

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

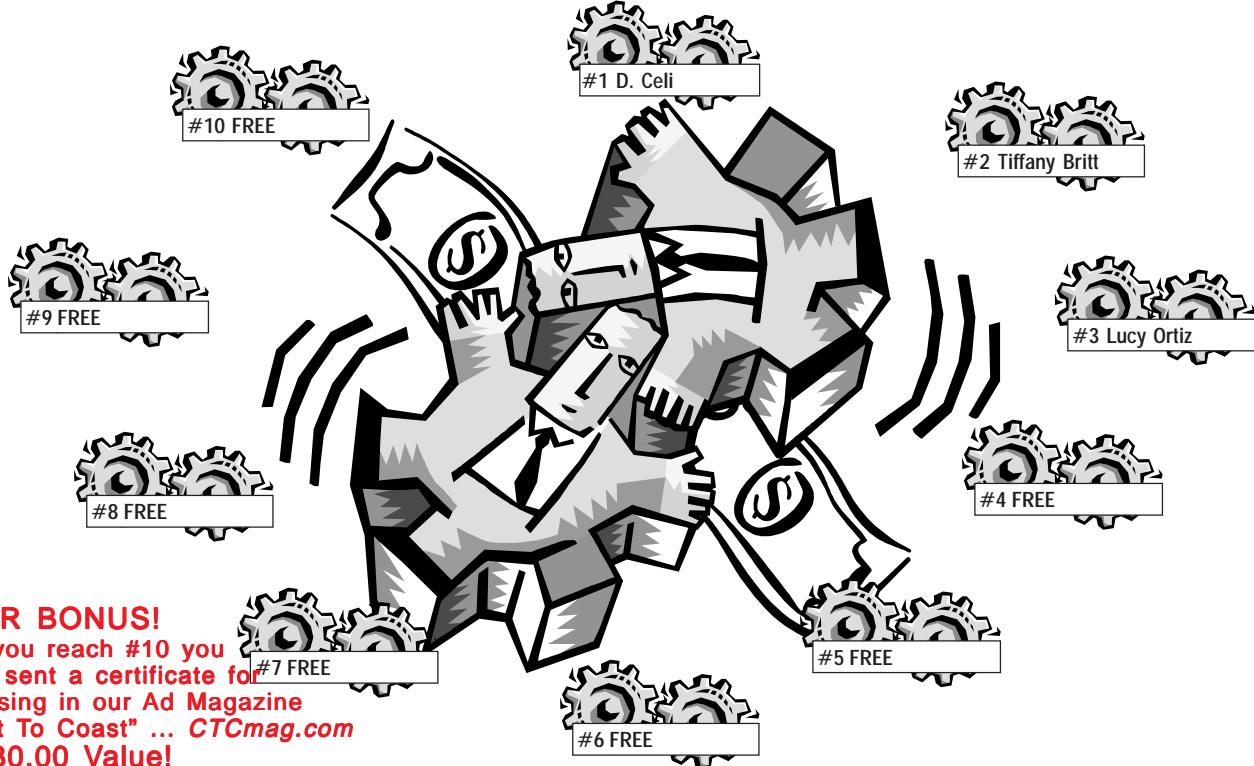
"Become a Successful Cog in The Cash Machine"

Big things come in small packages and Big Money can Easily Come In Small Programs!

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.

A simple, easy, low cost, fun, exciting and truly profitable program. **JOIN TODAY!**

Pay just \$1 for each name on a cog and \$3 monitoring fee to the big cog.

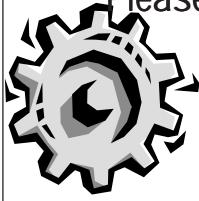


JOIN TODAY! You'll receive copies of this circular with your name in #1 position, each name rotates. You also receive our Big Mall. Once a member, you can sign up as many times as you want but the more new cogs you bring in the more cash you earn by #10 position.

All commission payments are made to you monthly.

- PLEASE RETURN THIS ENTIRE PAGE -

Please send \$3 monitoring fee and \$1 for each cog name above to monitor:
Monitor: John Kirkman • P.O. Box 340 • Guyton • GA 31312-0340



Name _____ Date _____

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