



A word from HUGO DUNHILL

Dear Friend,

Welcome to the world of direct mail — the affordable, time-tested tool that has helped thousands of smart business owners like yourself successfully turn their dreams into money-making reality.

But it is up to you to take the first step.

With direct mail, you can measure the performance of your campaign down to the penny. You can rely on decades of experimenting to refine your selections and dramatically reduce the guesswork when you plan a mailing.

You can find the most responsive prospects . . . experience the high of seeing orders come in . . . and do it for less cost than almost any other form of lead generation and customer acquisition.

But it is up to you to take the first step.

After seeing the results from hundreds of companies, we are true believers in the power of direct mail to increase your business.

We do more than sell you the right lists. We answer your questions, resolve your concerns and guide you step by step. And because we take such an active role in nurturing our clients' success, we expect you to let us know how you succeed.

But it is up to you to take the first step.

Direct mail holds the potential of making your realistic business goals come true. But the potential will remain untapped unless you take the right action. Call us today.

Sincerely,

Hugo Dunhill

P.S. When you speak to one of our account executives, ask about receiving our specially prepared direct mail success guides FREE.

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