

The Kingston & Area



HOME BUSINESS A·S·S·O·C·I·A·T·I·O·N

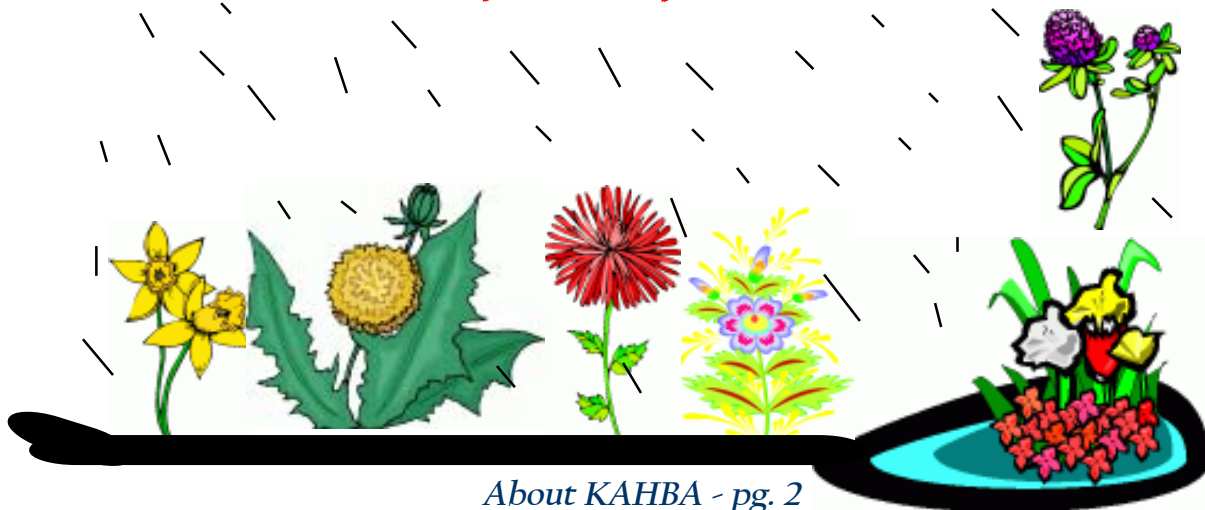
Volume 14, Issue 10

Voice of the Home Business

April 2006

NEWSLETTER

*April Showers
Bring May Flowers*



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What Is KAHBA?

The **Kingston & Area Home Business Association (KAHBA)** is a group of home-based entrepreneurs, both full and part-time, offering experience, education, information, and support to each other. KAHBA is proud to announce it is now in its 15th year of existence. Initial membership to KAHBA is \$55.00 for the first year, and \$45 for each yearly renewal. For more information, please contact our Membership Director, David Kempson at 544-2178, or contact any executive member on our website www.kingstonhomebiz.ca.

KAHBA's Executive

The KAHBA executive is as follows:

President - Paul Grass; Vice-President - Rej Bruneau; Secretary - Stephanie Stone;
Membership - David Kempson; Treasurer - Heather Simpson;
Guest Director - Sidney Berry; Publicity - Anne Jennings/Maggie McLaren;
Newsletter - Fred Georgeadis

Mailing Address

KAHBA
19 MacPherson Ave. Unit #36
Kingston, ON K7M 6W4

Web Site

our web site is:
www.kingstonhomebiz.ca

Next KAHBA Meetings

Meetings are always held on the second Saturday of the month at the Crossroads Restaurant, Frontenac Mall. Time, 08:00 - 10:30 hrs. The next Sat. mtg is on 08 April. As well, KAHBA holds evening mtgs, to accomodate those who are too busy on Saturday mornings. This happens on the last Monday of the month. The next evening mtg is on 24 April, again at the Crossroads Restaurant, time 6:30 - 8:30 pm.

Guests and Potential Members Are Always Welcomed

Membership to KAHBA is always Welcomed. Please take the time to bring a friend who may be considering or already has a home-based business. Guests who wish to just check us out are also welcomed. See you at the meeting!!

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Put Your Best Face Forward

By Bill Lampton, Ph.D.

Blink—a recent book by Malcolm Gladwell—cites research to support the concept that a person’s face can do more than mirror the individual’s mood. . . it can create a mood for that individual. That is, if you start your day with a scowl, before long you will become sullen and angry. This, of course, reverses the most commonly accepted pattern, that the mood comes first, then the facial response. The moral: Set the tone for your day with a happy, confident face, and good things are likely to follow.

