

☆☆☆ **How To Successfully Market Your Extra Income Opportunity!** ☆☆☆

◇ **Techniques Of The Mail Order Pros To Ensure Your Success!!** ◇

The age old battle in Direct Mail is getting people to open the envelope. ☆ Here are some Simple Techniques Guaranteed to get a larger percentage of your envelopes opened!

Never leave your return address off the envelope, If you do it looks like a chain letter or junk mail.

Do not rubber stamp the return address on your envelopes, It looks unprofessional.

Do not write or stamp "Information You Requested" on envelope unless it actually was. People don't like being tricked.

Enclose a Free Report (like this one) and write or stamp "Free Report Enclosed" on the front of the envelope.

This is called "Teaser" and will get your envelope opened more often. ☆ You should always use First Class Mail.

Don't clutter the outside of the envelope! ☆ Keep It Simple!!

In Direct Mail, image is everything. ☆ Your prospect only knows you from the few sheets of paper in his hand. ☆ Always use quality printing and never choose a printer on price alone.

People expect a letter when they get an envelope. ☆ Never mail anything without your cover letter. ☆ People will read your cover letter more often than your circular. ☆ Make sure your cover letter includes as much contact information as you can provide. ☆ The easier you make it for your prospect to contact you the more often they will. ☆ Always be Honest!!

When Reverse Mailing, include in your mailing any product or service that will help your prospect in the promotion of their opportunity, such as Mailing List, Stamp Program, Advertising, Print & Mail, etc. this will ensure more chance of a order.

This is one of a series of Free Reports we distribute to our prospects in the effort to help them be a more Successful Direct Mail Marketer. ☆ Feel free to share it with anyone you think might find the information useful.