

**"HOW TO MAIL UP TO  
152,143 PROMOTIONAL  
POSTCARDS EVERY MONTH  
WITHOUT PAYING  
ONE RED CENT!"  
EVEN INCLUDING POSTAGE!**





Maverick ad industry insider get's locked up after revealing amazing secret to "Endless Leads"

**Howdy Champ!**

## **"Just A Quick Letter To Introduce Myself, And Explain Why I've Put Together This FREE Report To Help People Just Like You Get All The Leads You Need... *For FREE!*"**

Generating leads for your business isn't easy. Why? Because you're bombarded with misleading information, confusing claims, and bad advice from family and friends that don't have a clue about how to create a waterfall of leads for your business.

How do you ever find solid, practical information that will put buyers in front of you? **You start by reading this free report.**

My name is Pete Mitchell, and I wrote this guide to help you utilize one of the greatest lead generation systems on Earth. In this fact filled booklet, you'll discover the amazing secret system that I use to put thousands of leads in my sales pipeline and the sales funnels of my clients.

Look, I run three companies. One is a financial planning firm. One is an insurance agency. One is a marketing consulting firm. The marketing firm came about because friends in various other industries wanted to discover the marketing strategies I was using in my financial and insurance businesses. Like you, I have spent and continue to spend my own money to put buyers in front of me and my agents.

What I'm going to share isn't theory. This has been tested with my own sweat and tears. Also, I didn't invent this strategy. In fact, I don't think I've ever had an original thought in my life. This simple yet profoundly powerful strategy is a compilation of ideas and strategies that I learned over the last 12 years from people like Gary Halbert, Joe Polish, Dean Jackson, Dan Kennedy, Bob Ross, just to name a few. **Now, with this information, you can set up your own river of qualified leads begging to do business with you.**

And if you have any questions about the strategy in this report, send me an email at [Pete@BustOutTheBigGuns.com](mailto:Pete@BustOutTheBigGuns.com). I've dedicated my business to helping people just like you.

I'm happy to help in every way.

Warmly,

Pete Mitchell

# A Word or Two, or Three... On Pete Mitchell



In addition to being quite the handsome devil, Pete Mitchell is a leading authority in Internet marketing for brick and mortar businesses (for everyone born after 1992, brick and mortar refers to the

big buildings you use to meet up with friends at that have “stuff” inside that you get your parents to buy for you). He has appeared on hundreds of radio and TV shows including CNN and KABC (by the same token, he despises Internet radio and has turned down every “opportunity” to appear on these shows).

He is a sought after speaker at conferences, company strategy sessions and community business meetings though he would much rather hang out at the hotel bar and discuss the virtues of the original Star Wars trilogy over an ever full pint of Guinness.

Currently, has authored 5 books that no one has ever read (though thousands have been purchased) and has read and researched over 1,000 books on personal and professional development (well, he might have skimmed one or two).

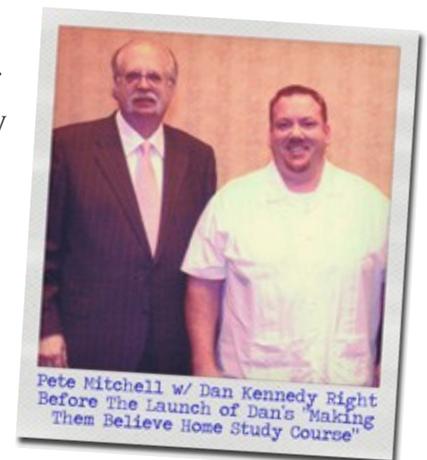
Pete became the well known and sought after marketing consultant due to the marketing results he produced for his financial planning company, Pete Mitchell, Inc. As a financial planner, he wrote the National Best Seller *The New Mortgage Investment Advisor* (thousands read and implemented the strategy discussed and those that didn't implement the strategy are no longer able due to the current change in the economic conditions – a case of waiting-improved-to-be-the-wrong-choice-just-like-Pete-said-it-would-be).

In 2004, Pete co-authored the largest bipartisan book to date, *Modern Day Heroes: In Defense of America*, with contributions to the book from Republican and Democrat Senators, Congressmen and Governors. After completing this project Pete became fed up with politicians and decided to crawl into a cave stocked only with the 3 G's – Guns, Gold and Guinness.

Pete has been tapped to rescue both large and small companies from their marketing failures. In 2009, Pete was asked to step in and fix the marketing problems of a very successful law firm (yes, even successful companies can be improved). Their \$4,000,000 advertising budget was turned over to him to enhance. So impressed was the Senior Managing Director, a Mr. Farris, with the work that Pete did, that when Mr. Farris left the employment of the law firm, he contracted with Pete to head the marketing efforts of his new company.

Pete now uses his marketing knowledge to produce product launches on the Internet for Speakers, Authors and Coaches. As a Master Product Launch Creator, he has been responsible for some of the biggest product launches on the Internet. To his credit, a few of the product launches he has created were for Master Sales Trainer Eric Lofholm, America's Leading Authenticity Coach Norma T. Hollis and even the *Making Them Believe Home Study Course* for the legendary Dan Kennedy and Chip Kessler (yes, this was THE Dan Kennedy, not some other guy named Dan Kennedy).

Now, let's all raise our glasses of Guinness and enjoy the show!



# The Ultimate Lead Machine

There is no doubt about it. Lead generation is the key function that can provide the sales and profit that any and every business needs.

Because of this, there isn't any shortage of vipers out there looking to sell you advertising.

Google Adwords, Yellow Pages, Val-Pak, Facebook, Newspapers - they all want you to spend money with them. Some of these mediums are good for some businesses. And yet the same ones aren't so good for others... Unfortunately you only find out if they work for you after you spend the money.

However, there is a way to **send out** 152,143 postcards every month with **your advertisement** *without* it costing you **one red cent**.

