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The 12 Month Millionaire-how To Use Direct Mail To Build Up Your Business

The World Wide Web has opened up new avenues for business opportunities and promotions. Email marketing is one of the most popular methods for advertising and promoting your products and services. For the smaller scaled businesses, the marketing of their product or services employing some of the direct mail marketing strategies found in *The 12 Month Millionaire* is showing it's worth it. The popular book by Vincent James, *The 12 Month Millionaire* answers in great detail common questions such as, how to get around the problem of having your direct mail pieces labeled as junk mail and having them trashed immediately by the recipients?

How does one get over the problem of having all your direct mail labeled as trash and practically junked by all who receive them? A lot of servers now have the ability to report the mailer as junk mail or spam mail, therefore the mail is deleted prior to ever arriving to the recipient. Despite how many people react and response to direct marketing offers, companies still keep on sending them out because it is a very effective part of an overall marketing strategy. Many people trash junk mail as soon as it comes across. If it's an attractive mail piece, at least they'll give it an overview.

The 12 Month Millionaire goes into great detail regarding promoting mail offers and packages that get opened. So how does one get past this problem of getting all their offers confused and categorized as junk mail? The promotion mail has to grab the attention and interest of the recipient immediately, or it will have no effect.

Studies and market trends have show us that a lot of people are presented with ads for a certain product, and the more they are exposed to that ad or ad campaign, the more likely they are going to buy it. Even typical commercial ads, it could be on TV or in print, but it normally has to be seen by the consumer a few times before they take action and buy the product or service.

One of the keys to successful mailing in a marketing campaign is to follow a set of strict guidelines. First, you need to target the consumer of the product or service. The target market will be targeted via the mailing list. The mailing list can be made up through many different sources, such as personal networking, call center data, customer references, etc. *The 12 Month Millionaire* goes into more detail on how to find the right mailing list for your target market. The most successful direct mail campaigns are almost 100% reliant on their lists... For example, if you had a great sales letter, mailed to the wrong list, it will fail. If you have a mediocre sales offer, mailed to a targeted list, you have the potential for a very successful direct mail campaign.

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