

Grover L. Allen

P.O. Box 10025 - Prichard, AL 36610

Dear Mail Order Friend,

My name is Grover L. Allen, owner and creator of this Catalog... *I hope you enjoy going through it!*

Before you get started, please give me a few minutes of your valuable time to talk about Print and Mailing Service. I get LOTS of mail concerning this topic. Many people tell me they believe the print and mail service just took their money and didn't mail their circular. I myself hardly ever use print and mail services. BUT, I can tell you this - it is not uncommon to receive orders from time to time for offers I had printed and mailed over 5 years ago!!! This is NOT because it took them so long to print and mail my offers, but rather because some people receive opportunity mail, circle offers of interest, put them aside and "save" them for later, forget about them, then one day find them and finally decide to send in the order - YEARS LATER! Have you ever done that? Anyway, most print and mail services will treat you right, and I myself act as broker for some print and mail services for some dealers. Bottom line, if my name is on the offer, you can count on it getting done, but please don't blame me if people don't always rush their orders to you... there are a lot of competing offers, so make sure yours is a good one!

PLEASE do not believe what some people will tell you... that all you have to do is get someone to mail out your offer and you will get RICH... if it was that easy EVERYBODY would be RICH. Mail Order is HARD WORK, sad but true. It is HARD to get people to send their hard earned money to people they do not know. That's why big companies pay athletes and movie stars millions of dollars to promote their products... people trust and feel they know these athletes and movie stars.

When selling through the mail, you need to get the prospective customer's trust, make them feel that they know you. OK, I don't have millions like the big companies I just mentioned, and neither do you. The way to get people to trust you is for them getting used to seeing your name and offers repeatedly! I personally use and also recommend you use 1", 2", and 3" DISPLAY or classified ads... **that's how I do it!** These small and inexpensive ads are seen repeatedly by people who will feel more confident in your offers, and feel at ease to spend money with you, as they will know that you are in business to stay after seeing your ads for your products or services again and again.

If your ad only has a website address at the bottom, I recommend you also add your full name and address to the ad! WHY??? Most people in mail order are up in age (seniors), and they don't know how or care to use a computer. These older people HAVE THE MONEY, but you are locking their business out with only a web address because you are telling them they can only do business with you on the web! YOU CAN NOT RUN A SUCCESSFUL BUSINESS THAT WAY... you need be able to send the prospect PRINTED material just in case they don't have a computer. **You pay good money for your ads, and you MISS the chance to build your NAME RECOGNITION (which leads to TRUST and ORDERS) by using only a web address - ADD YOUR NAME AND ADDRESS TOO!**

Take a look at my display ads in this catalog. My typesetter did them for me. He also designed my "75 Reports" circular on the other side. If you have an offer you want to advertise, he can typeset a 1", 2" or 3" Display Ad for you for only \$8.00, \$13.00, or \$15.00 (respectively). Just send me your typesetting order and I will take care of everything for you!

If you do not have anything to sell, take a look at my 75 Reports on the other side. This, along with the FREE AD SPECIAL, will get you started quickly in the Mail Order Business.

To be successful in any business, you must offer a variety of services and goods. It's like the old saying goes... 'Variety is the spice of life'. Without variety in this business, your success will be limited. My MAIN BUSINESS is selling reports and advertising space for over 100 mail order publications and adsheets!

Please take your time and go through my catalog to see if you can find offers that you will feel comfortable buying or promoting.

Sincerely,

Grover L. Allen