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**How To Publish Your Own Mail Order Catalog**

**By MalaMaal.com**

How To Publish Your Own Mail Order Catalog

Why do you need a catalog if you don't carry a line of expensive books, and are only starting in business selling nothing but short reports? You need a catalog because if you are selling only one or two reports, you will soon be out of business, no matter how good your reports are. You need an entire product line, even if it is made up of short reports. Let's use as an example twenty reports as the minimum to put into a catalog. The reports should all be for a similar product (selling information by mail), so any customers for one of the reports is also a good prospect to buy several more.

All you need to do is publish an inexpensive catalog that is large enough to describe all your products. This can be a one-page mini-catalog or a four or eight page catalog. At the beginning of your business, you cannot go for an expensive catalog, but if your test ads are working out well, then you may start thinking about a catalog printed in newsprint which is the cheapest material you can use.

If your eight page catalog is working out well, you may want to try for a sixteen page catalog, but you will need about 70 items to sell. This is the other dimension to the catalog business that will enable you to print a catalog of as many items as you want. **YOU CAN ALWAYS ADD PRODUCTS SUCH AS REPORTS OR BOOKS THAT YOU CAN GET FROM OTHER MAIL ORDER PUBLISHERS.**

Every mail order dealer, with very few exceptions, will drop-ship his books for about 40-50% commission, which means you don't even have to carry his books in your stock. All you do is place his titles and prices in your catalog. This is actually costing you nothing, so you have everything to gain and nothing to lose.

To get the names of the mail order book dealers who want you to sell their books, just look in the usual money-making, opportunity sections of the proper tabloids, magazines, etc. You should also be getting their literature in your own "junk mail" collection.

There are many dealers as you will find out, so you can easily fill up your catalog with as many books as you have room for. Again we must repeat "you have nothing to lose and everything to gain by carrying other dealers' books and publications.

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## **Mail Order: A Great Home Business Idea**

**By Dean Phillips**

While the world continues to go catatonic over the Internet and its endless possibilities, there's another industry quietly going about its business, racking up billions of dollars in profits, year after profitable year after profitable year. What industry is that? It's the mail order industry.

Yes, long before the birth and explosion of the Internet, mail order shopping was a hugely popular and preferred method of doing business—and still is. In fact, the Internet has actually enhanced and contributed to the overall success of mail order.

The mail order industry was created by Aaron Montgomery Ward. Ward sent out his first mail order catalog in 1872— for his Montgomery Ward mail order business located at Clark and Kinzie Streets in Chicago. The first catalog consisted of a single sheet of paper with a price list, 8 by 12 inches, showing the merchandise for sale with ordering instructions.

## How To Publish Your Own Mail Order Catalog

"Ward's gradually expanded the catalog. They became bigger, more heavily illustrated, chock full of goods— often referred to as "dream books" by rural families."

Aaron Montgomery Ward was born on Feb. 17, 1844 and died on Dec. 7, 1913. He first worked for Marshall Field, a department store, as both a store clerk and a traveling salesman. As a traveling salesman, he realized that his rural customers could be better served by mail-order, a revolutionary idea. He started his business with only \$2,400 in capital. Montgomery Ward was a mail-order only business until 1926, when the first Montgomery Ward retail store opened in Plymouth, Indiana.

And the rest, as they say is history!

Over the years, I've actually owned several profitable mail order businesses—selling everything from books to vitamins to my copywriting services.

It really is an amazingly fun way to do business! Absolutely nothing beats the thrill of receiving checks in the mail! And even though I'm no longer involved in mail order to the degree that I once was, I credit mail order for giving me the invaluable training, experience and skills I use on the Internet every single day.

Not having much success on the Internet? Try your hand at mail order. However, before getting started, I suggest you read the following books:

"How To Get Rich In Mail Order," by Melvin Powers, "Money In Your MailBox," by L. Perry Wilbur, "How To Make A Fortune In Mail Order," by Al Stern and "Building A Mail Order Business," by William A. Cohen .

Many books have been written about mail order, over the years, but the aforementioned books are among the best ever written on the subject. Granted, they are somewhat dated in some areas, but the

information itself is still solid as a rock.

You should be able to find these books at your local library, since they're all-time classics. However, if you don't have any luck at the library, try

Amazon.com

.

These books will provide you with valuable insight into the remarkable and enduring mail order industry, and you just might discover a fun new way of doing business you never even considered before!

Dean Phillips is an Internet marketing expert, writer, publisher and entrepreneur. Questions? Comments? Dean can be reached at <mailto:>

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Visit his website at:

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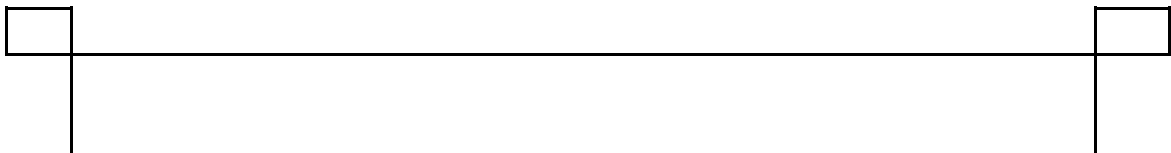
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