I'm not going to tell you that it is void of work because that wouldn't be true. You, or if you have staff, will have to take the program revealed in this report and put it into action and do the minimal manual labor.

Now the fact is, you can send out more than 152,143 postcards for free. Frankly, with the system that I'm sharing, you can send out as many as you want. 500,000. 1,000,000. Doesn't matter. However, if I had named the report how to send out all the postcards you want for free, no one would read it because it doesn't sound believable. But you've already come this far and I'm trusting you'll go the rest of the way with me.

Anyone could do what I'm about to share, but most won't.

I showed a buddy of mine how I do this and he loved it. He was floored by it. Then he said, "Can I pay you to do this for me?"

The whole point of this is that you can get your advertisement out for free, but he didn't want to do the work. He would rather pay to have it done for him. That's OK. In fact, for me and I'll show you in a minute why for you, that's fantastic...

## The Strategy in A Nut Shell

This strategy is done by combining two other businesses with your own that are trying to reach the same people you are trying to reach. For those who aren't familiar with this concept, this is called a co-op mailing.

You are going to mail a HUGE, oversized, jumbo postcard.

The two other businesses will pay to cover the cost of the printing and postage while you take care of the minimal manual labor.

## The Magic of The Co-op

For my financial planning business, I know what kinds of clients are most profitable for me...

Generally speaking, home owners are better prospects for me over renters. Going deeper, home owners in a high end community are better for me than a "starter" home community. Deeper still, families that live in gated communities in Orange County California are the cream of the crop.

This isn't unique to financial planning though. There are other businesses that also get great clients from home owners in high-end gated communities...

## Kicking This Into High Gear

I'll share with you how I use this while you think about how to translate this to your business.

### The First Step...

...is to pick a community where there are plenty of my idea prospects based on where they live. One such community is a tiny town called Rossmoor in California. It's close to my office and 95% of the people that live there own their home. These are also higher priced homes so most of the families there are well established.

I'm going to be mailing to the entire community so I need to find out how many homes there are in that community.

The US Postal Service has a relatively new tool that is still pretty much unknown and for us, incredibly powerful..

It's called Every Door Direct Mail. You can find out more at <https://eddm.usps.com/>. The EDDM program allows you to mail every resident or business mail box for (currently) 17.5¢ each.

At that price point, it is suddenly easy for every business to saturate an entire area. However, after you read this report, *you aren't going to pay anything*. That makes it even more appealing!

Now, there are rules that you must follow to use the EDDM program, and I'll get to those a little later...

When you go to <https://eddm.usps.com/> you will see something like the following:

The screenshot shows the USPS Every Door Direct Mail (EDDM) website interface. At the top, there are navigation links for 'Customer Service', 'USPS Mobile', and 'Register / Sign In'. Below the USPS.COM logo is a search bar and a navigation menu with options like 'Quick Tools', 'Ship a Package', 'Send Mail', 'Manage Your Mail', 'Shop', and 'Business Solutions'. The main content area is titled 'Every Door Direct Mail®' and includes a brief description: 'Find the customers who matter most. Every Door Direct Mail from the U.S. Postal Service® is designed to reach every home, every address, every time. Just sign in to your USPS.com account, pick your delivery routes, let us know when you'd like to drop off your order, and we'll take care of the rest. Sign In Now >'. To the right, there are two buttons: 'New to EDDM? Learn more about how to use the tool >' and 'Still Have Questions? Browse our FAQs >'. Below this, there is a map showing a residential area with a blue line indicating a delivery route. A table titled 'Select Deliveries' is visible, showing mailing options and costs for three different routes.

ROUTE	RES	BUS	ALL	COST
90720-C001	472	84	556	\$80.62
90720-C002	76	285	341	\$49.45
90720-C003	416	0	416	\$80.32

Type in the zip code that you are thinking about mailing to and it will show you all the carrier routes for that area. This is an important part because you have to mail to the entire carrier route with few small exceptions. Exceptions like: you can remove businesses, PO Boxes, and rural addresses.

When you mouse over the carrier route it will highlight that area on the map. This allows you to see exactly where each route is delivered. In my case, Rossmoor shares the zip code for Los Alamitos, but I don't want to deliver to Los Alamitos, I pretty much only want Rossmoor.

After selecting the routes that I want to mail to, I found that there were 4,144 residences in those routes.

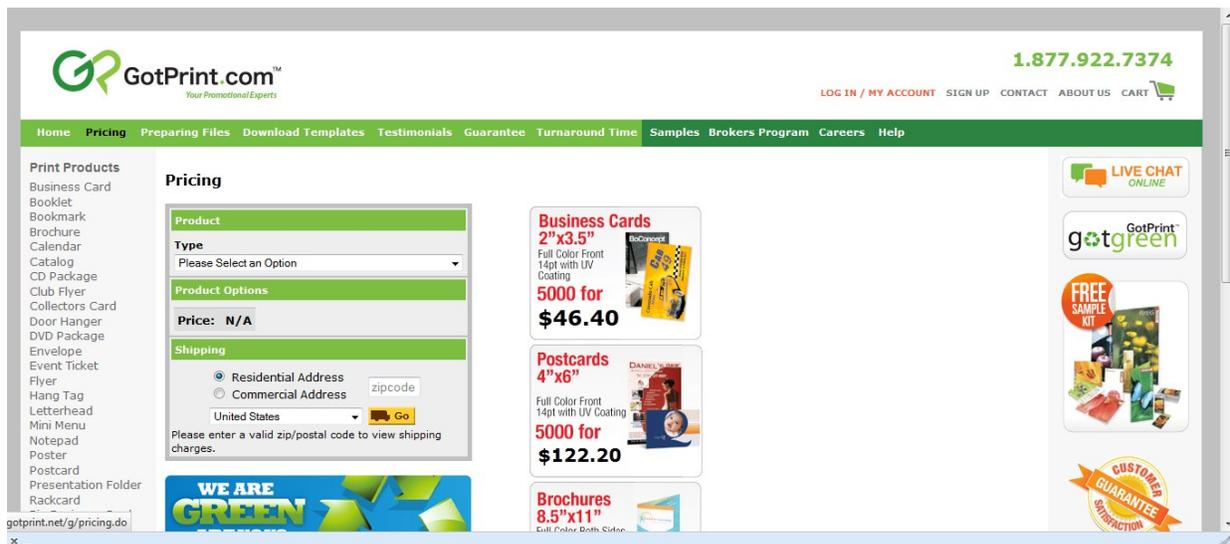
The cost to mail them? \$725.20. (Without the EDDM program it would have cost \$2,030.56 for 1<sup>st</sup> class!)

