

This handbook will answer your questions about planning, pricing, production, marketing, telemarketing, and fulfillment of direct response products and services. It will also give you step-by-step scenarios and information into the exciting and lucrative world of direct response television. Written by one of the pioneers of direct response television who produced and created the first electronic retail television series with Dayton-Hudson (Target Stores), produced many successful short and long form direct response infomercials and spots, and was the former head of 20th Century Fox Direct Response. This book will give readers insight into the production, marketing, psychology, telemarketing and fulfillment of offering products and services using direct response marketing techniques. The products and players may change over the years but the basics and economics of direct response television have remained the same. This is a must read for anyone interested in direct response television marketing. This new edition also includes a section on identifying scams in the direct response television industry and how to avoid becoming a victim.

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