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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Stop Paying Full Price for Postage

By Jessica Albon

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If you're mailing out your monthly newsletter, you'd likely like to save money on your postage costs. You may think there's no way around the first class price tag. However, we've got seven easy ways to spend less for the same distribution.

Don't Mail It

1. FAX it. If most of your readers are local and have fax numbers, ask them if they'd mind if you faxed it. Keep in mind that some of your readers may prefer to have it mailed.
2. Email it. You can email the newsletter in plain text or HTML format, or you can email a notice that the latest edition is available on your website.
3. Hand-deliver it. If a number of your subscribers live in the same area, you might consider paying someone to hand deliver it. Or, you can drop it off yourself. It's a great way to re-connect with customers.

Get More for Your Stamp

4. Send it as a bill insert. Enclosing your newsletter as a bill insert is like getting a two for one deal at the post office.
5. Conduct some research. Include occasional surveys for your readers. This can provide you with valuable feedback that's worth more than the price of a stamp!

Post Office Tricks

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6. Get a bulk postage meter. Call your county's main branch post office for details.
7. Use a standard size. You may be paying more because your newsletter doesn't fulfill post office specifications. Ask at your local post office for a chart of the various sizes you can use.

With a little innovation (or a little less innovation), you can be on your way to saving money on your newsletter delivery.

Is it your job to increase company profits? The Write Exposure offers the resources you need to do just that at <http://www.designdoodles.com>

Buying books online – isn't Amazon the best value?

By Dilip Sinha

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Everybody wants good value when they buy books online – especially expensive ones. And everyone knows that people like Amazon have transformed book buying to provide everyone with better value than bookshops and other booksellers.

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So you are saving £1.40 on the price you would pay in a bookshop but then paying £3 postage. That makes the price £1.60 MORE than the bookshop price. That's the smallest village bookshop you can find, remember. Are you really going to order £39 worth of books at once? Can your credit card stand it?

But are Amazon making a loss by offering you a 20% discount in the first place? Not on your life. They often get 35% discount. So they paid around £4.50 a book they are then asking you to pay £5.59. How many people buying a popular book does it take for them to cover their costs and make a profit even if they DIDN'T charge you £3 postage.

But they do charge you that. So it's not even a question of making a small profit or loss on each sale and hoping selling to lots of people gets them a discount on their postage bill – which it usually does.

So how much should you pay? Well, we would make a profit on that £6.99 book with 35% discount to

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us from the publisher by charging you £5.75 INCLUDING POSTAGE.

So, please. Don't think you're not paying shop prices rather than discount prices. And I mean corner shop inflated prices, not Wal Mart sell it cheap prices.

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