

## ESP BUYER'S BOX

# Save More, Sell More

**INCLUDE YOUR PRODUCT SAMPLES  
AND LITERATURE  
IN THE ESP BUYER'S BOX.**



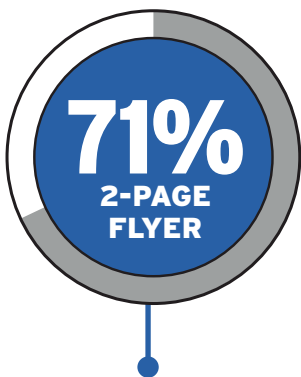
DIY (Do It Yourself) is a big buzz term. While you can save when it comes to home improvement projects and wedding decorations, DIY marketing mailings don't actually save you time or money.

**Fortunately, you can get your items into 10,000 prospects' hands through the ESP Buyer's Box™, which ASI® mails at the end of the year. Less time, less cost, less headaches - more savings, more sales.**

**10,000 distributors with average company sales of \$6M receive the ESP Buyer's Box.**

## HUGE SAVINGS

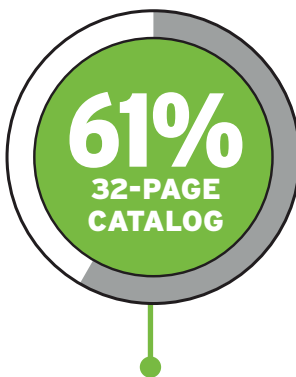
We've calculated your self-mailer costs (buying envelopes and stamps; purchasing a mailing list; paying staff to fulfill and mail), compared to the cost of including your items in the **ESP Buyer's Box**. The results are jaw-dropping.



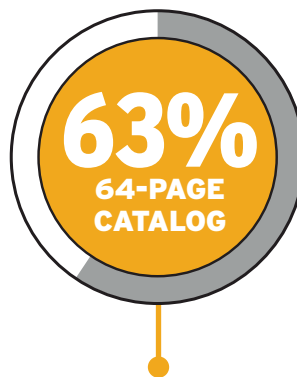
DIY \$9,432  
Buyer's Box \$2,680  
**SAVINGS \$6,752**



DIY \$13,632  
Buyer's Box \$5,465  
**SAVINGS \$8,167**



DIY \$17,832  
Buyer's Box \$7,010  
**SAVINGS \$10,822**



DIY \$28,332  
Buyer's Box \$10,410  
**SAVINGS \$17,922**



DIY \$41,652  
Buyer's Box \$12,885  
**SAVINGS \$28,767**

## Save more and sell more!

**Contact your account executive to get your product samples, sales literature and/or catalogs included in the 2018 ESP Buyer's Box.**