### Now for step two...

Now that I know there are 4,144 residences, I need to figure out what it is going to cost me to print enough oversized postcards.

Since I'm doing a co-op with two other businesses, I need a big enough postcard for all three of us to have plenty of room for our marketing message. I typically do a jumbo 6.5" by 12" postcard. Split that up three ways and that's like we each have a typical sized postcard.

Now I need to find out what it costs to print 4,144 postcards. So, it's time to go to your favorite printer. For me, that's <http://gotprint.com>.



If you decide to use <http://gotprint.com> as well, you'll need to click on the pricing tab to get your estimate.

As you will see on the next page, you'll need to include more info.

Product Type:	Postcard
Size:	6.5x12 (EDDM Eligible)
Paper/Material/Substrate:	14pt Gloss Coated Cover with UV (c25)
Color:	Color Both Sides
Quantity:	5000 (even though I only need 4,144)
Proof:	Instant Online Proof

I use these printing options because they produce great looking postcards that my co-op partners will be proud to be included on.

Next, select what your shipping method will be. For me, ground is just fine.

What I forgot to check when I did my first, was tax. Where I live in California my total sales tax was 8.75%.

I now know that it is going to cost me \$449.10 for the printing to be done and mailed to me.

**Product**

**Type**  
Postcard

**Product Options**

**Size** ?  
6.5x12 (EDDM Eligible)

**Paper/Material/Substrate** ?  
14pt Gloss Coated Cover with UV (C2S)

**Color** ?  
Color Both Sides

**Quantity** ?  
5000

**Proof** ?  
Instant Online Proof

**Price: \$362.60**

This product may have additional options that can affect the price. Visit the order page for complete pricing.

**Shipping**

Residential Address   
 Commercial Address

United States

Method	Charge
<u>Pickup</u>	\$0.00
Ground	\$54.77
3 Day Select	\$111.93
2nd Day Air	\$126.09
Next Day Air Saver 3pm by end of day	\$136.85
Next Day Air 10:30 to 3pm	\$171.40

Armed with the printing costs of \$450 and the postage costs of \$780, I know that this project is going to cost \$1,230. However, I want to build a little padding in, so I'm going to round up to \$1,300.

### Step 3 - Getting It All For Free

Idea's are worth money... Lots of money...

You are going to be approaching other businesses to join you on this co-op. They get to benefit from your knowledge. If your co-op partners are like mine, they will thank you for inviting them in on this project.

Since there is still work to be done, your job isn't over. Your time and work is worth something. For me, that means that the \$1,300 is going to be split between the two other businesses because I am valuing my time at \$650.

So, for them to participate in the co-op, their portion will be \$650 each.

That's how I get my postcard mailed out for free. They pay for my marketing message to be delivered to my idea prospects.

**How many postcards would you mail if it didn't cost you anything but your time?**

4,000? 40,000? 400,000?

The answer is *yes*.

## Drilling it down. The final product.

If you'd like physical samples of postcards I've sent out so that you can show your potential co-op partners, visit my resource page at: <http://bustoutthebigguns.com/resources>

**"FREE 2013 Consumer Guide To Paying For College Without Sabotaging Your Retirement Or Stripping Your Home of It's Equity"**

If you are curious about how to pay for your kids college education without breaking the bank and destroying everything you've worked hard for, here's an easy way to discover what it takes to get the most financial aid possible from the government, private institutions and the colleges and universities themselves.

In this fact filled guide, you'll discover 6 costly misconceptions about financial aid, how to avoid the 3 biggest college planning rip-offs, the biggest financial aid secret regarding high income families, 5 mistakes to avoid when choosing a college planner, demanding a 100%, risk-free, money back guarantee from your college planner, and the 4 steps to maximizing your financial aid.

To get your Free 2013 Consumer Guide just call 1-800-800-XXXX x 5 for a 24hr free recorded message or go to: [www.bustoutthebigguns.com](http://www.bustoutthebigguns.com)

**Who Can Sell Your Neighborhood Better Than Us?**  
We Live Here Too! Rossmoor Home Owners Since April 1984

**Now is the time to Buy and Sell! Call Us to see if it is the right time for you?**

**Receive a Voucher for a 5 Day Cruise for 2 when you Buy or Sell thru us!**

Limited time offer  
Call for Details

**RE/MAX College Park Realty**  
DRE#01130479 & 01205340

**"Don't Forget, Call Tim & Lynette!"**  
(800) 800-XXXX

**Can You Spot The \$330,000.00 Difference In These Two Identical Rossmoor Homes?**

Did you spot it? Here's a hint: It isn't the roofing shingles, or the special nails. It isn't the gold-plated faucets... or anything you could even see with the naked eye.

The difference between these identical Rossmoor homes is that any US citizen over 62 years old can cash out \$330,000 and have no monthly payment as long as they live in the house.

For instance, the house pictured above qualifies for this program. It's a beautiful 3 bedroom Rossmoor home right on Martha Ann. It has an extra large lot size, with an attached garage, and mature palm trees.

