



The Direct Mail Solution: A Business Owner's Guide to Building a Lead-Generating, Sales-Driving, Money-Making Direct-Mail Campaign

By Craig Simpson, Dan S. Kennedy

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Reported in 2013 as the marketing channel that "delivers the best ROI for customer acquisition and retention" by Target Marketing's Seventh Annual Media Usage Forecast survey of B2C, direct mail is surprisingly outdated and under-represented on the marketing bookshelves for small business owners — authors Simpson and Kennedy change that. Millionaire-maker Dan S. Kennedy and direct mail marketing specialist Craig Simpson urge small business owners to drive the momentum built via social media and other marketing avenues into the mailboxes of their target consumers. Unlike other direct mail marketing books on the shelf that specialize in one aspect of preparing a campaign such as copywriting or design, this comprehensive solution covers all — the organizational, technical, and creative including designing, budgeting, tracking, and assessing effectiveness. Also covered is how direct mail can be used in today's online marketing funnels. Benefiting from the authors' combined 30 years in direct marketing, business owners are given the guidelines for what works and what doesn't, illustrated by real-life business campaigns that show step-by-step how to build a results-producing promotional campaign that pushes the envelope for new business and sales.

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Editorial Review

Review

Craig Simpson and Dan Kennedy paint a powerful picture of the 'A to Z' you need to know about direct mail. Whether you are just about to do your first mail piece, or you're a seasoned pro mailing millions of pieces per year, there are valuable 'gems' in this book for you. If you'll stop tweeting and checking your Facebook account long enough to read this book, you just may add another million to your portfolio in the years to come!

—Dr. Tom Orent, CEO, Gems Publishing, USA

Direct Mail Marketing is the hidden secret of many entrepreneurs and small business owners, yet most waste tons of money because they don't understand the 'science' behind it. Craig Simpson and Dan Kennedy walk you step-by-step through this amazing, and highly efficient marketing tool, in *The Direct Mail Solution*. I believe this powerful, practical road map is a must for every business that is looking to grow their sales volume.

—Ben Glass, Great Legal Marketing

Craig Simpson and Dan Kennedy have written a masterpiece on direct mail. Every hospital, physician practice and healthcare facility should have this book on their desk to follow as the authority on acquiring new patients and reaching new markets through their proven strategies. I have personally seen the results of Craig and Dan's direct mail work and they are REAL and deliver RESULTS!

—Lisa T. Miller, MHA, Founder & CEO VIE Healthcare

Whether you market an industrial B2B business or a main street retail store, *The Direct Mail Solution* will walk you through the steps of creating your own direct mail program. Using Craig Simpson's methods our business has experienced three consecutive years of double-digit comparable sales growth. Avoid the costly mistakes and learn from the master of direct mail by reading this book.

—Steve Adams, CEO, U.S. Retail, Inc. Franchisee of Pet Supplies Plus Alabama, Michigan, Texas and Wisconsin

From the Inside Flap

FACT: MORE COMMERCE AND WEALTH IS CREATED BY DIRECT MAIL THAN BY ANY OTHER MEDIA (*true before the internet and true now*)

Direct mail marketing specialist Craig Simpson, joined by millionaire marketer Dan Kennedy, unleashes eye-opening facts about the power of direct mail, including this: IT PAYS. Benefiting from their combined 30 years in direct marketing, Simpson and Kennedy reveal how to build a powerful, results-generating campaign that literally pushes the envelope to get you 10X more business and sales.

From the Back Cover

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Users Review

From reader reviews:

Denise Welton:

The book *The Direct Mail Solution: A Business Owner's Guide to Building a Lead-Generating, Sales-Driving, Money-Making Direct-Mail Campaign* has a lot of knowledge on it. So when you check out this book you can get a lot of gain. The book was authored by the very famous author. McDougal makes some research before write this book. This book very easy to read you can obtain the point easily after looking over this book.

Nettie Powers:

The reason? Because this *The Direct Mail Solution: A Business Owner's Guide to Building a Lead-Generating, Sales-Driving, Money-Making Direct-Mail Campaign* is an unordinary book that the inside of the e-book waiting for you to snap the idea but latter it will jolt you with the secret that inside. Reading this book adjacent to it was fantastic author who have write the book in such incredible way makes the content inside easier to understand, entertaining way but still convey the meaning fully. So , it is good for you because of not hesitating having this anymore or you going to regret it. This excellent book will give you a lot of benefits than the other book possess such as help improving your talent and your critical thinking method. So , still want to hold up having that book? If I were being you I will go to the book store hurriedly.

Blake Darden:

Reading can called thoughts hangout, why? Because when you are reading a book specially book entitled *The Direct Mail Solution: A Business Owner's Guide to Building a Lead-Generating, Sales-Driving, Money-Making Direct-Mail Campaign* your mind will drift away trough every dimension, wandering in each aspect that maybe unfamiliar for but surely can become your mind friends. Imaging every word written in a book then become one type conclusion and explanation that will maybe you never get ahead of. The *The Direct Mail Solution: A Business Owner's Guide to Building a Lead-Generating, Sales-Driving, Money-Making Direct-Mail Campaign* giving you a different experience more than blown away your mind but also giving you useful details for your better life with this era. So now let us demonstrate the relaxing pattern here is your body and mind is going to be pleased when you are finished reading it, like winning a. Do you want to try this extraordinary shelling out spare time activity?

Gail Delamora:

Are you kind of busy person, only have 10 or maybe 15 minute in your moment to upgrading your mind talent or thinking skill possibly analytical thinking? Then you have problem with the book compared to can satisfy your short space of time to read it because this all time you only find reserve that need more time to be read. The Direct Mail Solution: A Business Owner's Guide to Building a Lead-Generating, Sales-Driving, Money-Making Direct-Mail Campaign can be your answer because it can be read by anyone who have those short extra time problems.

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