

**Bottom Line's  
 Confessions of a  
 Direct Mail Guy**

- Hardcover
- 316 pages

# "Tell-All" Book Spills the Beans!



Gordon Grossman—top marketing consultant for Reader's Digest, Boardroom, Rodale, and other DM leaders—reveals the little-known direct mail strategies he used to increase their profits by millions of dollars.

Giant direct marketers paid a small fortune to test these secrets. Now you get their "expensive experience" for less than the price of dinner for one.

Here is nothing less than a master's "how-to" manual of direct mail...

- **The priceless direct mail secret** Gordon Grossman promised Reader's Digest founder DeWitt Wallace he would never, ever reveal... a promise he is now breaking after more than three decades of absolute silence. Page 174
- **Little-known fundraising technique** helped Dwight D. Eisenhower beat Adlai Stevenson—and get elected as president of the United States. Page 79
- **This quirky little sales letter** for a financial newspaper is widely believed to be one of the most successful direct mail campaigns of all time. But Gordon Grossman considers it a dismal failure. Find out why on page 47.
- **Think premiums always work?** Here's a premium that actually **depressed** response for *Playboy*! See page 213. (*Hint: It's NOT pictures of nude women.*)
- **A simple offer test** that increased Boardroom's response rates threefold on solo mailings for one-shot books—and made our mail order book business 10 times more profitable. Page 290
- **Two absolutely inviolate rules** of new product testing. Ignore them at your peril. Page 61
- **Aghast at a typo you found** in the promotion you're currently mailing? Stop fretting! Here's proof positive that typos don't really matter. Page 25
- **How a luncheon at a pricey**

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**New York City eatery** got McGraw-Hill a staggering 7% response rate to the direct mail package for the launch of its new magazine. Page 249

■ **Which works better in consumer mailings** —a plain reply envelope or a business reply envelope? The answer may surprise you. Page 170

■ **This one simple mailing technique** can increase response rates to your existing package by 40% —without changing the copy, design, offer, format, or list. Page 42

■ **Why mailing during dry weather can reduce your postage costs** vs. dropping your mailing during a rain storm. Page 43

■ **List broker pushing** a merged database of buyers from multiple lists? Forget it. Won't work. Find out why on page 208.

■ **The old pros say** that ugly mailings always beat beautiful mailings. One of the world's biggest publishers put it to the test. Results on page 126.

■ **Underused list selection technique** lets you spot names on a mailing list that will fail — before you mail to them. Page 184

■ **The amazing direct mail breakthrough** that tripled response and sales for Reader's Digest—and revolutionized the DM industry for four decades. Page 33

■ **How to quickly and accurately test** new product ideas to determine, before you create them, which your list will buy. Page 61

■ **The most important thing you need to know** about building your marketing database—and how it can skyrocket your DM response rates. Page 59

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