



We replaced Prime Learning's traditional 8 1/2" x 11" seminar brochure with this colorful, humorous new format. At the time we developed this approach, it was a major creative breakthrough in the seminar business. This mailer drew three times the response rate of the previous brochure. Hundreds of thousands mailed monthly, bringing thousands into the seminar. ■ As we hoped, the secretaries who received these brochures hung them up in their offices.

Prime Learning's Secretarial Stress Relief

