approached by inventors with viable products without any solicitation, the Board of Directors may decide to solicit product pitches or ideas in the future if the Board believes that such a strategy would be in the Company's best interest.

If the Board approves a product for further development, the Company intends to retain outside parties to produce the infomercial, design and conduct the overall marketing campaign and sales process, and source and manufacture the product for competitive rates. When determining what parties to retain for these services, the Board of Directors will consider several factors, including a proven track record, cost and the ability to meet our timetable. The Company does not intend to retain any one service provider exclusively, and, instead it intends to seek competitive bids from numerous potential providers for each infomercial campaign.

Members of the Board of Directors are affiliated with an infomercial production company, Script to Screen, and a company with extensive experience in infomercial marketing and campaign management, M2 Marketing and Management Services, Inc. ("M2"), and, therefore, the Board will approve contracts with Script to Screen by a majority vote of directors. It hopes that our affiliations with Script to Screen and M2 will enable the Company to build effective relationships with these companies.

B. DISTRIBUTION METHODS OF THE PRODUCTS OR SERVICES

Direct Success, Inc. shall distribute its products through direct marketing campaigns, primarily infomercials, as well as traditional website sales and retail displays.

C. STATUS OF ANY PUBLICLY ANNOUNCED PRODUCT OR SERVICES

The Company has not made any public announcements of any of its products or services and anticipates that it will make such announcements as routine course of doing business.

D. COMPETITIVE BUSINESS CONDITIONS, THE ISSUERS COMPETITIVE POSITION IN THE INDUSTRY, AND METHODS OF COMPETITION

The Company believes it is distinct from the other service providers operating within direct response television market because it intends to specialize in offering a complete suite of distribution in the mass market. The Company is not aware of any operators who focus on financing, supervising and managing an infomercial campaign through a model that is based on outsourcing most development, marketing and sales services. However, there are many entities that operate in the direct response television arena, several of whom offer one or more of the services that it intends to manage and supervise for the accounts.

Nautilus Group (formerly Direct Focus). Nautilus Group takes a product from conception to market by performing all tasks and services “in house.” However, while Nautilus Group participates in the infomercial market, the infomercial advertising arena is only one of its several operating areas. Nautilus Group has a broader core business, comprised of functions associated with traditional advertising firms. For instance, Nautilus Group develops and manages direct response television spots, 30 and 60-second ads as well as print, online and other forms of advertising. The products Nautilus Group markets via infomercial will compete directly with the products the Company ultimately brings to market, however, it believes that the approach to infomercial campaigns will allow the Company to successfully compete with Nautilus Group in that market.

E. SOURCES AND AVAILABILITY OF RAW MATERIALS AND THE NAMES OF PRINCIPAL SUPPLIERS

This does not apply to the Company.

F. DEPENDENCE ON ONE OR A FEW MAJOR CUSTOMERS

The Company is not dependant on any one or few major customers. There are over 14,000 cable carriers in the United States alone and the Company's customer base is large and diverse.

G. PATENTS, TRADEMARKS, LICENSES, FRANCHISES, CONCESSIONS, ROYALTY AGREEMENTS OR LABOR CONTRACTS, INCLUDING THEIR DURATION

This does not apply to the Company.

H. THE NEED FOR ANY GOVERNMENT APPROVAL OF PRINCIPAL PRODUCTS OR SERVICES.

This does not apply to the Company.

Item VII. THE NATURE AND EXTENT OF THE ISSUERS FACILITIES

The Company's current office is approximately 400 square feet, located at 575 Anton Blvd., Suite 300, Costa Mesa, California 92626.

Part B Share Structure and Issuance History

Item VIII. THE EXACT TITLE AND CLASS OF EACH OF THE SECURITIES OUTSTANDING:

Common Stock

Common Stock Authorized:	300,000,000
Common Stock Issued:	163,587,043
Free Trading Common Stock:	16,736,000

The Cusip # 25589210

The Trading Symbol is: DMPD

Item IX. THE PAR OR STATED VALUE OF EACH SECURITY:

The Par value of the Common Stock is \$0.001 per share.

