TEN BIG SECRETS OF SUCCESS IN ADVERTISING

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I have always considered that learning any subject is really the learning of secrets. Well, they aren't REALLY secrets but they are rules that contain a main basis or subject.

Consider spelling. To know the rule, 'I before E except after C' tells you how to spell more words than learning that ceiling is spelt as I have just spelt it.

Learning mail order is no different from learning any other subject. Certain rules or 'secrets' will bring you more success than experimenting your newest ideas. I am about to outline some of the secrets which, after many years in mail order, I have learnt about advertising. I must point out though that these secrets will not really be known to you until you have actually PROVED them to be right for yourself.

- 1. One order from one small advert in a mail order magazine is about normal. Two is good and three is excellent. It isn't really the number of replies that is important so much sas what to do with the replies.
- 2. Never try to sell anything in a small advert in a mail order magazine for over J1. Anything advertisied for over J1 will normally (not always) receive no replies at all.
- 3. You will rarely ever make a profit from a small advert. It is the FOLLOW-UP that makes the profit.
- 4. Advertising something FREE will bring most replies but asking for one or two stamps will bring the best results. In my experience, I have proved that this is true no matter WHAT other articles may say.
- 5. Always give more than the customer actually expects to receive as this creates a good position to follow up from.
- 6. Try to make the wording of your advert leave the potential customer wanting to know more. e.g. The above title left YOU wanting to know 'The Ten Big Secrets' didn't it?
- 7. Aim your advert to the reader. Readers of mail order magazines are mainly mail order dealers and NOT Opportunity Seekers although there may well be some others.
- 8. Always put a personal hand written letter in your follow-up unless of course your handwriting is on the down side.
- 9. I have never found that MORE words mean MORE success although more words can be used to advertise more than one thing which can bring in more money from the advert itself but it does not increase the overall number of replies.
- 10. Rules can be broken BUT it is a good idea to stick to rules in the main until you really know how to break them