

HOW TO GET 6,000 CIRCULARS PRINTED AND MAILED FREE

Here is the plan, that will enable you to get your circulars printed and mailed free, plus reduce the cost of your own mailing to nothing.

Locate an offset printer in your area, or by mail order in one of the many mail order publications, who will print both sides of a 8 1/2 x 11 sheet for \$25.00 per 1,000, then run the following ad over your name in various mail order publications:

"Co-op printing (our ad on back side) 1,000 2 1/2 x 5 1/2, only \$ 5.00. Send camera-ready copy to: (your name and address)."

"circulars printed (our ad on back side).1,000 3x6, only \$ 5.00 send camera-ready copy to: (your name and address).

On an 8 1/2 x 11 sheet of paper, you can get six 3x6 circulars, received from responses to your ad, plus six 3x6's on the other side, free!

Have the printer cut them into six 3x6's, 1,000 each. Send 1,000 to each of your customers. You get 6,000 of your side printed free and mailed by your customers free!

Six responses to your ad will give you \$30.00: \$25.00 for printing and cutting and \$ 5.00 for mailing circulars to your customers. When printing and postage costs go up again, adjust your price accordingly.

Check the mail order publications to see what others are getting for similar programs. Stay with the competition in prices.

There is an other way to get your circulars mailed free. As soon as you can afford it, become a supplier of commission circulars. The easiest way to do this is to take "all profit" offers and have circulars printed on two sides. On the one side, have your own name and address printed. On the other side, leave a space for a rubber stamp imprint.

Offer these circulars to circular mailers on a commission basis. They keep a commission from 50% to 100% on the one side and you make your profit on the other. Use the same method for any offers that you develop for yourself.

You can reach these mailers by advertising in or subscribing of several mail order trade magazines and ad sheets. An other way to locate mailers for your literature is to notice the ads by mailers. Usually, at the bottom of their ads they state" commission circulars mailed free", which means they get one side and you get the other, as above.

If you really want to get rolling using this method, take two " all profit" offers, one on each side,

and give the mailer 100% on one side. You still make your profit on the other offer.

If you are interested in obtaining additional commission circulars for yourself , include " commission circulars mailed free", in your own ads.

Still an other way to get your literature mailed free is to include this little note in all your advertising...at the end of the copy..."stamp appreciated". It only costs you two words, but it could save you a great deal in postage. If your are advertising in trade publications or adsheets use "S.A.S.E" which means self addressed stamped envelope. The savings for envelopes, addressing labor and postage can add up fast. Many small dealers use this method exclusively, even in large circulation magazines. They have been using it for years and it still works!