

BYRUM & FLEMING

Mailing List Brokerage and Management

www.byrumfleming.com

10400A

SMALL BUSINESS OWNERS WHO PURCHASED TELE-COACHING, BOOKS AND EDUCATION SERVICES

Inspired by free seminars and public talks, these small business owners sought additional services to help them create the systems that would allow for orderly growth of their business. The focus of these services was to help the owner see that he must establish a system that allowed him to run his business, rather than having the business run his life. They purchased books, subscribed to a distance-learning course, or received scheduled monthly business advice from their own "coach."

Total Database - 49,047

Available Selects \$5/M

Book Buyers (\$49 average order size)	31,778
Distance Learning Subs (\$200 average order size)	15,393
Consulting Serv. Subs. (\$700 average order size)	1,876

Terms and Pricing

List Rental	\$90/M	Recency Select (3 mos)	\$20/M	Gender Select	\$5/M
Minimum Order	3000	Recency Select (6 mos)	\$15/M	Geographic Select	\$5/M
FTP	\$50	Recency Select (12 mos)	\$10/M	Age/Income Select	\$5/M
Email	\$50	Telephones	\$35/M	Key Coding	\$5/M

Brokers Welcome