**New Government Backed Program**

It's part of a new government backed mortgage program that allows Americans over the age of 62 to cash out a substantial part of the equity in their Rossmoor home, or in some cases pay off their mortgage, and never have a mortgage payment as long as they live in the home.

You can use this program to purchase, refinance, or cash out virtually any single family home or condo.

There are no income or credit qualifications for this program. The only requirement is that you are at least 62 years old and a quick calculation can tell how much cash you can receive. Being older than 62 means you can receive even more money.

To see if you qualify before this program is gone, call Chris Egan at (800) 800-XXXX right now.

DRE License #00020111

Interested in advertising on this postcard?  
Call (877) 6558-4496 For Free Recorded Message with information.

LOCAL POSTAL CUSTOMER

PRINT SIDE  
FRONT  
US POSTAGE  
EPA 7075-100  
EPA 7075-100

**"FREE 2013 Consumer Guide To Paying For College Without Sabotaging Your Retirement Or Stripping Your Home of It's Equity"**

If you are curious about how to pay for your kids college education without breaking the bank and destroying everything you've worked hard for, here's an easy way to discover what it takes to get the most financial aid possible from the government, private institutions and the colleges and universities themselves.

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To get your Free 2013 Consumer Guide To Paying For College just call 1-800-875-5555 x 5 for a 24hr free recorded message or go to: [www.collegeplanning.com](http://www.collegeplanning.com)

**Who Can Sell Your Neighborhood Better Than Us?**  
We Live Here Too! Rossmoor Home Owners Since April 1984

Now is the time to Buy and Sell! Call Us to see if it is the right time for you?

Receive a Voucher for a 5 Day Cruise for 2 when you Buy or Sell thru us! Limited time offer Call for Details.

**RE/MAX College Park Realty**  
DRE#01138479 & 01205340

**"Don't Forget, Call Tim & Lynnette!"**

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DRE: License #00629111

Now your first thought is going to be the same as everyone else. If I can put two other businesses on this postcard, maybe I can make some money by adding a 4th... or 5th... or...

## DON'T.

There is the law of diminishing returns at act here.

A single advertiser is best. However, that would mean that you pay all \$1,300 yourself.

Two advertisers is great as well. However you either have to find one person that pays for everything or you split the cost with them.

Three advertisers is damn good. Splitting the fee between two other businesses keeps the price down to where the right businesses who co-op with you are going to find this a no brainer.

## How many postcards should you send at a time?

That isn't the simplest of questions to answer, but here goes...

You should mail out as many as is needed to make it worthwhile for your co-op partners.

Hey, it isn't costing you any money... so you can send 1,000,000 and it doesn't matter - financially - for you.

When using the EDDM program where you are reaching residences, it's been my experience that 5,000 postcards will get the results you and your co-op partners are looking for. In my example, I only sent out 4,144 because that is how many is needed to get all of the Rossmoor community, but 5,000 would be ideal.

Now, I do that over and over again in all kinds of communities because I want all the leads I can get.

## But What If You Are In Business To Business?

Or what if you need to target specific groups of people not based on geography?

That's where you can really shine!

Let's say you are in the janitorial business...

You've found your best clients to be law firms. So, the first thing you do is go to <http://www.infofree.com> where you can get unlimited lists for a low monthly access fee. Of course there are other services such as <http://infousa.com>. Use your favorite.

Let's say you find 2,500 law firms around you. Armed with this information you can approach other businesses that also target law firms. These might include other attorneys that specialize in an area that most lawyers farm out. Also, financial planners, providers of law books and libraries, continuing education services, web designers, etc. all market to lawyers.

Because you will not be using the post office's EDDM program, your postage costs will be a lot higher and that is where the savings you offer really come in!

The postcard dimensions will also be different.

To qualify for regular first class postage, the postcard can't be larger than 6 1/8" by 11 1/2". GotPrint.com has a nice format at 6" x 11", so that's what I tend to use.

To send out 2,500 postcards to businesses or specific groups of consumers, your co-op partners will be looking at something around \$1,00 for the mailing (this includes postage and printing). Again, there is no way they would ever be able to mail that many that cheaply by themselves. Also, you will have slightly more work because each postcard will need to be addressed and this often means that you will need to label them individually.

Bottom line, you'll be able to mail your message for free and your co-op partners will get an incredible value!

## How To Select Your Co-op Partners

Your co-op partners will be relatively easy to get. I'll give you step by step instructions in a minute.

First thing is to approach partners that are already advertising in the community you want to reach. I like to pick up the community newspapers, local Val-Paks/Money Mailers, and my own junk mail. I want businesses that already understand the value of advertising. I don't want to be a position where I need to convince people.

Find businesses that have a high value per client. Such as:

- Real estate agents
- Mortgage lenders
- Lawyers
- Cash for gold businesses

- HVAC businesses
- Chiropractors
- Dentists
- Car repair shops
- Assisted living facilities
- Pest control companies
- Security System installers
- Carpet cleaners
- etc.

Target businesses where one new customer, client, or patient will cover their cost for the co-op.

*Now how do you approach them?*

I'm going to assume that you have already reached out to business owners that you already know. The first two business owners that I asked said yes. Then, one backed out, so I asked a third. And he was in. When you approach the right businesses, that's really close to what you should expect.

To approach businesses you don't know, you can always go to any chamber of commerce meeting or networking group and meet a bunch of business owners over coffee. Remember you only need two.

It is important to realize that people will listen to you more because you are not approaching them as a salesman trying to sell ad space. You are a fellow business owner looking for other business owners that want to join forces and reach the same community.

My co-op partners will often thank me for including them in the project. They know they could never reach that many people so cheaply.

## **But, if you want to do it the easy way...**

Just shoot them an email.

*Yep, that's it. Just a simple email.*

We are going to write an email using a powerful technique called "Cheese and Whiskers" which was popularized by marketing genius Dean Jackson.