Well, if our facial expressions impact us that much, how much does our countenance impact others? Plenty, as you know. How we look to people shapes the impression we convey. Example: When I speak or direct a seminar, within a couple of minutes I can identify audience members who are highly interested, along with those who appear bored, distracted, confused, and sometimes hostile. You can do the same in conversations and in business meetings.

Remember that the face includes the eyes. Cicero said it well: “The eyes are windows to the soul.” Look away from someone while you are reporting on a work assignment, and your shifty eyes might suggest you are hiding something. Blink excessively, and you could appear insecure. More positively, maintain steady eye contact to reflect poise and credibility.

Beware of frowning. When you are making a sales call, a frown indicates to your prospect that you don’t feel good about the course of the presentation. You create discomfort for both of you, and lose the likelihood of making a sale.

The most pleasing look: One that fits the tone

of the meeting or conversation, and reinforces your message. Johnny Carson and Bob Hope mastered the art of smiling and beaming at the appropriate time. They could milk more laughter out of a joke, even a botched joke, than other comedians could because of their reinforcing facial expressions. Yet we dislike the speaker who smiles or smirks when talking about life and death matters. When you break bad news, you need a solemn face that matches the message.

The next time you’re in a social setting, pay special attention to the people around you. I’ll bet the ones you will want to meet are men and women with animated, cheerful expressions. Likewise, people will consider you attractive, even think of you as a leader, when you smile, nod in agreement and give other signs of warmth and openness.

When I coach executives and other professionals, we videotape our simulated conversations. The taping and the critique that follow pinpoint what my clients need to improve in their demeanor. Once we have discussed problem areas, we videotape follow up conversations, to see what improvements we can foster.

So, while you work diligently on the content of an interview, sales call, meeting agenda and speech, remember to “put your best face forward.”

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Home Business and Self-Employment

Bye, Bye, Column by Rob Spiegel

This is my bye, bye column — after six years. Most of my writer friends think it's nuts to give up a column. The column is a plum among writers. This format gives you the chance to say things your way about a subject that feeds your passion.

But I've said enough, so I'm going to hang it up. I started writing about business in the early 1980s. In the mid-80s, I started my own business, which I ran for ten years. I sold it in the mid 90s to return to writing. And I wrote about business again.

In the past few years, though, I've drifted toward covering other subjects — environmental compliance, globalization, outsourcing, children's fiction. So, it's been a strain to get back to the subject of home business and Internet enterprises every two weeks. Plus, I think I've said all I can say on the subject.

Before I go, let's look at the important points of home-based enterprises and Internet business.

- 1. It's family friendly.** A good portion of those who start home-based enterprises do it because they want to be close to their young children. I had two young kids at home while freelancing. You can't beat the lifestyle of working from home. At first I felt guilty because I wasn't on the floor playing with the kids all the time. But then it occurred to me that for 10,000 or 20,000 years families did their work while taking care of young children. Our DNA is used to busy parents who do their house work or farm work while taking care of kids. We're only separated ourselves from kids for about 150 years. The unnatural part is going away each day to an office or shop. Staying at home and working is what we're built to do.
- 2. Home-based enterprises and Internet businesses stand a better chance for success than businesses launched outside**

the home. The low overhead of a home business increases your likelihood for success. The edge is about 10 percent. You have roughly a 45 percent likelihood of keeping your business alive for five years if you launch outside your home. If you launch at home, your chance of still being in business after five years rises to about 55 percent. That's all the difference in the world.

- 3. Love what you do for a living.** When you start your own business, you get to do what you like with your day, with your life. Henry David Thoreau said you improve your life by improving the quality of your day. Nothing does that better than spending your day doing something you really like. Sounds small, but it's huge, it's everything.

4. You get to find out who you are and what you're capable of accomplishing. For many business owners, maybe all business owners, running your own company, even if it's only a company of one person, you, is an exercise in finding out what ya got. Ted Turner said he created CNN because he wanted to see if he could do it.

- 5. You'll succeed if it means enough to you.** This is not the same as "failure is not an option," which is a fairly idiotic statement. "You'll succeed if it means enough to you" really means you'll do the unpleasant things — like making 20 sales contacts each day — because the result — that you get to keep running your own lovely business — inspires you to do the difficult tasks.

That's about it. I spent six years saying those same things over and over. Sometimes I'd throw in an anecdote about one of my kids or I'd reminisce about starting a publishing company and the horror of managing a staff. But mostly, I just tried to harp

(continues ..pg. 6)

Welcome to New KAHBA Members

KAHBA would like to welcome **Troy Roques** MBA, BSC, a Financial Advisor with Cartiole Financial Services.



