
Learning Strategies Self Improvement Course Buyers



Learning Strategies Corporation customers purchase innovative ways to maximize personal and professional growth thru a series of self-improvement and educational books, cd's, dvd's, retreats, teleseminars and courses. Learning Strategies programs range in price from \$29.95 to \$1,600.

SEGMENTS

170,595	Total Universe / Universe Rate	\$100.00/M
6,554	2016 Buyers thru 6/30/16	\$120.00/M
10,000	2015 Buyers	\$115.00/M
11,444	Last 12 mos Buyers	\$110.00/M
161,123	Total File Buyers	\$100.00/M

ID NUMBERS

Manager ID	
NextMark ID	292529
mIn ID	24083
SRDS ID	

MEDIA TYPE

Consumer 

SOURCE

Direct mail sold

GEOGRAPHY

USA

OPT-IN

MAINTENANCE

Market Entry	01/01/2009
New to Manager	08/09/2010
Counts Through	06/30/2016

DATA CARD MAINTENANCE

New To System	08/09/2010
"New to System"	08/10/2010
Announcement	
Last Update	07/22/2016
Next Update	08/05/2016
Update Frequency	QUARTERLY

DESCRIPTION

Learning Strategies Corporation customers purchase innovative ways to maximize their personal and professional growth thru a series of self-improvement and education books, cd's, dvd's, retreats, tele-seminars and courses. Learning Strategies programs range in price from \$29.95 to \$1,600 for cd's, dvd's, books and participation in seminars range from \$750 to \$3,400.

Learning Strategies was founded in 1981 as a consulting and training firm and has evolved into a premier provider of self-improvement, education and health programs. The cutting edge courses offer buyers training to experience their full potential. Some of the topics include neuro-linguistic programming, accelerated learning techniques, preconscious processing and universal energy in higher effective family of self growth programs.

Programs offered include:

Photo-Reading, Genius Code, Memory Optimizer, Euphoria; Experience peace & tranquility in life, Four Powers of Greatness; Professional communicator skills, Million Dollar Vocabulary, Easy Learn Language Programs, Boundless Renewal, Diamond Feng Shui, Clear Mind-Bright Future and others.

Vist website: www.LearningStrategies.com

SELECTS	
Gender/Sex	\$8.00/M
Geo/Geographical	\$8.00/M
Household Income	\$10.00/M
Programs Offered	
MANAGER	
DSA Direct, LLC	
UNIT OF SALE	
Average	\$300.00
GENDER	
Male	40%
Female	60%

AVERAGE INCOME	
Value	\$50,000.00

MINIMUM ORDER	
Minimum Quantity	5,000
Minimum Price	\$0.00

COMMISSIONS	
Broker	20%
Agency	15%

NET NAME ARRANGEMENTS	
Net Name is allowed	
Floor	85%
Minimum Quantity	50,000
Run Charges	\$15.00/M

EXCHANGES	
Exchange is allowed	

REUSE	
Reuse is allowed	
Minimum Quantity	0
Run Charge	

CANCELLATION	
Charges	\$100.00/F

CANCELLATION INSTRUCTIONS
 Orders canceled after mail date or merge purge will be at full rental rate. No exceptions. Orders received & processed will incur a \$100/F cancel fee & if shipped, \$15/M run chrgs, email charges and select fee's.

KEY CODING
 Please inquire

ADDRESSING	
CARTRIDGE	\$50.00/F
DISKETTE	\$75.00/F
EMAIL	\$75.00/F
RUN CHARGE	\$8.00/M

SPECIAL INSTRUCTIONS
 Sample mail piece required for list owner approval. Prepayment on first time orders. Rental is on reciprocal terms unless otherwise agreed to.

CONTACTS				
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★ = Primary contact				