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# Double your response rates with Dick Benson's 31 Secrets of Successful Direct Mail!

By Bob Bly, Copywriter/Consultant

Eugene Schwartz ... Bill Jayme ... Gary Halbert ... Gary Bencivenga Jay Abraham ... Dan Kennedy ...

Among the world's greatest direct marketers, the name Dick Benson may not be as well-known today ... but he is no less accomplished:

- At *Smithsonian* magazine, he helped build circulation from zero to more than 2 million subscribers.
- His advice enabled Exxon to attract more than one million members to its travel club.
- His client list reads like a "Who's Who" of direct marketing: Boardroom, Omaha Steaks, Time-Life, *Consumer Reports*, Museum of Natural History, and *Christian Science Monitor*.

Now, in *Secrets of Successful Direct Mail* — just reissued in a new hardcover edition by Boardroom — Dick Benson reveals dozens of direct marketing secrets that made millions for him and his clients ... and he can do the same for you, too!

## 31 secrets of successful direct mail

Since you're a direct marketer, I won't waste your time "teasing" you with a bunch of big promises about what you'll get in Benson's book. Benson's "Rules of Thumb" are so universal that most have stood the test of time ... and so many other "Rules of Thumb" lists have been spawned by Benson's original list.

Instead, here are some of the 31 direct marketing techniques you'll discover in its pages ...

- A two-time buyer is twice as likely to buy as a one-time buyer.
- A credit or bill-me offer will improve results by 50% or more. Self-mailers almost never work.
- The addition of installment payments for an item over \$15 will increase results by 15%.
- Dollar for dollar, premiums are better incentives than cash discounts.
- Adding elements to a mailing package, even though obviously adding cost, is more likely to pay out than cheapening the package.
- Brochures and letters should stand alone, and each of them should contain all the information.
- Direct mail should be scrupulously honest.
- Subscriptions sold at half price for at least eight months will convert at

renewal time just as strongly as subscriptions sold for a full year at full price.

- The offer is the second most important ingredient of direct mail.
- Offers of subscriptions using two terms (e.g., 8 months, 16 months) will pull more money ... but 10% fewer orders.

## Shell Oil, Culinary Society, and dozens more

Dick Benson spent nearly 50 years of his life helping direct marketers, large and small, achieve extraordinary results.

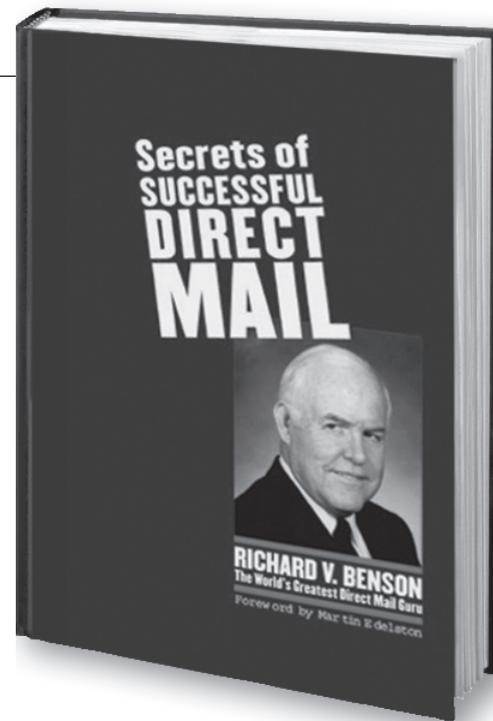
In this book, his "magnum opus," you get the fruits of his labor and wisdom — distilled into a series of quick-reading, easy-to-follow lessons.

You'll also discover: Selection guidelines for premiums ... how to accurately predict lifetime customer value of continuity buyers ... the "seasonality" myth ... making sweepstakes work ... and more.

## The \$5,000-a-day consultant you can "hire" for just \$39.95

Boardroom and his other clients routinely paid Dick Benson up to \$5,000 a day to consult with them on improving their direct response revenues. And (rare in this business) he was right far more often than he was wrong.

Dick passed away in 1996, but thankfully, you CAN get his nearly half century of accumulated knowledge — in just an evening or two — by reading his only book, a true classic of direct marketing: *Secrets of Successful Direct Mail* —



for LESS than Dick charged for just 5 minutes of his time!

## Lifetime Guarantee!

I am confident that *Secrets of Successful Direct Mail* will make a huge impact on the profitability of your direct marketing programs, and Boardroom offers you this lifetime guarantee of satisfaction:

If you ever become dissatisfied with *Secrets of Successful Direct Mail* — in a week, a month, a year, whatever — simply return it to Boardroom any time for a full and prompt refund, no questions asked. That way, you risk nothing.

To order, just complete, clip and mail the coupon below today. Act now before supplies of this limited-edition classic are gone for good!

**YES!** Please send me \_\_\_\_\_ copies of Dick Benson's *Secrets of Successful Direct Mail* for just \$39.95 each (plus \$5 per copy for shipping and handling). If I'm not 100% satisfied, I may return the book at any time for a complete refund — no questions asked.

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