

DOING BUSINESS IN JULY OR AUGUST

This eBook brought to you by:
Buy-Ebook.com

Our site has got a great collection of the best ebooks which are sold on the Internet, but at a lower price than on any other site.

Affiliates

Earn 60% Commission On Every Sale! We sell 500+ eBooks.

As a Buy-Ebook.com Associate, we will pay you a Massive 60% referral fee for every sale that you generate. You can [sign up for FREE](#) and start making money straight away.

If you want to directly link to some ebooks related to content of your site, [get affiliate link here](#). Choose any from 500+ titles.

NOTE:

If you Would like to Offer this Ebook to Your Web Site Visitors as a FREE Download, then please do so. You can post this ebook to your web site, offer it in your newsletter, print it out as a book, give it to your friends, etc. No royalties are necessary. Give it away or offer it as a bonus with your products. You are not allowed to make any changes to it without permission.

103.

DOING BUSINESS IN JULY OR AUGUST

Whoever started the nasty rumor that mail order business is very slow during the months of July and August is dead wrong. In case you are new to the world of mail order you are likely to believe this rumor.

The sad part is that a lot of people in the business really believe it! Why do they believe it? Because they have been told by someone else and the rumor was considered "gospel" _ so that someone told someone else and so on, and on, and on.

What people don't realize is that there is foundation to this rumor. The only reason the mail order business MAY slow down in the summer months is because of the nature of the product being sold. Try selling winter clothes in July!

Some people will go so far as to stop advertising during the summer months because they are convinced they won't get any sales. Because of the drop in revenue for publishers, due to this line of thinking - everybody suffers and they keep the rumor alive and true. Only people believing this lie is making it happen. Nothing more!

Think about it this way: Don't people still read magazines and newsletters during the summer? I've never seen Globe or The Enquirer stop publishing during those months. Don't people still open their mail during the summer? I don't think the whole world stops paying their electric bill from July to September - and it comes through the mail.

And it would seem to me that the majority of the population would have MORE TIME to read and study offers through the mail during their vacation than during their working hours. Don't people watch more TV, spend time at home catching up on neglected chores and sleeping during their vacation? So if these people have more time to relax during their vacation, wouldn't they have more time to dedicate to reviewing your ads and circulars that come through the mail? Lillian Vernon even keeps busy during the summer months! Isn't she a part of mail order like us too? If the big companies are still doing business during the summer months _ what makes the smaller dealers any different? Like I said before _ "who" started this rumor. It couldn't have been originated by the big companies could it?

It will probably be hard for a lot of you to choke down this concept immediately. You have been programmed for years that the mail order business is slow in the summer months. You have convinced your mind that this rumor is true. It will take awhile to re-program your mind to the truth and I sincerely hope this report helps you.

There are so many people "hung up" on the statistical data of exactly how

to run a mail order business. Here are some other rumors:

1. Handwrite your envelopes instead of using a peel-n-stick address label. (Come on folks - this is the 1990's - the age of the computer. Nobody has time to sit down and hand address 1,000 envelopes anymore. This rumor might have worked back in 1920 when the average mail order dealer only mailed 10 or 15 envelopes per week _ but we are mailing 100 times that amount now.)
2. Only mail on Tuesday to arrive by Friday. (With all the inconsistencies in our postal system and UPS, you can never be guaranteed the day your letter will arrive. Everyday is a business day! It doesn't matter what particular day you mail. This is nonsense.)
3. Dress your envelopes up to attract attention, such as placing sparkles and hand-drawing diagrams on the outside. (This is nonsense! In fact, this only cheapens your envelope. YOU have a business and your correspondence should appear like you are an established business. We're not playing pen-pal games here and we're not teenagers anymore.)
4. Mail in a window envelope so the person receiving it will think it's a bill or check. This way they will open it faster. (Bull! Any established business opens all their mail. In fact, I never pay any attention to the outside of the envelope. I open them all! What matters the most is the content of the material inside and how it's presented.)

Now - please do the mail order industry a great big favor and pass the word around. Let's keep busy making our businesses work like businesses. Don't hold yourself back because of all these nasty rumors.