# INTRODUCTION TO COMPILING A MAILING LIST

Have you recently noticed an increase in the amount of mail you've been receiving at home? Yes, the bills always seem to be mounting in number, but you're also probably getting more offers and requests through the mail, too. "Join our club." "Buy our product." "Subscribe to our publication." "Just ask about us." The variety is almost unlimited! You may be finding that many of these mailings not only make attractive offers, but also focus on your specific interests or needs.

There is something behind this mail explosion - something that may benefit your business or organization. Mail is fast becoming recognized as an efficient, profitable and effective way to approach an audience, even for the small business or organization. To be able to use the mail, you must have a list of names. As this report will discuss: 1. Mailing lists can be one of your organization's most valuable assets; 2. For your mailing lists to be that valuable asset, you must first collect the proper information and then keep it accurate and up-to-date.

The purpose of this report is to offer you a guide for creating, using and maintaining your mailing lists to improve the productivity and profitability and/or effectiveness of your business or organization.

This report is an overview of many of the issues involved in developing and maintaining a mailing list.

Review the types of lists you might want to create and maintain.

Describe ways a list can be used to help your business or organization improve its administration and marketing.

Explain why the database is the secret to mailing list success.

Give tips on how to get started collecting the names for your mailing list and how to build your mailing list into an investment in the future of your company.

Outline how to keep your list up-to-date and efficient.

Discuss the different options for storing and using your mailing list.

If you are interested in pursuing the topics of mailing lists in more depth, please ask about other reports in the 3500 series.