Item X. THE NUMBER OF SHARES OR TOTAL AMOUNT OF SHARES OR TOTAL NUMBER OF SHARES OR TOTAL AMOUNT OF THE SECURITIES OUTSTANDING FOR EACH CLASS OF SECURITIES OUTSTANDING:

- A.** As of December 31, 2004
100,000,000 Authorized Shares of Common Stock at \$0.001 par value
10,000,000 Authorized Shares of Preferred Stock at \$.0.001 par value
100,000,000 Common Shares Issued

43 Shareholders
83,264,000 Restricted Shares
16,736,000 Free Trading Shares

- B.** As of December 31, 2005
100,000,000 Authorized shares of Common Stock at \$0.001 par value
10,000,000 Authorized Shares of Preferred Stock at \$.0.001 par value
163,587,043 Common Shares Issued
371 Shareholders
163,587,043 Restricted Shares
- C.** The Company acquired Direct Success, Inc., a California Corporation in a share exchange offer on July 18, 2005.

Item XI. LIST OF SECURITIES OFFERINGS AND SHARES ISSUED FOR SERVICES IN THE PAST TWO YEARS:

Effective Sport Nutrition Corporation conducted a Confidential Private Placement Memorandum pursuant to Regulation D (the "Offering" or "PPM") Offering dated march 26, 2001 at \$.25 per share. 134,000 shares were sold (\$33,500.00) to 28 shareholders (21 Accredited and 7 Unaccredited). The Offering was conducted between March 28, 2001 and April 9, 2001. All investors were personally solicited, but Dan and Suzy Saunders (the Company's former and original officers and director). The subscribers to the PPM were all friends, solicited by the Saunders and purchased shares. No other solitations were made for this Offering.

Attached hereto as Exhibit G is a copy of the PPM. Attached hereto as Exhibit H is a chart reflecting shareholders, and amount invested. Attached hereto as Exhibit I are copies of subscription documents with checks attached thereto.

Part C Management and Control Structure

Item XII. CHIEF EXECUTIVE OFFICER AND MEMBERS OF THE BOARD OF DIRECTORS

A. 1. EXECUTIVE OFFICER

Michael DeBenon: President, Secretary, and Treasurer of
DM Products, Inc. and Direct Success, Inc.
Address: 575 Anton Blvd., Suite 300, Costa Mesa, CA 92626
Telephone: (714) 438-0810; Facsimile: (714) 438-0821
Common Stock Ownership: 3,640,000

History: Michael DeBenon was a founder and senior partner in the law firm of DeBenon & Whitfiled. Since 1989 he has successfully represented businesses (both start-up and ongoing) in a variety of litigation and transactional matters. Licensed to practice law in the State

of California, most Federal District Courts therein, and the Ninth Circuit Court of Appeals, Mr. DeBenon has extensive experience and knowledge of both State and Federal law. He received his Bachelor of Arts degree in Economics from Stanford University in 1986, and his Jurist Doctorate degree from Pepperdine University in 1989.

2. DIRECTORS

Tony Kerry: Director of Direct Success, Inc. and DM Products, Inc.
Address: 575 Anton Blvd., Suite 300, Costa Mesa, CA 92626
Telephone: (714) 438-0810; Facsimile: (714) 438-0821
Common Stock Ownership: 16,163,338

History: Tony Kerry joined Script to Screen, Inc. in 1990. As Senior Vice President of Marketing, he manages all sales, marketing and public relations activities for that company. He spends the majority of his time meeting with corporate marketers, advertising agencies, direct marketers and entrepreneurs educating them on the merits of direct response television. Mr. Kerry holds a Bachelor of Science degree in Business from California State University, Long Beach. Assisted by his efforts, Script to Screen has successfully earned a list of blue chip clients including Adams Golf, American Telecast, Braun, Estee Lauder, General Motors, Hooked on Phonics, Nordic Track, Sears, TaylorMade Golf and Valvoline.

