

# HOT TIPS FOR MAIL ORDER DEALERS

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## **HOT TIPS FOR MAIL ORDER DEALERS**

Advertise a number of reports in one large advert selling five or six reports for J3. This will bring you in more orders and open the way for more repeat sales

Make your sales brochures the best you have ever seen. As well as the words, concentrate on the layout, graphics, general attractiveness and ease of reading

Keep mailing to old customers for six months so that you build up a really big customer bank.

Keep detailed records of advertising and follow-up results. Use them to find your best adverts, magazines, brochures and generally your best approach.

Use FREE advertising wherever possible. It is sometimes offered with new magazines or there are some ad-sheets that give free advertising.

Take advantage of 'discount' advertising. Sometimes, magazines give three adverts for the price of two. Watch out for 'Special offers'.

If you are having your brochures printed, print your advert up the side of the brochure as well. Even if you only get ONE reply in a thousand, it is well worth it.

Don't confuse people in your advertising by selling more than one offer. Use more space if you want to offer more.

Use short sentences and paragraphs. It makes words sound more dramatic.

Study other people's adverts - especially those that run year after year.

Use words that 'pull' such as Free, New, Special Offer, Discount. You need to catch the eye before you can sell.

Co-publish magazines and ad-sheets to make up your 'Big Mails' and get free or low cost advertising.

More expensive advertising can sometimes work out cheaper because the CIRCULATION is that much greater. However, lower circulation magazines can often give better results. Judge on 'results' rather than price.

Advertise as you mail. Put your BEST advert on the envelope. This will cost nothing extra and the few results you get will be a bonus.

If others mail for you, reduce your A4 adverts to A5. You can get four adverts on one sheet of A4 paper and increase the circulation.

Don't put too many brochures in your envelope nor too few either. If you put too much in, people just don't reply because they are confused as to WHAT is best. Just one in an envelope is equally silly because those who aren't interested in what you are selling will have nothing else to attract their attention.