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Troy is a member of ADVOCIS - Financial Advisors Association of Canada. He completed his Financial Planning Course 2004. He has 15 years experience in Accounting and Finance, and has been Serving clients since 2005. Troy provides:

Life Insurance, Travel Insurance, GICs, Divorce Financial Planning, Income Tax Returns, Mutual Funds, Business Financial Planning, RRSPs, RRIFs, Segregated Funds, Morgages, etc.

KAHBA would also like to welcome **Nadejda Aletkina**, a Dr. of Natural Medicine. As well, she is our guest speaker on 08 April. She will be presenting her new clinic, GREENLIFE HEALTH CLINIC and discussing the services it provides.

Nadejda Aletkina is:

Doctor of Natural Medicine, Ph.D.
Certified Colon Hydrotherapist
Holistic Nutritional Therapist

Clinic services provide for::

*** Colon Hydrotherapy, Ion Cleanse Footbath**
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*Please Call to set up
your Appointment*

(from pg. 4)

on the fact that “you can do it if you really try” and that it’s worth trying.
Thanks for reading. I’ve enjoyed the time we’ve spent together, hope you have as well.

Reprinted with permission from Rob Spiegel. Rob Spiegel is the author of *Net Strategy* (Dearborn) and [The Shoestring Entrepreneur’s Guide to Internet Start-ups](#) (St. Martin’s Press). You can reach Rob at robspiegel@comcast.net.

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Don’t give away too much information

The sole objective of your teaser copy is to get your mail opened. So don’t give away too much information on the outer envelope. The element of intrigue is very important. For example, the other day I was working on a project and my initial teaser was, “You save time or we give you a beautiful wall clock. Either way, you win.” Then I thought, “What if they don’t need any more clocks.” So I quickly reworded it to read, “You save time or we send you a beautiful FREE gift. Either way you win.”

So which of the two envelope treatment strategies will work best? The answer is... I don’t know.

In one camp (Make Your Mail Look Like Personal Mail) you have imminent and highly successful direct mail marketers such as Ted Nicholas and Gary Halbert. In the other camp you have thousands of highly skilled, highly knowledgeable direct marketing professionals whose efforts have produced billions of dollars in results. Included in this camp is the late, great copywriter Bill Jayme, who is quoted in Denny

Hatch’s outstanding book, *Million Dollar Mailings* as saying: “Your outer envelope is where your prospect decides whether to stop, look and listen. It’s the come-on — the headline on the ad, the dust jacket on the book, the display window outside the store, the hot pants on the hooker.”

Incidentally, of the 71 Grand Controls (direct mail packages that have been actively hauling in

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Remotely Control Your PC

By the PocketPCDewd

Have you ever forgotten a file on your home computer and wished that you had a chance to send it to yourself via Email? Well, now you can do that, and more, if you sign up for a free service called LogMe IN. It gives you access to your home PC from the office, Best of all, it's free.

LogMeIn lets you access your Windows PC from anywhere in the world. All you need is a computer connected to the Internet. You see your Target PC's full desktop and control everything on it—applications, network files, email, printing—without the hassle of further downloads or installations. You can even share files that are too large for email. There's no need to lug around a laptop, because LogMeIn lets you access your PC from an internet cafe, an airport, or a hotel business center. You can even print documents you've accessed remotely.

To use LogMeIn you need Windows 98, 2000, XP, or Server 2003 on the target PC (the computer that you will access remotely). On Windows NT/2000/XP/Server 2003 you must be a user with administrative privileges to install the software. You can check your current username or add new users to your PC by opening the Control Panel on your PC and clicking on User Accounts. As well you must use Internet Explorer or Netscape Navigator 4.0 or later, and it must be a computer always connected to the Internet via cable modem, ISDN, or DSL.

To remotely access your Target PC, the local PC (the computer you will use to access the Target PC) must be any computer connected to the Internet or any web-enabled Pocket PC de-

vice. With LogMeIn you can also access your PC from any web-enabled Pocket PC device. The device will need to be running Pocket PC 2000/2002, Microsoft Windows Mobile 2003 for Pocket PC or Microsoft Windows Mobile 2003 Second Edition for Pocket PC.

To get started, simply create your free LogMeIn account and install the software onto the computer you wish to control remotely. You use your Email address and a password that you choose to remotely control your PC. It's that simple!

I know that it works, because I use it every day from work to send myself files and check my Email. I have also used my pocket PC to view my home desktop when I have been away. And when I was in Acapulco I used LogMeIn to see my desktop on the hotel shared Internet computer.

So why not give it a try? You can at least check it out at <https://secure.logmein.com>.

Article submitted by Dave Dossett, the Pocket PC Dewd. Dave is an artist, a software developer, and a member of KAHBA.

