

Physical Details of the Phone Follow-Up System

When placing literature at a flea market, audio-visual presentation, fair booth, etc., you can get people to leave their names, addresses and phone numbers by filling out one of these cards:

I WOULD LIKE THE FOLLOWING:	
_____	Include my name on your mailing list.
_____	A complete set of "Studies in the Scriptures" at \$6.00 per set.
_____	More information on the subject of _____.
_____	I would like to attend Bible studies.
NAME	_____
ADDRESS	_____
CITY/STATE	_____ ZIP _____
PHONE	_____

This is usually done after they have purchased the Volume or whatever, by asking them if they would like to be on our monthly mailing list, which is free of charge. Most people comply without hesitation.

Master mailing labels are then typed up from these cards. Our mailing list is on a computer system. Each label has an identifying code that tells us when and how the name was received. For example, SF82 means the name was received at the 1982 State Fair.

Next, the information is typed on cards for the Master Follow-up File:

Sam Smith	559-8201
28017 Hickory Leaf	
Southfield, MI 48076	
State Fair 82. Bought Vol. I.	