Here's what you say if you were sending it to a real estate agent:

To: Joe Blow Real Estate Agent  
From: pmitchellceo@gmail.com  
Subject: Listing

Hi Bob,

I was just reaching out to you to ask if you are taking on any new listings right now.

Thanks,  
Pete

That's it.

*Don't complicate this more than you have too.*

They are going to come back with, some sort of positive answer, because hey, they are real estate agents looking for listings...

So then your next email should be the following:

My name's Pete Mitchell and I'm currently getting ready to send a direct mailing out to the residents of \_\_\_\_\_ (there's about \_\_\_\_\_ homes that I'll be hitting). I do \_\_\_\_\_ and direct mail usually gets about a 1% response for me (\_\_\_\_\_ new prospects through the door).

I'm sure there's a lot of folks looking to sell their home in \_\_\_\_\_ (they seem to be popping up all over the place). If you want to share the mailing with me and another non-competing business (the other guy does \_\_\_\_\_), we can split it up for ridiculously cheap.

We are using a big 6.5x12 inch postcards, it leaves a ton of space for each of us on the front and back in full glossy color.

By doing this as a co-op, we are each able to get our message out to each home for about \$0.13 a card. That's for the postage, printing, design and labor.

Let me know if you're interested. I'd like to have you rather than another R.E. agent on it but I've got to know so I can get this going right away.

Thanks,  
Pete Mitchell

(This little gem comes from internet marketer Bob Ross)

*That's pretty simple.*

If they ask for more detail or what the final cost is, give it to them. Sometimes they will want to see a sample postcard. If you have one, take it over to them. This is a simple program and most will want to do it without thinking about it too much...

**The 4 keys to the email message are:**

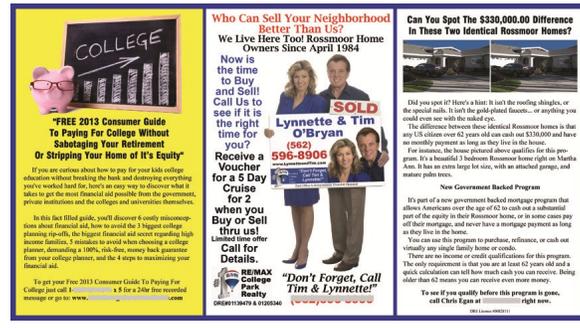
- 1) Break it down to how much it is going to cost them per house. This shows just how ridiculously cheap it is.
- 2) Let them know that the three businesses will not compete with each other.

- 3) If they don't want to do it, you are going to get someone else who does what they do and include them in on it.
- 4) You are used to getting great response from direct mail. If your numbers are closer to 1.5% or 2%, use them. Be honest, and use them.

# Botta-boom, batta-bing. You're in!

I'm good with Photoshop so I always offer to put together their ad. If they already have an ad that they've run in the past, I'll take that and work with it to fit it in the space.

If you'd like physical samples of postcards so you can show your potential co-op partners, visit my resource page at: <http://bustoutthebigguns.com/resources>



Again, you are going to want to do this a minimum of every month. I will often have several of these going on in several areas at any given time...

But you don't want to go looking for advertisers every time you want to send one out, so here's a strategy worth it's weight in gold...

On each postcard I have the simple phrase:

**"Will You Believe How Little It Costs To Reach Up To 5,000 Rossmore Homes With A Postcard Like This?"**  
*Call Free Recorded Message, 24/7, for full details at \_\_\_\_\_.*

**"Will You Believe How Little It Costs To Reach Up To 5,000 Rossmore Homes With A Postcard Like This?"**  
*Call Free Recorded Message, 24/7, for full details at \_\_\_\_\_.*

LOCAL  
POSTAL CUSTOMER

PRSRT STD  
ECRWSS  
U.S. POSTAGE  
PAID  
EDDM RETAIL

I then let the automated message do all the work for me.

I tell a brief version of what the postcard mailer is with who I am and then I invite them to leave their contact info if they want to advertise on the next one.

*I let the recording do all the work.* I only want to talk to people who are ready to take the next step. I don't have time to sell them on the cheapest way they are ever going to get business.

Here's my actual message...

Yes Hello! Thanks for calling about advertising on this oversized postcard.

My name is Pete Mitchell and I'm a local business owner just like you.

I have a financial planning/college planning business that I advertise on this postcard. I've found that by doing a co-op with other businesses that don't compete with each other, we are able to bring down the cost of advertising quite nicely.

Of all the advertising that I do, I've found direct mail, these oversized postcards specifically, to be the best bang for my marketing dollar.

I generally get around a 1% response. I advertise to Rossmoor and surrounding cities like Seal Beach, Los Al, parts of Long Beach, etc. I like to send out about 4,000-5,000 postcards at a time. It's really hard to handle all the leads from more than that. With the three of us advertising on a postcard, it breaks down our individual cost to about 13 cents per house. For about \$650 you can get your message into the hands of over 4,000 Rossmoor residents.

That's pretty cool.

If you would like to be one of the advertisers on the postcard, I'd love to work with you. Just leave your name and phone number and tell me a little about your business and what geographical area you'd like to advertise in.

I'll chat with you soon!

## Let's Talk Physical Dimensions...

Like I said, I use GotPrint.com. So the dimensions I will give are based on what will integrate with their system perfectly.

I'm going to share with you dimensions for an EDDM mailing. If you don't get my template, visit [gotprint.com](http://gotprint.com) and download theirs. (Use the 6.5x12 GotPrint.com postcard template at 350 dpi.)

This template will be 4239 pixels by 2314 pixels.

- Each ad on the front of the card should be 1372px wide by 2236px tall.
- For the back, each ad should be 1264px wide by 2236px tall.

If you use my templates the ads will "snap" onto the guidelines so everything will be set up perfectly.

