

# FREE ADVERTISING AND FREE POSTAGE

By Dr. John E. Russell

Here is one approach you may not have recognized. There is a common thread that runs through the following books:

Hicks, Tyler G. Mail Order Success Secrets.  
Kameroff, Bernard. Small-Time Operator.  
Wright, John. The Royal Road to Riches.

They all use their books as a means to sell you more of their products. What it amounts to is (1) a profit plus (2) free advertising plus (3) free postage for them. Hicks incorporates his "sales letter" throughout his book. Kameroff places his ads at the end of his book. Wright includes a thirteen page sales letter in his book. Therefore, when you buy their books, you pay their postage and their advertising expenses. Study their books. If you can't afford to buy them, request them at the library.

While we are on the subject of books, be sure to read what I believe to be the best book on mail order: Julian Simon, How to Start and Operate a Mail Order Business. (The 4th Edition hardback is more up-to-date). Another excellent book is William Cohen, Building a Mail-order Business. Both are required study for the serious mailorderphile.

If you can't afford to publish a book, try publishing a booklet and including your ads. A small booklet may consist of four 8 1/2 X 11 inch sheets folded in half and stapled, yielding a 16 page booklet. Each can be printed for about the cost of first class postage when printed in lots of a thousand.

Start an adsheet. You can purchase space in a tabloid and have your adsheet published. Your advertisers will pay for the space, leaving you with profit, free ads and postage for you, and with relatively little work on your part!

Start a tabloid, magazine or magalogue. Advertisers will pay for your ads and postage.

Look for new publications that give free ads as a promotion, then send in your ad. Request a LSASE in your ad--it will pay your postage and save you time addressing envelopes.

Mail your ads when you mail your products. Your customer has already paid the postage by purchasing the product.

Start a print and mail business. Copy the pros. Mail bulk

rate. Your customers will pay for your postage and printing. Simply mail your ads with theirs. Sell the names of your customers to mailing list companies.

Start your own in-house advertising agency. You immediately save up to 17% of advertising costs. As an ad broker, profits can pay for your advertising!

For a copy of my new book, essays exposing the myths of political correctness, send me two dollars. Read it. Then, if you want to keep it for reference, send an additional three dollars. You will not see much of this documented material in the media. This is IBM shareware written in ASCII and on 5 1/4 inch computer disk. Please refer to the name of this publication. Your comments are welcome.

Best wishes in your mailorder endeavor.  
Russell Communications  
P O Box 27--F Highway at Third  
Garden City, MO 64747-0027