QUOTE OF THE MONTH

They may forget what you said,
but they will never forget how
you make them feel.

- Carol Buchner

BLUETOOTH BASICS

BLUETOOTH LOGO



Bluetooth technology is nothing new, but in many respects it still seems to be more of a buzz word rather than a well understood, commonly accepted technology. You see advertisements for Bluetooth enabled cell phones, PDAs, and laptops, and a search of the [Computer Geeks](#) website shows all sorts of different devices taking advantage of this wireless standard. But, what is it?

History

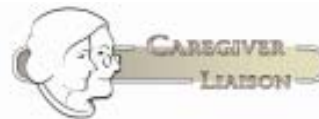
Before getting into the technology, the word Bluetooth is intriguing all on its own, and deserves a look. The term is far less high tech than you might imagine, and finds its roots in European history. The King of Denmark from 940 to 981 was renowned for his ability to help people communicate, his name (in English)... Harald Bluetooth. Perhaps a bit obscure, but the reference is appropriate for a wireless communications standard. Another item worth investigating is the Bluetooth logo, shown above. Based on characters from the runic alphabet (used in ancient Denmark), it was chosen as it appears to be the combination of the English letter B and an asterisk.

Capabilities

The FAQ on the [Bluetooth.org](#) website offers a basic definition: "Bluetooth wireless technology is a worldwide specification for a small-form factor, low-cost radio solution that provides links between mobile computers, mobile phones, other portable handheld devices, and connectivity to the Internet."

Just like 802.11 b/g wireless networking systems and many cordless telephones, Bluetooth devices operate on 2.4 GHz radio signals. That band seems to be getting a bit crowded, and interference between devices may be difficult

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to avoid. Telephones are now being offered on the 5.8 GHz band to help remedy this, and Bluetooth has taken its own steps to reduce interference and improve transmission quality. Version 1.1 of the Bluetooth standard greatly reduces interference issues, but requires completely different hardware from the original 1.0C standard, thus eliminating any chance of backwards compatibility.

The typical specifications of Bluetooth indicate a maximum transfer rate of 723 kbps and a range of 20-100 meters (65 to 328 feet - depending on the class of the device). This speed is a fraction of that offered by 802.11 b or g wireless standards, so it is obvious that Bluetooth doesn't pose a threat to replace your wireless network. Although it is very similar to 802.11 in many ways, Bluetooth was never intended to be a networking standard, but does have many practical applications.

Practical Applications

Browsing the [Computer Geeks](#) website shows a variety of products that take advantage of Bluetooth's capabilities, from laptops and PDAs, to headphones and input devices, and even wireless printer adapters.



Laptops, such as the Toshiba Tecra 9000, include an onboard Bluetooth adapter to allow the system to connect to any Bluetooth device right out of the box. For laptop or desktop systems that do not have an adapter built

in, there are USB Bluetooth adapters, such as the Belkin F8T001.

Bluetooth enabled PDAs, such as the HP iPAQ hx4700, allow for convenient wireless synchronization and data transfer.

Headphones can take advantage of Bluetooth for two purposes... audio playback and mobile phone communications. Using something like the [Logitech Mobile Headset](#) with a Bluetooth enabled mobile phone allows anyone to go hands free, as well as wire free.

Logitech, and other manufacturers, also produce input devices that eliminate wires thanks to Bluetooth. You can add a Bluetooth mouse to your system, such as the [Logitech MX900](#), or both a mouse and keyboard using something like the [Logitech diNovo Media Desktop](#). One advantage that Bluetooth wireless keyboard/mouse combinations have over the standard RF wireless keyboard/mouse combinations is range. Where most standard RF keyboard/mouse combinations have a range up to 6 feet; a Bluetooth keyboard/mouse combination will usually have a range of up to 30 feet.

The [HP JetDirect BT1300 Bluetooth printer adapter](#) makes sharing a printer extremely convenient by eliminating the need for any wires or special configurations on a typical network. Printing to any compatible HP printer from a PC, PDA or mobile phone can now be done easily from anywhere in the office

Final Words

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At this point the popularity of Bluetooth might not be as large as some proponents would have hoped, but many devices are available for those interested. The cost and competition from other standards have hindered the widespread acceptance, but Bluetooth does offer a viable solution to many devices that might not have wireless connectivity without it.

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profits for three or more years) profiled in Mr. Hatch's book, 63 of them — that's 89% — take the "Billboard" approach. That said, my firm and our clients have had success with both approaches.

