

How To Start and Operate a Mail Order Business: Make Your Fortune in Direct Mail



Yenom Marketing Inc.
Helping YOU Make Money Online

[Make Your Fortune in Mail Order and Direct Mail](#)

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Chapter 1

Top Ten Internet Auction Shipping Tips



By J. Stephen Pope

Here are some tips to help you with your Internet auction shipments.

1. Ship Small, Lightweight Products

The heavier and bulkier the product, the more it will cost to ship. Pick light items in preference to heavier items.

Of course, downloadable e-books are the lightest product of all. On the other hand, if your customers want your heavy and bulky items badly enough, they should be willing to pay for the extra shipping charges.

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2. Ship Nonphysical Products

Having to ship physical products means more work. You need to pack and label your products, calculate shipping charges, and arrange for the orders to be shipped.

Again, electronic downloads eliminate the hassles of physical shipping. However, tangible goods seem to have a higher perceived value. That being the case, you won't want to eliminate physical products entirely as they can be real profit makers for you.

Despite eBay's policy change forbidding the sale of electronic downloads, it is still possible to sell these nonphysical products on eBay through their classified ads.

3. Drop Shipping

Another way to avoid some of the hassles of product fulfillment is drop shipping. There are suppliers who will ship one item at a time for you. You don't have to stock any inventory. You simply pay your dropship supplier out of the money you receive from your auction sale. They will ship the product directly to your customer.

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4. Recycle

If you receive bubble wrap, styrofoam peanuts, bubble bags, or appropriate cardboard boxes, you may be able to reuse them for your shipments.

5. Bulk Buying

If you do a lot of auctions, buy your packaging supplies in bulk to receive better pricing.

6. Free Shipping Supplies

Your post office or courier company may supply free shipping cartons for certain shipments.

7. Use Online Automated Tools

You can determine shipping charges from PayPal, the postal service and courier companies by visiting their websites and using the online automated shipping calculation tools. In many cases, you can even create prepaid shipping labels and then arrange for pickup or drop-off of your shipments.

8. Avoid Fragile Items

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Obviously, fragile items need to be packed with more care than unbreakable items. Pick durable items in preference to delicate items to reduce damage claims.

9. Insure Valuable Shipments

If you can't afford the loss of a lost, stolen, or damaged product, be sure to insure your shipment. While you're at it, request a delivery confirmation, preferably with signature required.

10. Prepare Foreign Shipments Properly

Be sure to prepare the proper Customs Declaration for international shipments. Keep in mind that there are items you can't legally ship. Even your packing material should be considered. As an example, items shipped in a box labeled "liquor" or "munitions" might be delayed at Customs.

Author Bio

J. Stephen Pope, President of Yenom Marketing Inc., Helps YOU [Make Money Online](#). Discover the Hidden Secrets of the Mail Order and Direct Mail Business at [Mail Order Marketer](#).

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Chapter 2

How the Old Pros Really Do Mailorder



by J.F. (Jim) Straw

Let me tell you a true story ...

Some years ago, a very dear friend of mine (retired; living on Social Security) came to see me. He had with him a mailorder “drop ship dealer” program he wanted to get involved with and wanted to use some of my mailing list.

The offer he wanted to mail was for a \$20 “how to make money” book. The flyer was exceptionally well written and appeared to offer a good value for those who

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bought the book (I read it). So, I gave my friend 1,000 names and addresses of my customers for his mailing.

About a month later, my wife and I had dinner with my friend and his wife. Over dinner, I asked him how his mailing had done. His response was, “It only pulled 43 orders, so I decided to look for something that sells better.”

I thought nothing more about it until the next day. – Sitting at my desk, eating my sandwich for lunch, my wife remarked that it was too bad our friend hadn’t made any money on his mailing. – That started me thinking.

Forty three (43) orders on a 1,000 piece mailing ... at \$20 per order ... produced a gross revenue of \$860 (86¢ return on every envelope mailed).

After sending 50% to the publisher of the book, my friend had a gross profit of \$430 (43¢ return on every envelope mailed). – NOT big money ... BUT ...

Back then, First Class postage was only 10¢ (\$100 to mail 1,000 pieces). A 1,000 name mailing list rented for \$35. Envelopes were about \$14 per thousand. Reply envelopes \$8 per thousand. Printing was \$16 per

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thousand. And, reply postage was 14¢ per reply envelope received.

In other words, my friend had spent about \$180 (including the \$35 list rental he didn't have to pay me) on his 1,000 piece mailing (18¢ per envelope mailed), to produce a gross profit to him of \$430. – A net profit of \$250 (25¢ for every envelope mailed).

If my friend had put the same \$180 back into another 1,000 piece mailing, his profit for the 2,000 pieces would have been \$680 ... the next 1,000 piece mailing; for a total of 3,000 pieces, would have left \$1,110 profit ... on and on, building his profits.

The only “out of pocket” money my friend would have spent would have been the first \$180. The cost of his future mailings would have been ONLY that same \$180; which would have been returned to him again and again on each mailing ... to use for more mailings.

After I ran the numbers, my mouth was watering. I called my friend and told him how profitable his mailing had been. But, since he was already involved in something else, he didn't want to pursue the project. So ... I asked him if it would be okay if I pursued it. – He agreed.