**And Now... Here's How To Mail All This Stuff For 17.5¢ A Piece  
(Even Though 1st Class Postage Costs .49 Cents!)  
*Savings your co-op partners 31.5¢ on ever piece mailed...***

Perhaps the greatest thing the post office has ever done was create the EDDM program. It is because of this that mailing out thousands of postcards can be so cheap.

With the EDDM program, you don't need a list and you can have every residence hit with your postcard.

Let's say you are a real estate agent and you want to help families go from renting to owning. You can target an apartment complex or a rental area with your message. *Just brilliant!*

The post office requires you to send out at least 200 or one full carrier route as a minimum. In Southern California where I live, one carrier route is always more than 200. Use the <https://eddm.usps.com/> website to see where the carrier routes are for your target market.

Without a permit, you can't send out more than 5,000 at a time. I have no idea what government brainiac thought that dumb rule up, but there is an obvious way around it. If you have more than 5,000 to mail out, take 5,000 in one day and the rest the next day.

You **do** have to take the postcards into the post office that does the mail for the carrier routes you selected. So if you are doing 10,000 cards at a whack, there is a good chance that you will have to split it up over different post offices anyway so the 5,000 rule won't be an issue.

Also, if you are going to be mailing to an area that wouldn't be convenient for you to drop off the postcards at, you can mail it to the branch that will do those carrier routes. Many printing companies will offer a complete fulfillment and printing service for you for the EDDM program. They will print, bundle and deliver your postcards to the correct post offices for a fee. This will raise your price significantly, so make sure you can pass that onto your co-op partners or you'll be out of pocket the extra costs.

For us, we're considered "retail" users by the post office (non-permit holders).

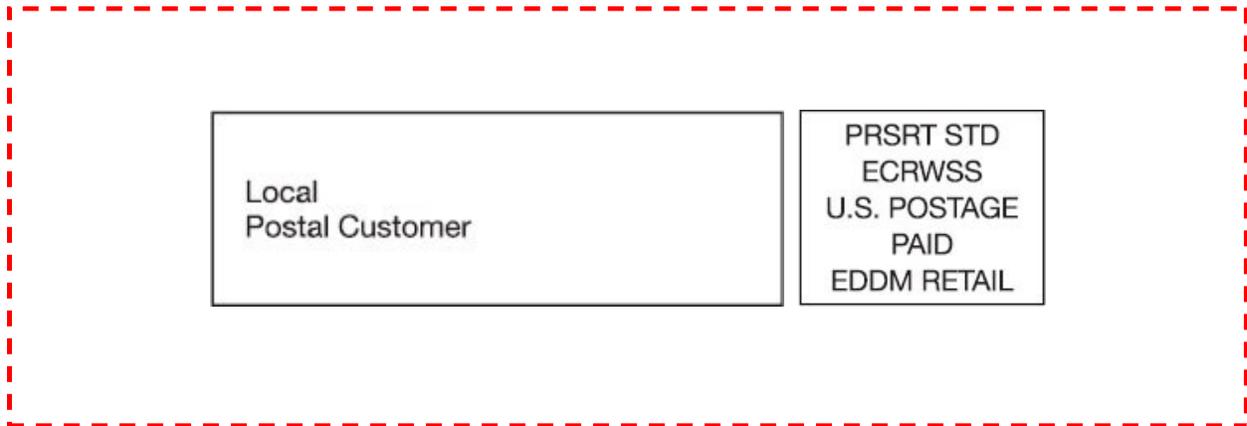
When sending out EDDM, you still have to have an address box (see the picture below). Also, you need to have the permit for EDDM on the piece.

Here is what the post office gives as an acceptable example for the address box and permit images:



This is also the reason that the ads on each side of the card are slightly different sizes. We had to make room for the address box and permit on the front side.

When you use the online system for your EDDM mailer, which surprisingly is dead simple, you are going to be able to pay for everything and print the required forms.



Here's a sample of one of my recent EDDM mailings:

Page 1 -

**POST OFFICE LOCATIONS AND DROP INFORMATION**

Information provided below identifies the Post Office retail units that service the ZIP Codes and routes included in your mailing. Each mailing must be taken to the specified Post Office retail unit as indicated below for processing at the discount postage rate.

1    **LOS ALAMITOS**  
 10650 REAGAN ST  
 LOS ALAMITOS, CA 90720

Phone:  
 (562) 594-0286  
 Fax: (562) 596-1932  
 800-ASK-USPS

Retail Business Hours						
M	T	W	Th	F	Sa	Su
09:00AM	09:00AM	09:00AM	09:00AM	09:00AM	09:00AM	
05:30PM	05:30PM	05:30PM	05:30PM	05:30PM	12:00PM	

ZIP Code	Route	Mailpieces	ZIP Code	Route	Mailpieces	ZIP Code	Route	Mailpieces
90720	C003	416	90720	C006	317	90720	C007	309
90720	C008	319	90720	C009	342	90720	C011	320
90720	C012	339	90720	C013	422	90720	C014	329
90720	C016	397	90720	C025	306	90720	C027	328
<b>Total Mailpieces: 4144</b>			<b>Approximate Cost: \$600.88</b>					

This is the summary page that tells you which postal offices you will need to take your mail to and how many pieces you need to take in for each route.

