



Sell It By Mail: Making Your Product the One They Buy

James E. A. Lumley

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A blueprint that shows anyone selling a product or service by mail how to multiply their earnings. Focusing on the small business (–10,000–250,00), it lays out in plain yet thorough detail how to create an offer that customers will respond to, follow through with an appropriate response, and write and design direct mail brochures and letters. Featuring hundreds of examples from the author's experience, it shows how to find and select the right mailing lists, use card decks, predict profits, gain on competitors with a single promotional device, and more.

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