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Unfortunately, when I contacted the publisher, they had discontinued their drop ship program. – It seems some of their dealers were collecting the \$20 orders and not sending the orders and money to the publisher for fulfillment. – To punish those few crooks, the publisher cut-off their own nose ... punished all of their dealers for the actions of a few ... and eventually went broke from a lack of sales.

Now ... if you will re-read (and re-read again) the story about my friend's involvement in mailorder, you will clearly see how most of us who made millions in mailorder did it – and – why most people who get involved in mailorder don't.

While you are re-reading, take note that all of the costs and revenues are stated in “dollars” (or cents). – And the costs and revenues are broken down to a “per envelope” dollar value. – That's because all of us who really made money in mailorder didn't put any value in “percentages.” Our real costs and revenues were calculated in dollars and cents. – Remember: 100% of nothing is still nothing.

One of the real secrets to making money in mailorder is to find something (anything) that produces a profit (even

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a very small profit). Then, keep mailing it ... over and over ... building a larger and larger customer list. (The same holds true in Internet marketing.)

Dreaming about accidentally hitting that One-Time (lucky) Big Success is part of the intrigue of mailorder ... we all did it ... but, those of us who really made money in mailorder (every day), didn't let that dream overcome our on-going profits.

Believe it or don't, TODAY the opportunities in mailorder are growing bigger and bigger every day because the competition is almost non-existent.

Author Bio

Having spent over 50 years in business, doing business successfully, J.F. (Jim) Straw now shares "Practical Instruction in the Arts & Sciences of Making Money" at the Business Lyceum. —
<http://www.businesslyceum.com>

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Chapter 3

In Mail Order, Sell Every Way You Can



by Tyler G. Hicks

The Internet craze has grabbed some mail order dealers so strongly they've dropped their street or post office box address and their telephone and fax numbers from their ads. This is wrong! Why? Because:

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- You must give potential customers** as many ways to order as possible. One address is not enough today. More is better!
- Many people still do not have** access to the Internet, so you lose orders. Other people still like to use postal mail.
- Time is scarce for every person** today. So they like to order by telephone or fax. Using a credit card is fun on the phone or fax!

To increase your sales every year, you must make ordering as easy as possible. Ways you can do this include:

- 1.**Stay open for a longer time** on the telephone—at least 12 hours.
- 2.**Have a postal mail address** to which people can send orders.
- 3.**Use an Internet site** to receive orders. Start with a mall; it's free.
- 4.**Have an e-mail address** and fax to which people can send orders.
- 5.**Accept credit cards** by phone, fax, mail and the Internet.

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Author Bio

Tyler G. Hicks, the president of International Wealth Success Inc., is the author of many wealth building publications, including the [Mail Order Riches Success Kit](#) and the [Loans by Mail Kit \(Mail-Order Loan Success System\)](#).

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Chapter 4

How To Start and Operate Your Own Profitable Mail Order Business at Home

How much money do you want to make? Do you need a steady second income? Do you want to have your own business, be your own boss, and make your own decisions?

Are you ready to make a commitment to be successful—both financially and personally? The mail order business is the way to succeed in always.

Whether you're prepared to commit a small amount of time or all your time... Whether you want satisfaction of position, financial security—even social respect... Then mail order business is for you.

Today there are hundreds of opportunities to get into the profitable mail order business. And, you don't have to be creative or clever, or have invented something new. You only need the desire and determination to achieve your goals.

What do you want from life? Are you tired of struggling to Start A Mail Order Business make ends meet? Maybe you're fed-up with commuting to work and living under a time

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clock. If you like independence, can make simple decisions easily and are prepared to devote energy to your project, **YOU WILL SUCCEED.**

The mail order business is not a get-rich-quick scheme. It won't make you a millionaire overnight. But it can build into a steady, profitable business at home—as big or as small as you want it to be.

Some of the mail order companies that gross millions of dollars a year got started in small ways. Not only the well-known distributors such as Sears or Montgomery Wards, but dozens of smaller catalog houses and monthly mail order clubs began slowly, testing ads, testing prices, acquiring customers that buy again and again as each year passes.

Think big and think with confidence. The only way to truly make a mail order business work is to **MAKE IT WORK FOR YOU.** This is a low-risk, low-investment business that can make you **HIGH PROFITS.**

Acting on Opportunity

It is a proven fact that dozens of small and large companies make great profits from the mail order business. And, although there are some who profit illegally—and get caught—the federal government promotes mail order enterprises.

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Think about what you receive in the mail. Almost every day you get flyers and brochures from all sorts of companies selling magazines, books, clothing, household items—even vacation packages. Some of them you may toss away without even looking at; some of them you may read and some of them you may buy from, especially if you know the company and bought before.

An honest mail order business is something to feel proud about. Just as valid as opening a storefront, this business needs so little investment that, with perseverance, you almost can't help but win.

As in any other money-making enterprise, from working for someone else to owning and operating your own company, the mail order business requires energy. But it doesn't take away enthusiasm or confidence, As a matter of fact, the more positive thought you put in, the more rewards can be reaped.

Decide on how much you want to earn, how much energy you can devote to this business, and what you want out of it. You can operate a successful mail order business in your spare time with a very low financial investment, but it's up to you to make it work.

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