



**Poor Richard's
Almanack**

**...with Modern
Translations for the
Mail Center Manager**

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**“What one
relishes,
nourishes.”**

March 1734

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People are your greatest asset.

- Mail Center employees are:
 - the first contact with internal/external clients.
 - valuable resources for information.
- Mail Center employees must learn to grow. Training is essential.
- It's better to lose employees to other departments than to other companies.

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**“Tho’ modesty
is a virtue,
bashfulness
is a vice.”**

September 1750

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***You’re a professional
Mail Center Manager.***

- You don’t run a mailroom, you run a Mail Center.
- Promote this name change within your department/ company.
- Professional appearance and behavior brings professional respect.
- Attain professional certification.

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**“Observe all men,
thy self most.”**

August 1740

**“There are
three things
extremely hard:
steel, a diamond,
and to know
one self.”**

January 1750

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Keep accurate records of volumes and costs.

- You have to know what you have before you can make any changes.
- Keep a breakdown of mail by classes, categories, volumes and costs.
- Weekly/monthly reports will help you identify mailing cycles.
- This information will help you adjust to postal rate changes and accurately project budgets.

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**“Little strokes
fell great oaks.”**

August 1750

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Always look at volume discounts.

- Learn what types of volumes are needed for the classes of mail you generate.
- If volumes are too low, investigate presort houses and drop-ship companies.
- “Other” carriers also provide volume discounts.

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**“Look before,
or you’ll find
yourself behind.”**

January 1735

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Automation isn’t the future—it’s the present.

- Find out how your address list is stored.
- Investigate address list cleanup through the USPS.
- CASS/PAVE software.
- Move update options.
- Full Service Intelligent Mail Barcode
- Seamless acceptance

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**“One today
is worth
two tomorrows.”**

April 1757

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Make sure you can account for your accountable mail.

- Certified mail can cost you more than postage.
- Keep accurate records of outbound accountable mail (firm books).
- Verify you're using the right class of mail.
- Make sure return cards are filed quickly and accurately.
- Treat incoming accountable mail like the USPS: get signatures (electronic, if possible).

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**“Diligence is
the mother of
good luck.”**

February 1736

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**Continue to work
on your interoffice
delivery system.**

- What is the logic of the current system?
- Walk the routes with your employees.
- Purchase durable carts and folders.
- Make sure your database is constantly updated.
- Investigate automated and voice-activated sorting systems.

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**“Keep thy shop,
and thy shop
will keep thee.”**

June 1735

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Review your business hours and staffing.

- Ensure you're open before & after normal business hours.
- Consider split shifts.
Busiest hours are usually 8am-11am and 3pm-6pm.
- All incoming/interoffice mail should be delivered as soon as possible.
- No mail on carts at the end of the day.
- All outbound mail should be metered before closing.

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**“Early to bed
and early to rise,
makes a man
healthy, wealthy
and wise.”**

October 1735

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**Coordinate your
schedule with the
USPS schedule.**

- Get your mail out of the USPS as soon as possible.
- Use P.O. and Caller boxes.
- Go to the USPS. Don't make them come to you.
- Get outbound mail into the USPS mailstream as early as possible (before 4pm).

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**“He that buys
has need
have 100 eyes,
but one’s enough
for him that
sells the stuff.”**

July 1743

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Buy the right equipment for your shop.

- Technology is changing rapidly.
- What you couldn't afford yesterday, you may be able to afford today. And can't afford to be without tomorrow.
- Buy/lease equipment at the level you need with room for reasonable growth.
- Talk to your staff. What do they want/need?

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**“Drive thy
business,
let not it
drive you.”**

July 1734

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Know your company's business.

- Learn about the industry you serve.
- Take any internal/external courses that are available.
- Volunteer to teach courses.
- Get on routing slips of trade publications.
- Read your company's annual report.
- Become a resource person.

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**“Read much,
but not
too many books.”**

February 1738

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Read the trade periodicals.

- Subscribe to mail, print, and office services trade publications.
- Take note of companies/ situations that are like your own.
- Circulate periodicals among your staff.
- Write articles for these publications.
- Online resources, including LinkedIn groups.

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**“Wealth is not his
that has it,
but his
that enjoys it.”**

March 1736

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**Use the USPS:
Their name begins
with “U” and ends
with “service.”**

- Marketing/Sales departments.
- Business Center.
- Mailing Requirements and Business Mail Entry.
- Mailpiece Design Analysts.
- Free USPS Training.
- Online Mailpiece Design Professional certification.
- www.usps.com

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**“Reading makes
a full man,
meditation
a profound man,
discourse
a clear man.”**

October 1738

**“Generous minds
are all of kin.”**

March 1734

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**Network.
Network.
Network.**

- Take advantage of the experience of others.
- There’s nothing new under the sun.
- Postal Customer Council (PCC).
- Mail Systems Management Association (MSMA).
- DMA, IPMA, MFSA, NACUMS, NAPM, TAWPI, XPLOR.
- Local mailing organizations.

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**“You may talk
too much on the
best of subjects.”**

April 1745

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