

Why 95% Fail In Mail Order

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Why 95% Fail In Mail Order

Mail order is a very complex business. Every phase must be planned, analyzed and tested. The right demand products must be selected; the correct type of ads placed in the proper media and 1,001 other details attended to constantly.

A great number of people enter the mail order field every week. When they find in many instances that only three responses are received from 100 mailings, or that a \$100 ad in a magazine with 4 million readers pulls 15 inquiries, it appears hopeless. Especially after reading the glowing ads portraying the \$THOUSANDS\$ that can be made overnight from your kitchen table! The mail order enthusiast is led to believe that he should be able to hit it big immediately with little work. When he finds that this is not the case he drops out before he has a chance to learn, fearing that it will take too much of his prime TV time, or that it will cost too much to get started on the ROAD TO PROFITS! IT DOES COST. Much more than the \$10 or \$20 often advertised as the total amount necessary to put \$45,000 per year in their pocket!

Many are continuously making fortunes in the mail order business. However, if they can do it and you are one who thoroughly enjoys the world of mail order, then there is no reason why you cannot make it also.

REMEMBER AS YOU PROCEED ON YOU WAY TO ULTIMATE SUCCESS, THAT THERE IS NO SUCH THING AS A FAILURE . . . 95% DO NOT FAIL IN THE MAIL ORDER BUSINESS . . . THEY JUST DO NOT SUCCEED ! ! ! !