Dallas Celecia: Director of Direct Success, Inc. and DM Products, Inc.
Address: 575 Anton Blvd., Suite 300, Costa Mesa, CA 92626
Telephone: (714) 438-0810; Facsimile: (714) 438-0821
Common Stock Ownership: 6,781,669

History: Dallas Celecia has over 15 years experience in consumer based marketing, including running a \$10 million annual marketing program for the regional food server provider Carrows Restaurants, heading up an infomercial production company, Creative Direct Television where she was responsible for Marketing. Client Services and Production, and now leading M2 Marketing as President. During her tenure, M2 has managed the Pure Spin Wedge, The Pure Spin Driver, David Leadbetter's Lazerguide, and the Aerobed. Her areas of expertise include strategic planning, offer development, media, project development, logo and package design and consumer research. Ms. Celecia holds a Bachelor of Arts Degree in Communications.

Michael Koontz: Director of Direct Success, Inc. and DM Products, Inc.
Address: 575 Anton Blvd., Suite 300, Costa Mesa, CA 92626
Telephone: (714) 438-0810; Facsimile: (714) 438-0821
Common Stock Ownership: 6,781,669

History: Michael Koontz joined Script to Screen as Chief Operating Officer in 1997 bringing with him an extensive background in business management and finance. As Chief Operating Officer, he handles the

day-to-day operations of Script to Screen. Prior to Script to Screen, Mr. Koontz had earned a BS degree in Business from the University of California, and an MBA in Finance from California State University, Fullerton, and then went on to the Big Five accounting firm of Cooper & Lybrand to earn his CPA. He handled several public company clients while at Coopers & Lybrand. In 1986 he co-founded Mental Dynamics, the predecessor infomercial production company to Script to Screen.

John E. Muse: Director of Direct Success, Inc. and DM Products, Inc.
Address: 575 Anton Blvd., Suite 300, Costa Mesa, CA 92626
Telephone: (714) 438-0810; Facsimile: (714) 438-0821
Common Stock Ownership: 1,456,000

History: John Muse is an internationally known consultant. He attended the University of Illinois in Champaign – Urbana, where he received a B.S. degree in 1972 and an M.S. Degree in 1973. He has also taken MBA classes at California State University in Long Beach, as well as other college classes. He worked as a consultant in Columbus, Ohio; Fullerton, California; and Los Alamitos, California prior to forming his own consulting corporation in 1983, now located in Huntington Beach, California. He has served as CEO of several organizations, and he has served as a director for many corporations and non-profit corporations.

3. GENERAL PARTNERS

The Company currently does not have general partners.

4. CONTROL PERSONS

Justin Nieters
1605 Park Ave., Suite B
Bismark, ND 58504
11.45%

Tony Kerry
12 Morning View Drive
Newport Coast, CA 92627
7.00%

B. LEGAL/DISCIPLINARY HISTORY. NONE OF THE ABOVE LISTED PERSONS, EXCEPT TONY KERRY, HAVE BEEN INVOLVED IN ANY OF THE FOLLOWING, IN THE LAST FIVE YEARS:

1. Convicted of any criminal proceedings either named or as a defendant.

2. Has not had an order, judgment, or decree, not subsequently reversed, suspended or vacated, by a court of competent jurisdiction that permanently or temporarily enjoined, barred, suspended or otherwise limited such person's involvement in any type of business, securities, commodities or banking activities.

3. Has not had a finding or judgment by a court of competent jurisdiction (in a civil action), the SEC, the CFTC, or a state securities regulator of a violation of federal or state securities or commodities law, which finding or judgment has not been reversed, suspended, or vacated.

4. Has not had an entry of an order by a self-regulatory organization that permanently or temporarily barred, suspended, or otherwise limited such person's involvement in any type of business or securities activities.

a. **In the Matter of the Commissioner of Corporations of the State of California v. Direct Success, Inc., Tony Kerry, et al:** On or about September 21, 2005 a *Stipulation to Entry of Desist and Refrain Order* (the "Order") entitled In the Matter of the Commissioner of Corporations of the State of California vs. Direct Success, Inc., Tony Kerry, Robert Chisholm and Peter G. Leyden, File No. ALPHA was entered with the Department of Corporations. The order directs Direct Success, Tony Kerry, Robert Chisholm, and Peter G. Leyden to desist and refrain from the offer and sale of unqualified securities and from making misrepresentations and omissions of material facts in connection with the offer and sale of unqualified securities. Under the terms of the settlement, neither Direct Success, Kerry, Chisholm, nor Leyden were required to pay any fines or disgorge any money. Attached hereto as Exhibit J is a Copy of the Stipulation to Entry of Desist and Refrain Order.