United States Postal Service <b>Every Door Direct Mail (EDDM) Retail®</b>				Post Office: Note Mail Arrival Date & Time (Do Not Round Stamp)													
Mailer	Business Name and Address and Email Address, If Any PETE MITCHELL, INC. 5150 E PACIFIC COAST HWY STE 200 LONG BEACH, CA 90804-3399	Telephone _____	Name and Address of Mailing Agent (If other than mailer) _____	Telephone _____	Name and Address of Individual or Organization for Which Mailing is Prepared (If other than mailer) _____												
	Customer Registration I.D. (CRID) 6555030		Customer Registration I.D. (CRID) _____		Customer Registration I.D. (CRID) _____												
Mailing	Post Office of Mailing LOS ALAMITOS	Processing Category <input checked="" type="checkbox"/> EDDM Flats	Mailer's Expected Mailing Date 12/07/2012	Total # of Bundles _____	Total # of Pieces per Bundle _____												
	Type of Postage <input checked="" type="checkbox"/> Prepaid Online <input type="checkbox"/> Pay at Retail	Delivery Type Residential Route Type(s) CTY	Weight of a Single Piece ____ . ____ ounces Max Weight 3.3 ounces	Every Door Direct Mail Barcode INDUCTED													
	<table border="1"> <thead> <tr> <th>Entry</th> <th>Price Category</th> <th>Price</th> <th>No. of Pieces</th> <th>Total Postage</th> <th>Status</th> </tr> </thead> <tbody> <tr> <td>DDU</td> <td>Saturation</td> <td>0.145</td> <td>4144</td> <td>\$600.88</td> <td>INDUCTED</td> </tr> </tbody> </table>		Entry	Price Category	Price	No. of Pieces	Total Postage	Status	DDU	Saturation	0.145	4144	\$600.88	INDUCTED	Affix Meter Strip Here		
Entry	Price Category	Price	No. of Pieces	Total Postage	Status												
DDU	Saturation	0.145	4144	\$600.88	INDUCTED												
Certification	The mailer's signature certifies acceptance of liability for and agreement to pay any revenue deficiencies assessed on this mailing, subject to appeal. If an agent signs this form, the agent certifies that he or she is authorized to sign on behalf of the mailer and that the mailer is bound by the certification and agrees to pay any deficiencies. In addition, agents may be liable for any deficiencies resulting from matters within their responsibility, knowledge, or control. The mailer hereby certifies that all information furnished on this form is accurate, truthful, and complete; that the mail and the supporting documentation comply with all postal standards and the mailing qualifies for the prices and fees claimed; and that the mailing does not contain any matter prohibited by law or postal regulation. I understand that anyone who furnishes false or misleading information on this form or who omits information requested on this form may be subject to criminal and/or civil penalties, including fines and imprisonment.																
	Privacy Notice: For information regarding our Privacy policy visit <a href="http://www.usps.com">www.usps.com</a>																
	Signature of Mailer or Agent _____		Printed Name of Mailer or Agent Signing Form _____		Telephone _____												
Acceptance USPS Use Only	Postmaster: Report Total Postage in AIC 207			Total Postage _____													
	Weight of a Single Piece ____ . ____ ounces		Total Number of Pieces _____		Round Date (Required) Payment Date												
	USPS Acceptance Employee Signature _____																
	USPS Acceptance Employee Printed Name _____																
Verification USPS Use Only	Number of Bundles _____		Any postage figures adjusted from mailer's entries? If yes, reason: <input type="checkbox"/> Yes <input type="checkbox"/> No														
	I CERTIFY that this mailing has been inspected for each item below if required: (1) eligibility for postage prices claimed; (2) proper preparation (and presort where required); (3) proper completion of postage statement; (4) payment of annual fee.																
	Date Mailer Notified _____		Contact _____														
	By (Initials) _____		Time AM PM														
USPS Verification Employee Signature _____																	
Print USPS Verification Employee Printed Name _____																	
Round Date (Required) Verification Date																	

PS Form 3587-B, September 2012 (Page 1 of 2) PSN 7530-13-000-6929

This is the "money" page that the post office will need when you take everything in. You will need to sign it and put your phone number on it.





The online system will give you one of these pages for each carrier route. Print multiple copies of each of these pages based on how many bundles are needed for each carrier route.

## See, here's the catch...

You have to bundle the postcards into groups of 50 or 100. You can't just take in the box the printer sent you with the postcards. I group them into bundles of 100 to save on time.

Count out 100 postcards and use that as your guide stack. Then put together a stack that's about the same height as the stack of 100. It might be off by one or two, but that's not a big deal. You need to put a rubber band around each stack and then put a copy of the Facing Slip page with each bundle.

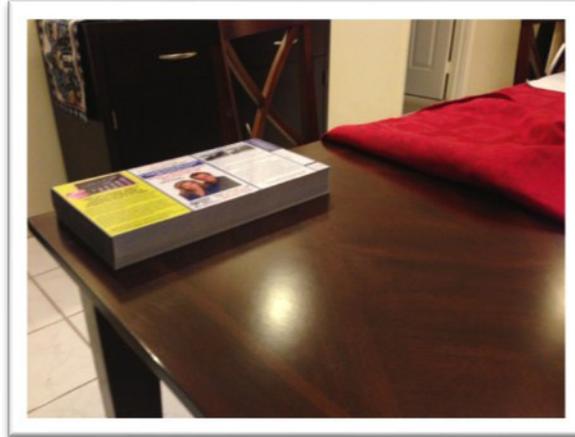
Let's say the carrier route has 419 residences. That means you will need 4 bundles of 100 and one of 19. So I mark the form as follows:

EVERY DOOR DIRECT MAIL - RETAIL™ FACING SLIP		
5-Digit ZIP Code (Required): <b>90720</b>	Route Number (Required): <b>C003</b>	Delivery Type: <b>Residential</b>
Date:	Total # of Mailpieces per Bundle: <b>4 x 100</b> <b>1 x 19</b>	Total # of Bundles*: <b>5</b> <b>1</b> of <b>5</b>
Do Not Deliver Address		Do Not Deliver Address

Do this for each bundle that you are turning in.



I get these rubber bands at Office Depot for \$1.00 a bag.



Count out 100 to use as your guide stack.



Use your guide stack to measure out a new batch of 100.



Put one of the rubber bands around the new batch of 100.



