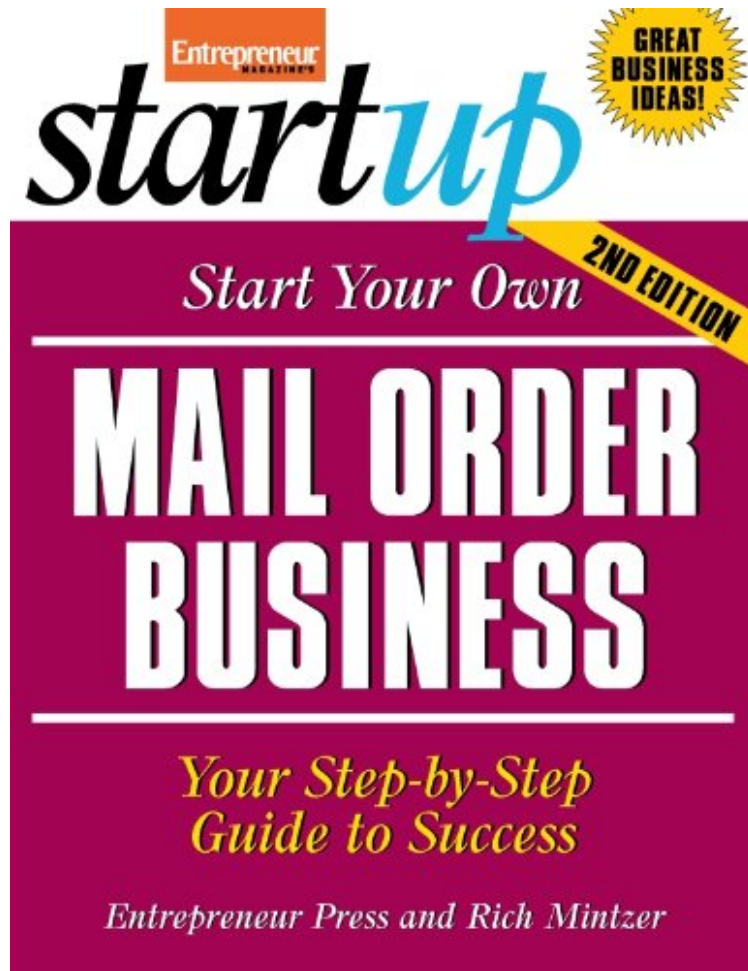


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## Start Your Own Mail Order Business: Your Step-By-Step Guide to Success (StartUp Series)

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0 of 0 people found the following review helpful. Five StarsBy CustomerThe book was fabulous.... Thank you again!!0 of 0 people found the following review helpful. it better than the bibleBy Don A. TrustyI loved this book I have beed in the mail order business for a 20 year learn something new evey day.13 of 13 people found the following review helpful. Wonderful Resource for All!By Witty WomanI bought this book after having my mail order business up and running for over a year. I was looking for inexpensive ways to market my company. This book provided that and more! This book is packed with excellent marketing tips, solutions to inventory and software issues, and examples from other successful mail order companies to let you see how others approached similar issues. I highly recommend this book to newbies or those that are looking to tweak their operations, both for its content and its amazing reference

section at the end!

Your Complete Package for Success Signed, Sealed and Delivered! Busy families no longer need to take the time to run to the mall and shop for the perfect item. They simply click their mouse and have their treasures delivered from any corner of the country right to their doorstep. Shopping has never been so convenient and the opportunity for starting and running a successful mail order business has never been so great! If you want to work from home, running a lucrative business that costs little to start and requires no specialized skills, mail order may be for you. Working from a kitchen table, you can take orders, process payments and dispatch shipments picked up by a parcel service from a remote warehouse run by yet another vendor. This exclusive guide to mail order takes you step by step covering every aspect of startup and operations, including hard-won advice and helpful hints from successful mail order entrepreneurs. Learn how to: Stay on top of market and industry trends Choose products that sell Set your pricing and other policies Fulfill orders Build an internet presence Create a winning catalog or brochure Choose a high-response mailing list Use the best resources and tools in the industry With the boom in online shopping, mail order businesses are more profitable than ever, and Entrepreneur gives you everything you need to get started. Don't wait! Start your mail order business today!

From the Back Cover Today's two-income, extra-busy families have little time for shopping. Instead of going to the mall or driving into the city, they simply pick up the phone or click on a Web page and order items to be delivered from any corner of the country directly to their doorstep. Because of the revolution in communications, the mail order field now has great potential as a home-based business for any savvy and energetic businessperson with a minimal investment. Working from a kitchen table, you can take orders, process payments, then dispatch shipments picked up by a parcel service from a remote warehouse run by yet another vendor. This comprehensive guide makes it easy. It teaches you everything about setting up and running a thriving home-based mail order business. Among the many topics covered are: Assessing your personal skills Estimating start-up costs Choosing the right product Setting pricing policies Secrets for saving money on advertising Choosing high-response mailing lists Success secrets of the industry's top movers and shakers From painless business planning and employee hiring to the best ways to advertise products, this practical, easy-to-understand step-by-step guide puts you on the right path to starting a successful mail order business. About the Author McGraw-Hill authors represent the leading experts in their fields and are dedicated to improving the lives, careers, and interests of readers worldwide