C. DISCLOSURE OF CERTAIN RELATIONSHIPS. RELATIONSHIPS EXISTING AMONG AND BETWEEN THE ISSUER'S OFFICERS, DIRECTORS AND SHAREHOLDERS.

The current members of the Board of Directors of the Issuer are Tony Kerry, Micahel Koontz, Dallas Celecia, and John Muse. Michael DeBenon is the sole executive officers at this time. These individuals have an ownership interest in the Issuer which was obtained as a result of a Share Exchange Agreement entered into by and between the Company f/k/a Midwest E.S.W.T. and Direct Success, Inc. Tony Kerry, Michael Koontz and Dallas Celecia are employed with and/or hold ownership interest in Script to Screen (an infomercial production company) and M2 (an infomercial management firm). The Issuer intends to contract with these companies (on a non-exclusive basis) for assistance with infomercial campaigns. Michael DeBenon is an attorney, licensed to practice in California. The Issuer has retained Mr. DeBenon, in his capacity as an attorney, to provide general counsel services.

D. DISCLOSURE OF CONFLICTS OF INTEREST. ANY RELATED PARTY TRANSACTIONS OR CONFLICTS OF INTEREST.

There are not conflicts of Interest or related party transactions.

Item XIII. BENEFICIAL OWNERS

The following table sets forth as of May 20, 2006, certain information regarding the ownership of our common stock by (i) each person known by the Company to be the beneficial owner of more than 5% of the outstanding shares of common stock, (ii) each of the directors, (iii) each of the executive officers, and (iv) all of the executive officers and directors as a group.

OFFICERS/DIRECTORS	NUMBER OF SHARES	%
1. Michael Debenon, President, Secretary, Treasurer	3,640,000 ¹	2.23%
2. Tony Kerry, Director	10,963,327 ²	7.00% ³
3. Dallas Celecia, Director	6,781,669 ⁴	4.15%
4. Michael Koontz, Director	6,781,669 ⁵	4.15%
5. Justin Nieters	18,736,000	11.45% ⁶
6. John E. Muse	1,456,000	.89%

Item XIV. OUTSIDE PROVIDERS THAT ADVISE THE ISSUER ON MATTERS RELATING TO THE OPERATIONS, BUSINESS DEVELOPMENT AND DISCLOSURE.

1. INVESTMENTS BANKERS

The Company currently does not have Investment Bankers.

2. PROMOTERS

¹ Shares are held in the name of Natasha Debenon, spouse of Michael Debenon.

² Shares are held in the name of Tony L. Kerry and Erika D. Kerry Revocable Trust

³ Tony Kerry acquired his shares and controlling interest pursuant to the Share Exchange Agreement by and between Midwest E.S.W.T. and Direct Success, Inc., dated July 18, 2006. Mr. Kerry was Director and President of Direct Success, Inc.

⁴ Shares are held in the name of Celecia Family Trust dated 12/20/04.

⁵ Shares are held in the name of Koontz Family Trust dated 8/27/86.

⁶ Justin Nieters acquired his shares and controlling interest for services rendered as Director and President of Midwest E.S.W.T. and pursuant to the Share Exchange Agreement by and between Midwest E.S.W.T. and Direct Success, Inc., dated July 18, 2006.

The Company currently does not have promoters.

3. COUNSEL

Marc R. Tow, Attorney at Law
3920 Birch Street, Suite 102
Newport Beach, CA 92660
Telephone: (949) 975-0544
Email: marctow2000@yahoo.com

On August 12, 2003 a final judgment entitled SEC v. Donald John Christensen, II, et al., Civil Action No.: H-01-3203 (the “Action”) entered against Marc R. Tow. Mr. Tow settled with the SEC without consenting to any finding of wrongdoing, and without fines, disgorgement, or any collateral remedies; such as disqualification from practicing before the SEC. Mr. Tow’s settlement was expressly conditioned on the SEC not pursuing the \$100,000 civil penalty it asked for in the complaint, and not seeking to disqualify him as an attorney to practice before the Commission; and they did not. Attached hereto as Exhibit K are copies of the SEC Litigations Release Nos. 17144, 17787, and 18294 which include copies of the Initial Complaint and Final Judgment.

