

ALL NEW, MUST HAVE! - 301 DIRECT MAIL TIPS, TECHNIQUES & SECRETS

1. Ten Commandments of Direct Mailing - \$10.00 + 3 stamps

Follow these basic rules to increase your chances of success and reduce the risk of failure

2. Choosing The Right Customers - \$10.00 + 3 stamps

Success starts with finding customers who already want your products. Learn how and where you can locate them.

3. Selecting Hot Products - \$10.00 + 3 stamps

Inside methods for finding (or creating) the exact products your direct mail customers want to buy.

4. The Psychology of Customers - \$10.00 + 3 stamps

Learn the secrets of customer behavior and how to use them to reduce resistance and increase sales.

5. Understanding The Sales Letter - \$10.00 + 3 stamps

Tips on components of effective sales letters and techniques for getting the best response!

6. Getting In The Mood To Write A Sales Letter - \$10.00 + 3 stamps

Why you need to be in the right frame of mind before you create your sales letter, and how to get in the mood to write a profitable letter.

7. Creating Powerful Headlines - \$10.00 + 3 stamps

A great headline can make or break your response rate. Here are tips on how to write real winners.

8. Phrasing Your Greeting - \$10.00 + 3 stamps

"Dear burger lover" won't do. Find out which salutations will get your letter read.

9. Writing Dynamic Body Copy - \$10.00 + 3 stamps

It's a little more complicated than you might think, but these tips will get you on the right track.

10. Using Words That Sell - \$10.00 + 3 stamps

Here they are ... the most effective words you can use in your letter to increase customer response.

11. Insider's Sales Letter Tactics - \$10.00 + 3 stamps

Want great response to your sales letter? Try some of these proven strategies.

12. Order Form Secrets - \$10.00 + 3 stamps

Find out why a good order form can increase your sales dramatically, even when customers don't use it!

13. Getting The Envelope Opened - \$10.00 + 3 stamps

Many sales letters get thrown away unopened. Here's how to make sure your letters get opened.

14. Layout For Maximum Sales - \$10.00 + 3 stamps

Looks are everything! But which 'look' works? Here are insider methods for getting the most profitable 'curb appeal'.

15. Printing The Package - \$10.00 + 3 stamps

A few simple strategies for getting your sales letter printed at the best price and quality.

16. Profitable Mailing Strategies - \$10.00 + 3 stamps

How to make the postal service work in your favor.

17. Increasing Your Profits - \$10.00 + 3 stamps

Techniques for increasing profits using back-ends, follow-ups, and up-selling.

ORDER TODAY: Thomas French, 1600 S. Zenobia St, Dept. 9918, Denver, CO 80219

The Super Cash Machine

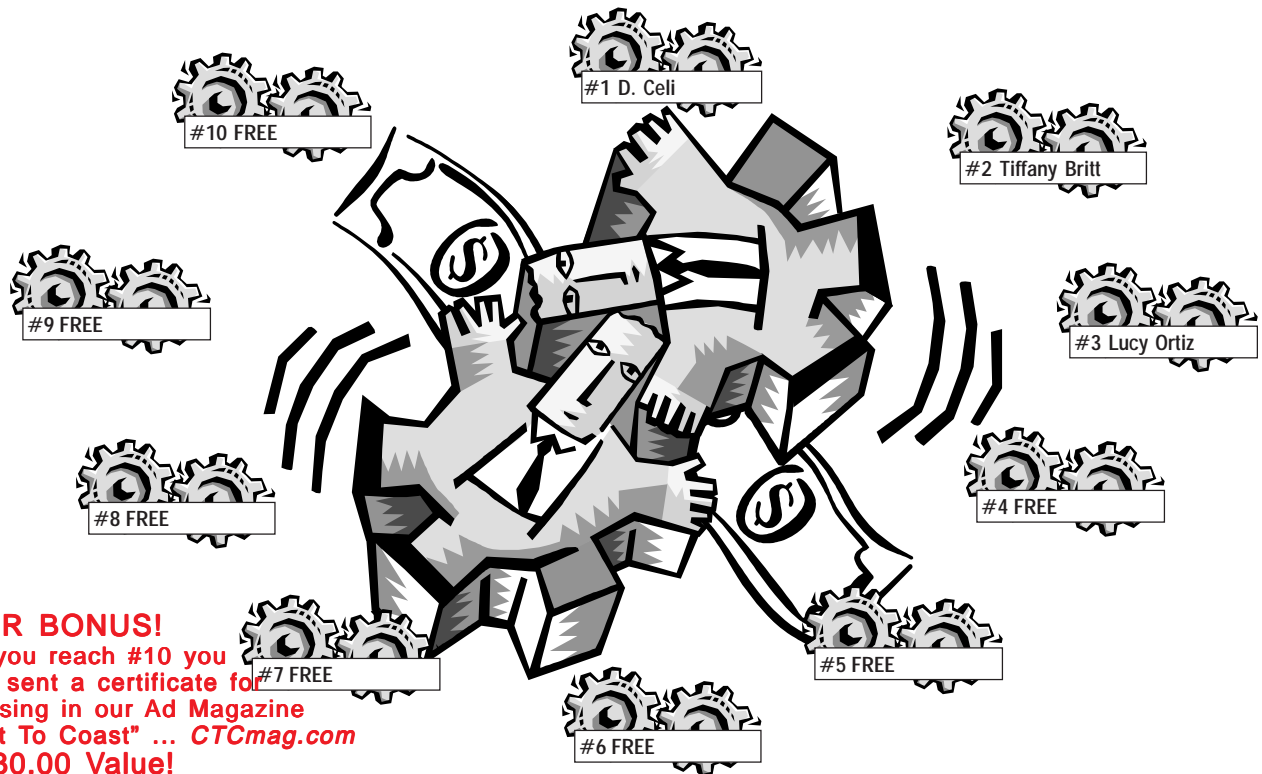
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Joining the Super Cash Machine and the nice folks "cogs" involved could make you a millionaire member... and all you have to do is sponsor four active members "cogs" that come in under you...and when you finish the #10 cog, and all your new cogs do their job, you would have earned over ONE MILLION BUCKS! See, told you it would be easy.

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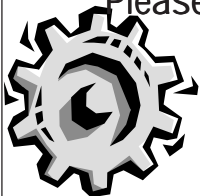
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