

# How to Mail a Monthly Letter to Your Database

1. You'll be lucky to reach \_\_\_\_\_% of your database by email.
2. You're in \_\_\_\_\_ position with Facebook at their whims, on their platform, to be taken from you - by them - at any time they like arbitrarily.
3. The physical mailbox has no \_\_\_\_\_ filter; there isn't any unsubscribe or enforceable \_\_\_\_\_ in the postal system.
4. The USPS does not \_\_\_\_\_ your mail and you won't be \_\_\_\_\_ on the price of a stamp at auction.
5. You must collect \_\_\_\_\_ mailing addresses, too, in addition to emails and phone numbers at opt-in or when you meet people.
6. Your \_\_\_\_\_ leads will come from direct mail.
7. America sorts it's mail over the \_\_\_\_\_.
8. A \_\_\_\_\_ letter from a *person* (not a business!) to another *person* will always make it into the A pile.
9. It will cost about \$\_\_\_\_\_ each to mail a high quality, first class full color letter with a real stamp through a direct mail service.
  - a. We highly recommend the mail-house \_\_\_\_\_.
10. You want to mail your \_\_\_\_\_ contacts monthly.
  - a. People who have referred you
  - b. People who would refer you
  - c. Clients who give you money now
  - d. Clients who have given you money
  - e. Strategic referral/vendor partners
  - f. Press and media relationships
  - g. Top Facebook friends, people you call regularly
  - h. Ideal "dream" target clients you want
11. Strive for an initial list of \_\_\_\_\_ people to start on a simple \_\_\_\_\_ with first name, last name, street, city, state, and zip fields.

12. Hire a part time assistant on \_\_\_\_\_ to help you.
13. Your letter should include:
- a. \_\_\_\_\_ to a timely question
  - b. \_\_\_\_\_ of how you helped someone
  - c. \_\_\_\_\_ to contact you
14. Use a \_\_\_\_\_ phone number to measure response.
15. Hire a \_\_\_\_\_ or \_\_\_\_\_ to help you write it for \$20/hr.
16. Your letter tone must feel \_\_\_\_\_ and \_\_\_\_\_, but still \_\_\_\_\_.
- a. Think of your letter like a \_\_\_\_\_ card.
17. Use the font \_\_\_\_\_ and \_\_\_\_\_ point size.
18. Use a \_\_\_\_\_ return address on the envelope.
19. DO NOT put your \_\_\_\_\_ on the envelope unless you have a very strong business brand with your mailing list (rare).
20. Place the order at least \_\_\_\_\_ weeks before you want it to hit the mailbox.