

Department of Business Procurement
5124 Ralston Street,
Ventura, CA 93003



IMPORTANT NOTICE:
Money Guaranteed To BUSINESS NAME.
Immediate Action Required - See Inside For Details

POSTMASTER: TIME SENSITIVE MATERIAL ENCLOSED. PLEASE DELIVER NO LATER THAN 10/31/09



[Contractor Name],
Get Ready To Man Your Phones Because
You're About To Be Overloaded With New Business!
(It'll be OK to laugh as you watch your competition scramble for work).

ABC Contractors
123 Main Street
Ventura, CA 93003

**Exclusive Program Limited To
Just One [Contractor Type]
Each Neighborhood. Please
Call (877) 376-3749
No Later Than**

3 business days

Lock Out Your
Competition From
Neighborhoods
You Choose!



Department of New Business Procurement • Mail Manager • 5124 Ralston Street • Ventura, CA 93003 • (877) 376-3749

Dear [contractor name],

Mr. Larry Chason, president of Mail Manager, Inc., asked me to personally invite you to participate in a new business development program that is available only to a restricted selection of [contractor type] in the city of [contractor's city of business]. This opportunity guarantees you will generate more business and money within the very neighborhoods you already serve!

I'll tell you how the program works in a bit, but first I want to make sure you understand what is guaranteed to you through the program:

1. More customer referrals than you ever imagined!

If you're like most [contractor types] in [city], sure, you're probably advertising in the yellow pages, newspapers or coupon mailers. But, you realize that most of your business comes from word-of-mouth. With our new business development program, we guarantee you'll see a huge increase in referral business!

2. "Top-of-mind" Neighborhood Awareness.

Right now, when you get a job in a particular neighborhood, your customer's neighbors only find out about it if they drive by while you're at your customer's house. Maybe you leave a sign behind on your customer's lawn, but it doesn't tell the neighborhood anything about the work you've done. What's worse, there's no guarantee your customer doesn't take it down the minute you drive away!

Our new program guarantees your customer's neighbors will know all about the work you're doing, and if you choose, it even lets them see for themselves!

3. Territory Exclusivity!

Due to the nature of this new business program, we are forced to limit its access to just one [contractor type] in each neighborhood. At this time, I need to let you know that certain competitors of yours are also receiving this offer, including Contractor A, Contractor B and Contractor C. But because we designed this program to be available on a first-come, first-served basis, you can LOCK OUT YOUR COMPETITORS RIGHT NOW by calling (877) 376-3749!

Please, be aware, unless you act quickly, your competitors may beat you to the punch and lock you out! Now's your one chance to grab all the business you can handle and watch your competition scramble for work!

**A Unique Opportunity Reserved Only For Contractors
Who Are Serious About Making Big Bucks in 2010.**

If you've read this far, congratulations - you've passed our little test. You've shown that you're serious about your desire to increase awareness about your business, get more cus-

(Over, Please)

Take Your Business To The Next Level With Mail Manager's Exclusive Jobsite Program

★ Reach New Prospects In Neighborhoods You Already Serve!

★ Get Referrals From Existing Customers!

★ Lock Out Your Competition
And Watch Your Business Soar!

CALL (877) 376-3749 TODAY
To Lock Out Your Competition



tomers referrals, and *make your competition sweat!*

And the way you're going to achieve all of that is with a revolutionary type of advertising campaign using neighborhood-level targeting through direct mail. **Here's how it works:**

1. Once a month, you provide Mail Manager with a list of addresses and key information about your past month's jobs.
2. Our in-house targeting experts create a 'radius' list of prospects in each neighborhood you've served where you want to generate more business. These are the names and addresses of your existing customers' neighbors.
3. We work with you to develop an effective, and beautiful, four-color customized mailing for each radius list that builds awareness of your business and tells your prospects all about the job you've just done in their neighborhood. In each neighborhood mailing, you can *show off your work* by including before and after photos, plus you can let your happy customers talk you up by including glowing testimonials about your work!

Now, on top of all the benefits you'll get through our Neighborhood Jobsite Program, you'll also learn exactly how well the program is working for you - and that's something you don't get with yellow-page ads and newspapers. We'll give each of your mailings a unique 800 number that automatically redirects right back to your own phone, so we can 'count' the number of calls you get from each mailing - whether the calls come in one day, one week, one month or one year after your prospects receive the mailing. That way, you'll always know just how many new leads you've received from your campaign.

