

Your Customers Memories are Short

In tests conducted by Dr. Walter Scott, former President of Northwestern University, revealed that consumers memories are rather short.

For example, if you personally handed an advertisement to 1,000 potential customers....

1 Day Later... **25%**
would have forgotten

2 Days Later... **50%**
would have forgotten

4 Days Later... **85%**
would have forgotten

7 Days Later... **97%**
would have forgotten

***Send Your Message
Every Day!***

COVER DIRECT
MARKETING Inc.

Think outside the book.