

A Stress free Investment.

By Emma Okafor

A Stress free Investment.

Emma Okafor
mimionline@zwallet.com

Scientificmarketers <http://bizacumen.8k.com>

You have the right to publish this article freely.
Please remember to include my resource box

A Stress free Investment

No other business ventures seems to inviting, or attracts so many people than of selling via mail order on the surface, it appears to be an easier and faster way to become rich than almost any other method of doing business. All the people in the world are your potential customers; you work from the privacy and comfort of your home; you set your own working hour; and you answer to no one but your self. But the annoying thing about this is that most mail order business close up immediately the started!!!

In all business, if you know the right thing to do and you execute it, it gives what I call ultimate success. Mail order is inclusive. Now these are the right things to do it is up to you to execute it and hit ultimate success. You should have a product of your own, something you can produce at a very low cost, and sell at top price. If you are buying something, advertising and selling it, in order to realize a profit, you have to mark it up at least 500%. This is no unreasonable mark up for mail order sales.

In addition to that your product has to have mass appeal, and it has to be something readily available to your prospective customers except through you. The product should be easily innovated without worry of spoiling, aging or other damage. It should be something you can send through the mail-deliver to your customer - for to nothing in relation to your selling price.

Research has shown that the best money -making product have a "How to"

report such as this one. You don't have to be a literary genius, or even an experienced writer-to-writer one of these reports. In fact the easiest way is to buy a set of these reports -read each one over aside and write a similar one with more elaboration or from a different point of view.

What if you don't have the time to write and market these reports? Or can't produce one for whatever reason. The next best thing is to purchase a set of these reports with reproduction rights. Here you can reprint for as a little as one or two cents each, and sell them for one to five dollars each.

Now, if you have bought the reproduction rights to the reports, you simply put new titles on them, find new advertising circular and send out new reports yearly. There are a number of mail order self-help reports that have been making the rounds for the past 25years in this manner. The trick about this approach is that it pushes you ahead if your competitors because after a year nearly everyone in mail order will have a copy of the reports, and you will be trying just as hard as them to sell your products.

You should also have advertising circulars, a catalog or a "follow-up" offer every order you get. Don't make the mistake of "sending your whole store" in response to every inquiry. You should have a "featured selected plus alternates" approach. This is a prepared sales letter describing the item you're advertising, and perhaps a listing in catalog style some of your products that tie in with the product order sales letter. In order to maximize profit you should have a prime source that will drop ship orders for you. This is one of the surest and best ways to "learn" the act of selling by mail-but if you really want to make it big, use drop shipping for learning and to back up your primary product with follow-up offers.

Selling your products depends on your advertising. You have to get the word that your "money-making information" available for sale. Use small classified typed ads. Place your ads in the largest circulation publications you can find. Observe some of the established mail order reports and copy their methods. Don't use their ads - instead use them as stimulators for your own original copy.

The next important step is something that sets you far ahead your competitors. It's called PROFIT INVESTMENT. Research I carried out on this proofed an amazing results. A \$5 investment in mail-order got \$400 in the first 3 months. 50% profit investment got $200/5 \times 400/1 = \$16,000 = \$64,000$ profit the next 3 months. Calculate the 50% profit investment in \$64,000 and imagine what you get.

PROFIT INVESTMENT is the key to business success.

Emma Okafor is an ecommerce researcher and writer.

His success blue print in online marketing is available in his site
<http://bizacumen.8k.com>

[Get-Articles.com : 1000's of reprintable business and internet marketing-related articles.](#)

[Submit your article for reprint.](#)