

"UNCOMMON MARKETING TECHNIQUES"

Written in the Unmistakable, Brilliant Conversational Style of Jeffrey Dobkin.
5 1/2" x 8 1/2" • 270 Pages of Lean, How-To Marketing Information. Over 33 of
Dobkin's most requested articles. Includes all the articles shown here and more!

Chapters:

Increase Your Ad Response 10 Times

Here's how, step by step.

The One Evening Marketing Plan

Write your marketing plan in an evening?

Then complete the execution of your entire PR plan the very next day? Here's specifically how.

The 15 Page Marketing Plan

If you can write 15 pages, this, without question, is the plan to implement.

How To Buy a Great Mailing List!

A step-by-step procedure for figuring out, finding, and buying the best mailing list at the right price.

Real Estate Action Marketing Plan

Want to see an actual 10-page promotional plan?

How To Find a Product to Market

Still stuck for products? Here's how to go about finding them in an easy and logical fashion.

How To Find the Markets for Your Invention

There are some great and easy-to-use reference tools to make the marketing function easy. Here's a selection of marketing directories found in most libraries, and how to use them.

Getting Your Press Release into Print

The press release selection process is simple, fast, brutal, and very unforgiving of mistakes or poor work. Here's how to create a release that is effective, and get it published.

A Simple Rule for Creating Winning Headlines - The 100 to 1 Rule

How to write attention-getting, reader-capturing headlines, envelope teaser copy, slogans, signage, and more. Specific techniques and recommendations.

Best Campaign I Ever Wrote

They call it Multiple Exposure Marketing. Here's an actual series of letters—ready to send to your own clients.

Self-Help for Self-Publishers

Thinking of writing a book? Don't—until you read these tips.

The BIGGEST Mistake Every Firm Makes in Marketing, and What You Can Do to Correct It in Your Firm, for \$1.92

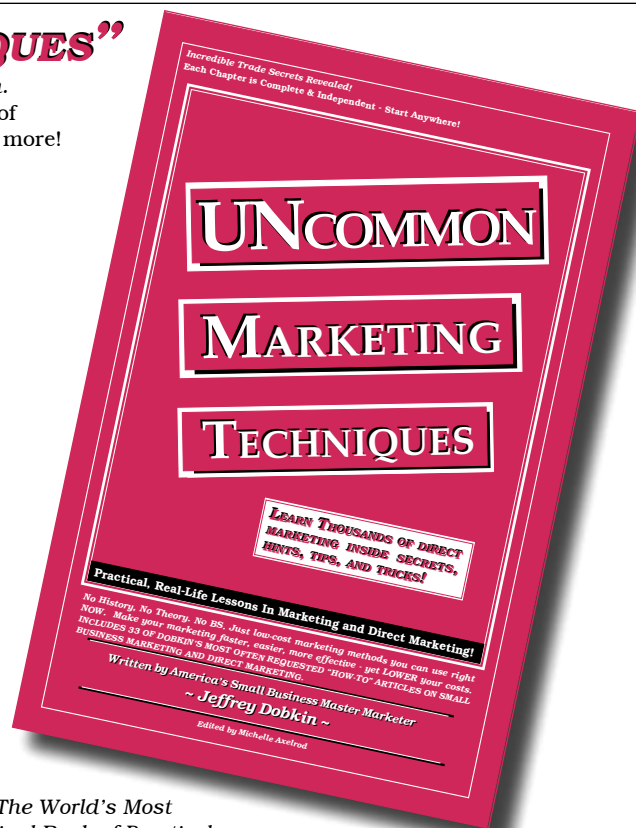
Find out what the mistake is. Do you really make it? Can you really correct it for \$1.92?

Questions People Ask Me the Most About Direct Marketing

Everyone asks the same questions: What is marketing? What's the best response percentage to receive from a mailing? Does long copy work better than short copy? Should you use teaser copy on your envelope?

This Lawnmower Makes Cutting the Grass So Fast and Easy, I Bought It for My Wife

A specific nine-step procedure to increase your direct marketing response.



The World's Most
Original Book of Practical
Marketing Tips!

How To Write a Small Classified Ad

Follow a few simple rules, triple your response, make a whole lot of money.

How To Create Your Own Great Ad, Or Get One You Like from an Agency, the First Time. Yes!

How To Write an Effective Direct Mail Letter

An in-depth article showing step-by-step how to write compelling copy for the most important part of your direct mail package.

The Art of a Direct Mail Letter

Part two of creating an effective direct mail letter: the design. Explicit instructions and examples.

How To Create a Winning Direct Mail Package

You have ten seconds to initiate success. How to make your mail draw maximum response.

The 13 Fastest and Best Ways to Get Business Right Now! Yep.

The 10 Worst Mistakes in Direct Mail

Learn from my experience! Don't worry, there are still plenty of mistakes left for you to make on your own!

Magazine Publishers Hate Me!

Exactly how to buy magazine space at a discount—20%, 40%, up to 80% off!

The Most Valuable Letter You Can Write

This simple letter is the most powerful motivator in getting you new business. How to make it really pay off.

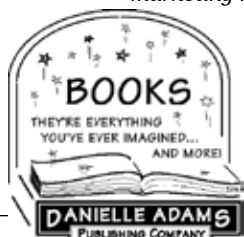
Plus - Plenty More! 33 Articles Altogether!

Just \$17.95 + \$4 P&H

ISBN:0-9642879-3-5

Call now to order

TOLL FREE 800-234-IDEA!



PUBLISHED BY -
~ THE DANIELLE ADAMS PUBLISHING CO. ~
Box 100 ☆ MERION STATION, PA 19066
FAX 610/642-6832 ☆ VOICE 610/642-1000