



Starting and Building Your Catalog Sales Business: Secrets for Success in One of Today's Fastest-Growing Businesses

Herman Holtz

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Now--America's #1 marketer and consultant puts together the first complete guide to catalog sales! Starting & Building Your Catalog Sales Business Some of America's best known and most successful businesses, such as Sears, Spiegel, L.L. Bean, and Lands' End, are "catalog companies," earning a major percentage of their profits through catalog sales. If you're a business owner or entrepreneur, now you can do the same with the help of this book. Written by bestselling author Herman Holtz, Starting and Building Your Catalog Sales Business is a complete guide to catalog sales that explains how to get started in and manage a catalog business profitably. Packed with anecdotes, worksheets, and examples drawn from successful catalog sales businesses, it explains:

- * The basics of direct-mail selling and catalog sales
- * The secrets to creating catalog copy that really sells
- * The essential elements in the catalog mailing--including how to create a strong sales letter and a user-friendly order form
- * How to choose and use the right mailing lists
- * Managing the two essentials of the catalog business: sales volume and pricing

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