To arrive at a definitive answer as to which strategy will work best for you for any given mailing there is only one solution. Test. Your end objective for any direct marketing effort is the most sales or highest number of quality leads for the least amount of money invested. And the only way you can be assured of achieving optimum results is through testing. To quote nationally renowned expert Dick Benson, "There are two rules — and two rules only in direct marketing. Rule 1: Test everything. Rule 2: See Rule 1." - © 2006 Ernest Nicastro

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How To Get Your Prospect

to Open Your Mail

by [Ernest W. Nicastro](#)

You've carefully selected your list. You've labored long and hard over every word, sentence and paragraph. Your letter is a powerhouse of persuasion with every key element firmly in place, including compelling benefits, powerful testimonials, a superb P.S. and an impossible-to-resist offer.

But all your hard work, your hours of craftsmanship and painstaking attention to every little detail will go for naught, unless your prospect opens the envelope.

The Envelope: Your Knock on the Prospect's Door Direct mail marketing is a lot like — almost exactly like — "door-to-door" selling, with the outer envelope being your knock on the door. But there's one big difference. In door-to-door selling you can make sure that you're the only salesperson standing at the door. With direct mail there are no such assurances. In fact, on any given day it's a virtual certainty that your "salesperson-in-an-envelope"...will be in heated competition with any number of other mailings...all crying out for the prospect's time and attention.

So, if you surmise from what you've read so far that getting your envelope opened is no mean feat, you're correct.

Which leads to the premise of — and payoff to — this article: There are specific envelope treatments that can increase the odds of your prospect opening your mail. And here are two distinctly different ways to go about it:

1. Make Your Mail Look Like Personal Mail

That means sending it out in a heavy, high-quality paper stock, closed-face, number-ten business envelope with the name and address of your

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prospect printed on the front. No labels, no window envelopes and no postage metering. And do not use teaser copy or illustrations. Your envelope should quietly state: importance, dignity, value.

For an added personal touch use a commemorative stamp or better yet, instead of one 32-cent stamp use several smaller denomination stamps. (When was the last time you received a piece of business correspondence with 5 or 6 individual stamps?) Another personal touch: instead of printing the name and address on the envelope hire a cadre of students with good penmanship and have that information hand written.

Also, do not use your company's name or logo. For example, the upper left hand corner of your envelope would read — Joe Johnston, 914 S. Hoover Street, Los Angeles, CA 90006.

This envelope strategy can often be a good approach when mailing to executives. Another good technique (albeit considerably more expensive) when targeting upper-level executives is to send your sales letter or direct mail package via Federal Express. Recent surveys of executives on the topic of what gets opened and what gets read indicate that FedEx gets the job done.

2. Treat Your Outer Envelope Like a Billboard

When you take the "Billboard" approach, you make no attempt to disguise the fact that your mail is advertising mail. In fact, as the name implies, using this technique means that you treat your envelope as a billboard — actually printing "teaser copy" on the outside of the envelope. The objective of your teaser copy is to get your prospect to think: "Hmm, I ought to take a look at this." Here are some examples of effective teaser copy:

THE INVITATION INSIDE COULD HELP
SAVE YOU HUNDREDS OF DOLLARS
...and provide better financial security for your family. Please open and respond...

DON'T BELIEVE THEM! The airlines that say you can't get a refund on a non-refundable ticket. On page 3 inside you'll see exactly how to do it. LAWYERS ARE HOPING YOU NEVER SEE THIS!

COMPUTER CRASHES. Now you can end them — Forever. How? See inside...
FREE!

Is something free — a free consultation, free Special Report, free video — part of your offer? If so, here's a tip: Order a rubber stamp (make sure it has a border with rounded edges) of the word "FREE!" and use it to stamp each letter you send out. (If you use a lettershop tell your vendor you want the word "FREE!" — designed in such a way it has a rubber stamp graphical look to it — printed on the outer envelope.) Why a rubber stamp or the rubber stamp look? It suggests urgency, no matter what it says.

In addition, when adding your rubber stamp effect, make sure it looks as though it was added at the last minute, not neatly centered on the envelope.

For a final example, here's a teaser using personalization that's a little edgy, but can be very effective. Consider testing it if one of your key selling propositions is that your product or service can show your prospect an increase in sales, profitability, productivity or some other desirable increase.

UP YOURS, ERNEST!

(Sample letter opening: Ernest, here's your opportunity to up yours! Up your response rates, up your sales and up your profits. How? By....) When writing teaser copy all the rules of good copywriting apply. Be specific, be benefit-oriented, speak directly to the recipient and make your copy attention-grabbing, intriguing, provocative. Marketing guru Ed Nash sums it up best: "The outer envelope is the headline of direct mail."

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