

# TEN BIG SECRETS OF SUCCESS IN ADVERTISING

This eBook brought to you by:  
[Buy-Ebook.com](http://Buy-Ebook.com)

Our site has got a great collection of the best ebooks which are sold on the Internet, but at a lower price than on any other site.

## Affiliates

Earn 60% Commission On Every Sale! We sell 500+ eBooks.

As a [Buy-Ebook.com](http://Buy-Ebook.com) Associate, we will pay you a Massive 60% referral fee for every sale that you generate. You can [sign up for FREE](#) and start making money straight away.

If you want to directly link to some ebooks related to content of your site, [get affiliate link here](#). Choose any from 500+ titles.

## NOTE:

If you Would like to Offer this Ebook to Your Web Site Visitors as a FREE Download, then please do so. You can post this ebook to your web site, offer it in your newsletter, print it out as a book, give it to your friends, etc. No royalties are necessary. Give it away or offer it as a bonus with your products. You are not allowed to make any changes to it without permission.

The Author, his publishers, agents, resellers or distributors assume no liability or responsibility to any person or entity with respect to any loss or damage or alleged to be caused directly or indirectly by the use of and the advice given in this publication. It is recommended that the users of this publication seek legal, accounting and other independent professional business advice before starting a business or acting upon any advice given. This book is not intended for use as a source of legal, business, accounting or financial advice, but is distribute for information purposes only.

## **TEN BIG SECRETS OF SUCCESS IN ADVERTISING**

I have always considered that learning any subject is really the learning of secrets. Well, they aren't REALLY secrets but they are rules that contain a main basis or subject.

Consider spelling. To know the rule, 'I before E except after C' tells you how to spell more words than learning that ceiling is spelt as I have just spelt it.

Learning mail order is no different from learning any other subject. Certain rules or 'secrets' will bring you more success than experimenting your newest ideas. I am about to outline some of the secrets which, after many years in mail order, I have learnt about advertising. I must point out though that these secrets will not really be known to you until you have actually PROVED them to be right for yourself.

1. One order from one small advert in a mail order magazine is about normal. Two is good and three is excellent. It isn't really the number of replies that is important so much as what to do with the replies.
2. Never try to sell anything in a small advert in a mail order magazine for over J1. Anything advertised for over J1 will normally (not always) receive no replies at all.
3. You will rarely ever make a profit from a small advert. It is the FOLLOW-UP that makes the profit.
4. Advertising something FREE will bring most replies but asking for one or two stamps will bring the best results. In my experience, I have proved that this is true no matter WHAT other articles may say.
5. Always give more than the customer actually expects to receive as this creates a good position to follow up from.
6. Try to make the wording of your advert leave the potential customer wanting to know more. e.g. The above title left YOU wanting to know 'The Ten Big Secrets' - didn't it?
7. Aim your advert to the reader. Readers of mail order magazines are mainly mail order dealers and NOT Opportunity Seekers although there may well be some others.
8. Always put a personal hand written letter in your follow-up unless of course your handwriting is on the down side.
9. I have never found that MORE words mean MORE success although more words can be used to advertise more than one thing which can bring in more money from the advert itself but it does not increase the overall number of replies.
10. Rules can be broken BUT it is a good idea to stick to rules in the main until you really know how to break them.