4. ACCOUNTANT OR AUDITOR

Name: Kenneth A. Carroll, CPA PC
Address: 1 Park Plaza, Suite 600
City, State, Zip: Irvine, CA 92614
Telephone: (949) 553-0383

Not a Shareholder

Kenneth A. Carroll, CPA PC provided accounting services for the Company and for Direct Success, Inc., its wholly owned subsidiary in accordance with Statements on Standards for Accounting and Review Services issued by the American Institute of Certified Public Accountants.

Name: Houldsworth Russo & Co., P.C.
Address: 170 N. Stephanie, Suite 110
City, State, Zip: Henderson, NV 89704
Telephone: (702) 269-9992
Facsimile: (702) 269-9993

Not a Shareholder

Houldsworth Russo & Co., P.C. conducted the audit of Direct Success, Inc. in accordance with auditing standards generally

accepted in the United States of America

5. PUBLIC RELATIONS CONSULTANT(S)

The Company currently does not have a Public Relations Consultant.

6. INVESTOR RELATIONS CONSULTANT

The Company currently does not have an Investor Relations Consultant.

7. ANY OTHER ADVISOR(S) THAT ASSISTED, ADVISED, PREPARED OR PROVIDED INFORMATION WITH RESPECT TO THIS DISCLOSURE DOCUMENTATION

The Company currently does not have other Advisors that assisted, advised, prepared, or provided information with respect to this Disclosure Document.

Part D Financial Information

Item XV. ISSUERS MOST RECENT BALANCE SHEET AND PROFIT AND LOSS AND RETAINED EARNINGS STATEMENTS

The financial statements of the Company for the years ending December 31, 2005 and January 31, 2006 are attached to this 15[c]211 as Exhibit L. The Financial Statements were prepared in accordance with generally accepted accounting principles (GAAP) by persons with sufficient financial skills. The Company shall continue to file financial statements and post them on www.pinksheets.com.

The financial statements of Directs Success, Inc. for the years ending December 31, 2003 and December 31, 2004 are attached to this 15[c]211 as Exhibit M. The Financial Statements were prepared in accordance with generally accepted accounting. The Company's Shareholder List as of May 20, 2006 is attached hereto as Exhibit N

Item XVI. SIMILAR FINANCIAL INFORMATION FOR SUCH PART OF THE 2 PRECEDING FISCAL YEARS AS THE ISSUER OR ITS PREDECESSOR HAS BEEN IN EXISTENCE.

Financial Statements for 2003, 2004, and 2005 for the Issuer are attached as an exhibit to this 15[c]211. The Financial Statements were prepared in accordance with generally accepted accounting principles (GAAP) by persons with sufficient financial skills.

CERTIFICATION

I, Michael Debenon, President of DM Products, Inc., have a reasonable basis for believing that the information accompanying this form is accurate in all material respects and that the sources of the information are reliable.

Dated: October 20, 2006

Michael DeBenon, President
Telephone: (714) 438-0810
Facsimile: (714) 438-0821

EXHIBITS

- Exhibit A: Company schematic diagram of the Issuer that depicts how the issuer came to its current state.
- Exhibit B: All Articles and Amendment to Articles for DM Products, Inc.
- Exhibit C: Business Plan of the Company.
- Exhibit D: Bylaws of DM Products, Inc.
- Exhibit E: Articles and Bylaws of Direct Success, Inc.
- Exhibit F: Share Exchange Agreement by and between the Company and Direct Success, Inc.
- Exhibit G: Confidential Private Placement Memorandum of Effective Sport Nutrition.
- Exhibit H: Effective Sport Nutrition Shareholder List and Shareholder relationships.
- Exhibit I: Effective Sport Nutrition Subscription Documents.
- Exhibit J: Stipulation to Entry of Desist and Refrain Order
- Exhibit K: SEC Litigation Release Nos.: 17144, 17787, 18294.
- Exhibit L: Financial Statements of the Company for the years ending December 31, 2005 and January 31, 2006.
- Exhibit M: Financial Statements of Direct Success, Inc. for the years ending December 31, 2003; December 31, 2004.
- Exhibit N: Shareholder List as of May 20, 2006.
- Exhibit O: Legal Opinion