



How to Start and Operate a Mail-Order Business

Julian L. Simon

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Providing readers the tools and information they need to reap profits in the lucrative mail-order market, this guide has been expanded and brought up to date to take account of the latest opportunities and techniques of the 1990s. Whether the reader is a newcomer starting from scratch on a shoestring budget, or an established business person looking to cash in on the mail-order boom, Julian Simon's book provides A-Z coverage of how to plan, execute and maintain a successful mail order operation, from selecting the right products, through promoting them effectively, to creating ads and copy that sell, and more. The book reports on today's trends and developments in this fast-changing field, showing how to use computers, databases and desktop publishing to simplify and enhance operations; take advantage of the emerging opportunities in international direct marketing; benefit from insider advice from the field's biggest success stories; deal with postal increases, legal requirements, cash flow, competition, and potential pitfalls; and make smart tactical decisions about customer service, mailing lists, trial offers, selling a business, and more.

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