Our Neighborhood Jobsite Program Is Guaranteed To Work, Or We'll Refund Every Penny.

We've tested and perfected our Neighborhood Jobsite Program to be incredibly effective at generating new business for our customers. Now, we're so sure that it's going to work for you that we stand behind it 100% with our iron-clad money-back guarantee: If we can't help you generate more leads, we'll refund every penny from every Jobsite mailing we produce for you*.

This is an incredible no-risk opportunity that is ready for the taking. One lucky [contractor type] in zip code [zip code] will soon enjoy all of the benefits of this new program, including shutting out the competition entirely. *Will it be you, or will you let one of your competitors steal it away from you?*

If you're ready to take on more business and you're serious about making more money, then you need to sign up for Mail Manager's new Jobsite Program. Call Larry Chason at (877) 376-3749 to get started right away.

Sincerely,

Craig Stevens

Craig Stevens
Vice President, Mail Manager

PS. Don't forget! Our new Jobsite Program is restricted to just one [contractor type] in zip code [zip code]. Call (877) 376-3749 now to reserve your place and prevent your competition having the upper hand!

The Top 5 Marketing Mistakes Most Contractors Make (and how *you* can avoid them...)

Mistake #1:

Failing to be consistent with advertising

Most contractors only spend money on marketing when the business is down. This is a huge mistake! **Your prospects may not need your services right now, but they will when you least expect it.** That's why it's important to be consistent by keeping your business name out there. The Jobsite Direct Mail program from Mail Manager is your best way to do this.

Mistake #2:

Failing to Test new marketing Avenues

Too many contractors rely on marketing channels like the yellow pages or coupon books, where your message gets lost in the clutter. **It's important to test new channels like Direct Mail, which allow you to track every new lead you get.** Furthermore, once you start a direct mail campaign, you should continue to test new messages to make sure you're getting the most bang for your buck.

Mistake #3:

Failing to understand Return On Investment

Contractors who advertise without knowing for sure if they're getting any new business from their ads are simply throwing their money away. A direct mail campaign from Mail Manager lets you know exactly how many customers you get from your mailing, so you'll always know how your investment is working for you. And when you know how well your advertising is working, you're in control.

Mistake #4:

failing to know the lifetime value of a customer.

As a contractor, you know the immediate value of a customer by the size of the job they give you. But do you understand the lifetime value of that customer? **When you do a great job for a customer, odds are they'll come back to you time and time again when they need additional services.** So, when you consider the cost to acquire a new customer, you should always consider the lifetime value of that customer.

Mistake #5:

Failing to respond quickly to all Inquiries.

When someone contacts you to get a quote on a job, do you put them off, or worse, never return their call? **As a contractor, your business depends on a constant stream new customers, so you need to get back to customers right away to lock in the job.** When you make your prospects wait, they're only going to seek out your competition. Plus, you'll lose any potential referrals the prospect may have given you.

If You're Making Any Of These Mistakes, Call Mail Manager Today! (877) 376-3749

How To Know If Direct Mail Is Right For Your Business

At Mail Manager, we're serious about helping contractors who want to succeed. But we understand that direct mail is not for everyone. That's why we've put together this short quiz to help you understand whether or not it's right for you.

Just answer the five questions below, then refer to the results guide to see if you can benefit from direct mail.

Direct Mail Quiz For Contractors	YES!	NO!
1) I advertise in coupon mailers or newspapers but I know I can do better.	<input type="checkbox"/>	<input type="checkbox"/>
2) I believe it's important to be consistent with advertising.	<input type="checkbox"/>	<input type="checkbox"/>
3) I want to know exactly how much new business I get from my marketing investment.	<input type="checkbox"/>	<input type="checkbox"/>
4) I want my current customers' neighbors to see what I can do for them.	<input type="checkbox"/>	<input type="checkbox"/>
5) I want to put my competitors out of business.	<input type="checkbox"/>	<input type="checkbox"/>

RESULTS GUIDE:

If you answered yes to one or more of the questions above, then you should consider the Mail Manager Jobsite Direct Mail program. The program gives you everything you need to succeed in direct mail, including a 100% Money-Back Guarantee. **Call (877) 376-3749 to get started today!**