Insert the appropriate Facing Slip, making sure to mark it correctly (see page 20 for details).



Each bundle will have it's own Facing Slip.

Each stack will have 100 except for the "odd" stack, which for this carrier route is a stack of 19.

(Total carrier route was 419).

Then just simply take everything into the post office and you are set!

They aren't supposed to hold onto the mail so what my local office told me is that the best thing to do is to turn it in the day before I want it delivered.

I aim for mine to be delivered on a Tuesday.

Now resist the urge to listen to the postal worker who insists you mail later in the week. They will tell you that Mondays and Tuesdays are heavy mail days and Thursday, Friday and Saturdays are much lighter. They will tell you wild tails about how the Penny Saver and coupon mailers are delivered on Tuesdays and that's too much competition...

**Bull.**

Junk mail is NOT your competition. Oversized postcards are your competition. If someone reads the Penny Saver, your postcard isn't going to stop that, nor are they going to pay your postcard less attention because they got the Penny Saver.

The Penny Saver already knows that Tuesdays are the best days and that is why they have them delivered then. *So should you.*

(The theory as to why earlier in the week deliveries routinely have higher responses is because people don't clean their homes and through away the trash until Saturday when they are off work. I have no idea if that is the real reason and I don't care. I just want the higher responses.)

**Done deal.**

## The Secret Strategy To A Successful Long Term Use Of This System...

So you've come this far. I'll bet you're ready to go out and do what you've discovered in this report. Great! Go do it!

This last bit of information is important, but not nearly as important as just doing it. But hey, if you've been following my work for any length of time, you know I wouldn't feel right if I left out a key bit of info. So, here it is...

### ...Track Everything.

Continue to refine your promotional message. Make tweaks and changes to your message to see what produces better quality and/or more quantity.

This might sound obvious, *but most won't do it.*

Every ad I send out uses a different number for the free recorded message and a different website. I know exactly where each lead comes from.

I know what areas produce the best results and what headlines get the most responses.

Think about it. With the ability to send out tens of thousands of postcards every month, you can test just about every idea you've ever had... for **FREE**.

***Imagine the marketing education you can gain with this much free advertising...***

### Here is what you need to do:

- 1) **Put together your marketing binder.** This binder should have clear plastic sheets so you can put an actual copy of your marketing piece into the binder along with a tracking sheet. Use this binder for every newspaper ad, sales letter, postcard, Adword, etc. you use. *Track everything.*
- 2) **Use some form of tracking software** that you can physically print and put in the binder. I've included a copy of my tracking form for you to see.

## Advertisement Tracking & Results Form

<b>Promotion Name:</b>	Rossmoor College Plan P.C.	1
Ad Code:	3	2
Tracking Phone #:	888-xxx-xxx ext 5	3
Tracking URL:	www.2013xxxxxx.com	4
<b>Description of Targeted Group:</b>	5	
	Rossmoor, Residents Only, EDDM Summary w/ Routes Attached	
<b>Date When Postcards Were Sent:</b>	6	
	Tuesday, December 11, 2012	
<b># of Postcards Sent:</b>	4,144	7
<b># of Leads Generated:</b>	63	8
<b>Percent Response:</b>	1.520%	9
<b>Costs of Promotion -</b>		
Total Postage:	\$600.88	10
Total Printing:	\$450.00	11
Non Co-Op Labor/Other Costs:	\$545.00	12
Number of Paid Co-Op Partners:	2	13
Co-Op Fee:	\$525.44	14
Total Per Unit Cost:	\$0.39	15
Total Campaign Costs:	\$1,595.88	16
<b>Results-</b>		
Cost Per Lead Based On Printing/Postage:	\$16.68	17
Retail Cost Per Lead If No Co-op Partners:	\$25.33	18
Labor/Other Cost:	\$8.65	19
Comments:	20	

Direct Mail Print Email PPC PPM Postcard Co-op

1) Easy to remember campaign name  
 2) This is where I number which campaign I'm on should I be sending a promotion to the same group  
 3& 4) For easy reference, this is where I list the ad tracking info  
 5) Describe who is receiving the campaign. Also attach list info or EDDM summary page that lists the specific carrier routes  
 6) Date campaign was mailed out or for EDDM, delivery date

7) How many were mailed  
 8) Leads generated  
 9) Results of campaign  
 10 & 11) Hard costs  
 12) Misc. expenses out of your own pocket, plus what you value your labor at. This is important to determine if the leads generated are worth your time spent on the promotion.  
 13) How many are splitting the hard costs?

14) What you need your co-op partners to pay to cover hard costs  
 15) Actual per piece cost  
 16) Total costs including labor  
 17 & 18) Per lead breakdown  
 19) Important breakdown to know if your leads are worth your time and labor or use to see if you should hire someone  
 20) Comments

## 3 Steps To Maximizing Your Results From This Idea

### **Step 1: Make a Commitment to Act.**

Funny as this may sound, I can't tell you how many times people have come into my office or called me on the phone and after we are done they shake their head and say, "If I would have known that all this was possible, I would never have waited as long as I did to come see you!"

I've shared just one simple idea in this report. One idea that if acted upon could prove to be worth millions of dollars in sales to you. But the idea is only as good as the action put into it. Decide to act right now.

### **Step 2: List Your Objectives and Who You Want To Approach.**

Jot down what your goals are in doing your co-op. How many postcards do you want to send out over the next 12 months?

I have a personal goal to send out 60,000 per year, per business, minimum. That means I need an average of two co-op partners per month, per business. If you can't do that you're brain dead and should look into doing something else with your life. (Harsh, but true.)

List out potential co-op industries. Then, identify 3 businesses per industry and send out the email in this report. Take the first two (from different industries) and get the first one going. *Lather. Rinse. Repeat.*

### **Step 3: Act.**

Seriously? Do I need to say anything more? Just do it!

