



Building a Mail Order Business: A Complete Manual for Success

William A. Cohen

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With more than 60,000 copies sold, this amazing manual has become a classic in its field--and rightfully so. Nowhere else will you find--in one book--so much valuable information on achieving success in the mail order business. Dr. Bill Cohen has drawn on his decades of experience testing, researching, and constantly refining the mail order techniques described in this invaluable guide. Building a Mail Order Business offers a virtual treasury of techniques and methods guaranteed to work in the real world of selling through the mail. You'll get practical advice and learn tricks of the trade that will get you started quickly, with the fewest missteps and greatest chances for success.

Thorough and completely up-to-date, this authoritative guide covers every aspect of the mail order business, from the basics of getting started to the details of product selection, preparing a marketing plan, copywriting, designing graphics, printing, protecting yourself from competition, telemarketing, and advertising through magazines, radio, and television. In addition, a handy appendix lists hundreds of valuable contacts with complete addresses.

In this new Fourth Edition, you'll learn the latest trends in mail order--what works and what doesn't, the most effective look in ads and mailing pieces, how to put together the most attractive offers, and much more.

For entrepreneurs, direct marketers, business owners, and others eager to get into the mail order business,

Building a Mail Order Business has proven itself to be an indispensable resource for the ideas, techniques, and expert advice that will lead to success.

All the success secrets of one of America's best-known and most respected experts on mail order and direct marketing--Now in a new edition!

BUILDING A MAIL ORDER BUSINESS

Fourth Edition

Complete, authoritative, and now in a new edition, this best-selling guide to mail order success covers everything from getting your business started to handling legal issues, preparing copy and graphics, selecting mailing lists, telemarketing, and advertising in all types of media--an unbeatable source of direct marketing ideas that really work.

Here's what the pros have said about previous editions of Bill Cohen's Building a Mail Order Business:

"Dr. Bill Cohen's book thoroughly explores the many facets, and pitfalls, facing the budding mail order entrepreneur."-- Henry R. "Pete" Hoke, Jr., Publisher, Direct Marketing

"It took a mail order businessman who is also an educator to put direct mail and mail order guidelines all in one place--and in language we can all understand."--Freeman F. Gosden, Jr., President, Smith-Hemmings-

Gosden, one of the nation's largest direct marketing advertising agencies

"An outstanding primer for our industry. It gives you the nuts and bolts necessary to carry you through almost every aspect of mail order from the very rudimentary basics to the same techniques used by the pros."-- Joe Sugarman, JS&A

"One of the best books I've ever read on the subject. I enthusiastically recommend Building a Mail Order Business to any man or woman who is serious about getting involved in this fascinating activity."-- E. Joseph Cossman, President, Cossman International, Inc., author of How I Made a Million Dollars in Mail Order

"An excellent, informative, comprehensive, illustrative workbook that will help anyone get started making money in the fascinating field of mail order. I highly recommend this professional book."-- Melvin Powers, mail order entrepreneur

"...must reading for the entrepreneur whose mind is on mail order."-- Paul Muchnick, Chairman, National Mail Order Association

"Its good sense and nuts-and-bolts, bottom-line approach make it a delightful guide through the mail order world."-- DM News



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