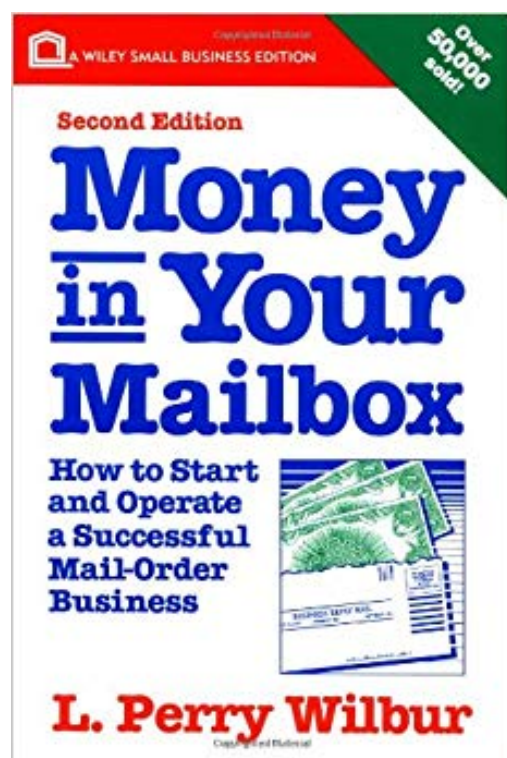


Money in Your Mailbox: How to Start and Operate a Successful Mail-Order Business *by* L. Perry Wilbur



ISBN: 0471573302

ISBN13: 978-0471573302

Author: L. Perry Wilbur

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

Pages: 256

Publisher: Wiley; 2 edition (September 1, 1992)

Language: English

Category: Industries

Size PDF version: 1198 kb

Size ePUB version: 1298 kb

Size FB2 version: 1246 kb

Other formats: lit rtf mbr rtf

A treasure trove of guidance, ideas, resources and information that will lead to new horizons of money-making profits and success. Coverage includes ways to beat the competition, product-service suggestions, the latest direct mail ideas along with specific ways to upgrade direct mail profits, advice on mailing lists, opportunities in Europe with the EEC, successful techniques to emulate, helpful hints on writing ad copy, ways to save money in advertising and how to choose the right product to sell by mail.



Reviews of the **Money in Your Mailbox: How to Start and Operate a Successful Mail-Order Business** *by* L. Perry Wilbur

Samugul

This book is a good book to start off with. Im starting my own home based business and I felt like I was about ready to start after reading this. He gives you good examples of classified ads that he has used and shows you how to write sales letters that will pull responses. He tells you what you should and shouldnt do. I will probably always refer to this book. You should also try Melvin Powers mail order books but dont try 101 Great Mail Order Businesses by Tyler Hicks.

Moonshaper

This book was a pretty good book. It gives lots of examples as what to do, and what I learned from, what not to do. Very informative and the information can be used to look back on. Lots of examples to writing classified ads as well as sales letter that will get you the responses you are aiming for.

Jerdodov

Money In Your Mailbox was a waste of my money. The author repeats the same handful of suggestions over and over again and only discusses one of the most primitive business models. In addition, the book was written before the internet was invented. Now how useful can that be today?

uspeh

If you are interested in mail order this book will get you off to a good start. Wilbur is honest and straightforward and illustrates his points with REAL anecdotes. The only drawback is the complete lack of any information concerning the internet and world wide web.

Oppebro

experienced writer, philosopher, adult, creative, thoughtful, kind, generous, genius, lazy, reliable, active, energetic

Related PDF to [Money in Your Mailbox: How to Start and Operate a Successful Mail-Order Business](#) by L. Perry Wilbur

[Exports/Foreign Rights, Selling U.S. Books Abroad by Dan Poynter](#)

[Successful mail order business by David Cooper](#)

[Start Your Own Mail Order Business \(Entrepreneur Magazine's Start Up\) by Entrepreneur Press](#)

[The Complete Guide to Marketing a Small Business or Product Successfully by Dennis L. Morgan](#)

[Mail order legal manual: Federal and state laws that you must know \(Successful Business Library\)](#)

[by Erwin J Keup](#)

[Selling Arts and Crafts by Mail Order by Allan Smith](#)

[Mail Order Magic by Herman Holtz](#)

[How to Start a Home-based Mail Order Business \(Home-Based Business Series\) by Georganne](#)

[Fiumara](#)