

## **Direct Mail Course**

Getting the most out of your direct mail pieces will help your image and your business if done effectively. Learn how to make your direct mail work for you! Join us at NSBAR on for an hour with Rachel Neally. Topics of interest include:

Media types and selecting what's best for your message, where to get accurate effective mailing lists, what makes a good list, factors to consider before sending your message to a mail house, dealing with mail houses and formats compatible with their services, plus several viable resources to get your direct mail plan into action!

Session will include 30 minute Q & A. This is another Member Appreciation class, free of charge to any NSBAR member.

**Barrington, July 8<sup>th</sup>, from 11am – 12:30pm**

**Northbrook, August 17<sup>th</sup>, from 1pm -2:30pm**

**Instructor: Rachel Neally**

To register, go to <http://nsbar.org/events.aspx>

**Or call Adam at: 847-480-7177**