

**Do-It-Yourself Direct Marketing: Secrets For Small
Business By Mark S. Bacon**

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This text is a nuts-and-bolts guide to direct marketing. It covers how to create, buy and use mailing lists; how to write for various direct mail formats; and how to

Direct marketing to your supporters knowhow

How to use direct marketing to communicate with DON T think you can do it yourself without one The mechanical stuff of direct marketing some tips.

7 secrets to a successful direct mail campaign :

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