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Money in Your Mailbox: How to Start and Operate a Mail-Order Business

L. Perry Wilbur

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Money in Your Mailbox: How to Start and Operate a Mail-Order Business L. Perry Wilbur
Written by a former advertising consultant and owner of a successful mail-order business, this guide outlines the essentials of starting and running a part-time or full-time mail-order business. Explains how to choose a product, contact manufacturers and convince them to ship your products for you. Also shows how to be your own sales force, how and where to market and advertise a product, write persuasive sales literature, and deal effectively with printers to get the best discounts.

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