

Mail Out A Series Of “LUMPY” Direct Response Sales Letters

You may be thinking... what the heck is a LUMPY sales letter, right? Well it's a letter in an envelope with something else in the envelope so that the envelope is no longer flat, it's lumpy. We do this for 3 reasons:

One, if it's lumpy it usually gets put on the top of someone's pile of mail because if you put it on the bottom or in the middle, all the other mails will slide off to the sides.

Two, the person who the letter is addressed to will be very curious as to what's inside the envelop making it lumpy and will HAVE to open it right away.

And three, the object that we put in the envelop ties in and is referred to in the sales letter.

For example: the 3 series of letters we recommend you mail contained in this module each have their own lumpy object. Letter one has a small packet of ASPIRIN, letter two has a PUZZLE PIECES, and letter 3 has a WORRY DOLL.

Oh I almost forgot – you may think these letters and lumpy objects are silly, hokey, and not professional and you may think your potential client will think you are silly, hokey, and not professional. You may also think this is not the image you want to put out there for your business. Let us clear this up for you right now...

One, no one cares about your image, so you shouldn't because the ONLY thing your potential client is concerned with is WIIFM (what's in it for me).

Two, this approach is DIFFERENT and has already proven to work well.

Three, in marketing the ONLY thing that matters is what works and what gets the results you're looking for. And four, people are people and it does not matter that you are mailing to a doctor or CEO; they are just like all of us. They will get a chuckle out of your approach.

How to mail your letters?

Step 1 - You start of by mailing letter 1 to your target list. We suggest you TEST only 50-100 letters to start.

Step 2 – For every business who did not call you for an appointment from your letter one mailing send them letter two 7 days later.

Step 3 – For every business who did not call you for an appointment from your letter two mailing send them letter three 7 days later.

Print your letters on plain white paper with black ink. Make sure your signature is in blue ink so it looks like you actually signed the letter.

Put your letter and lumpy object in a plain white envelope. On letter one the aspirin packet is to be stapled to the top of the letter.

HAND ADDRESS your letters and put an actual stamp on them.

Letter number two with the puzzle pieces, you can just add 3-4 pieces inside the folded letter.

Letter number three with the worry doll, you are to staple or tape the doll to the upper right corner of the first page.

Check with the post office for the proper amount of postage to put on each of your three envelopes.

This is for letter #1

www.Benmeadows.com

1-800-241-6401

Item #: 83547

Cost: \$7.90 for 125 packets



This is for letter #2

Buy a puzzle set from any store. I get mine at target or walmart and usually get a 1,000 piece puzzle for around \$15.

This is for letter #3

www.globalmarketstore.com

item # WD100

Cost: \$15 for 12 bags of 6 or \$.20 each for 72 worry dolls

