

“The Power of Tear Sheet Mailings and How They Can Explode The Marketing of Your Small Business”

Jeanna Pool of www.MarketingThatWorks.com interviews
Alice Mishica of www.SpecializedMailing.com

*This transcript is uncensored so you can benefit directly
from the live, experience of this group session.*

Jeanna: Hello everyone this is Jeanna Pool from www.MarketingThatWorks.com and I'm really glad that everyone was able to join us tonight either live or listening to the recording as we continue to learn more strategies for marketing our small business successfully and attracting more clients consistently. Tonight is a topic that I have really been looking forward to. I have literally waited about a year to teach and discover and get our expert on the phone to reveal this strategy with you. I'm going to tell you it's going to blow you away what you're going to learn tonight. So you're really going to want to take notes, be sure you have the sample packet that you got from the website so you can follow along visually with everything and just listen away because you're going to love it.

The topic for tonight's call is the incredible power of tear sheet mailings and how these tear sheet mailings can explode the marketing success of your small business. The expert I'm going to be interviewing tonight is Alice Mishica of Specialized Mailing Services.

A little background, the way that I found out about Alice is last year when I was attending the Dan Kennedy Super Conference I was walking in the exhibit hall past all these exhibitors and Alice had a team there and I was looking at this booth and I was like what is the deal with this booth? They had all these magazine tear outs, newspaper tear outs and all these envelopes all over this exhibit booth and I'm like that's just goofy. I kept passing by and kept seeing it and finally I stopped and said okay what are you guys doing?

And what the team at Specialized Mailing Service shared with me literally blew me away. I'm like I have got to interview Alice: I have to get her on a call. I've got to teach my members and small business owners the secret she's developed because it's extremely powerful. So Alice thank you for joining me and welcome tonight.

Alice: Thank you for having me Jeanna. I'm very flattered.

Jeanna: Thanks and it's always kind of fun to know the backgrounds of how people know each other and that's really how I came to know you. As we're diving in here, why don't you tell everyone a little more about you and really what Specialized Mailing Services does?

Alice: We actually do a whole lot of different things but our claim to fame is most definitely the tear sheet mailings in both magazine and newspaper. When we first started long, long ago there was a gentleman who wanted to promote his book and basically what he did was go ahead and took out an article in a magazine and went ahead and bought a couple of hundred of these magazine and tore the article out himself and put a little note on them and had a friend of his, my brother-in-law, who owned a business address the envelopes. He bought a list of entrepreneurs in the area that he was going to be having a seminar to promote his book. Went ahead and mailed all these little tear sheets out to these people with a little note on them saying I thought you would be interested or come join me. But his book ended up being on the best seller list for 10 to 12 weeks. So it was extremely effective for him. So as far as I'm concerned that's how the newspaper tear sheet, post it note mailings have excelled. Since then my mother is constantly sending me newspapers or articles or something out of a periodical that she thinks I might be interested in. so I think everybody has somebody in their life that sends a little something to them. Just this last week I also attended the Glazer/Kennedy Super Conference again and it was in Chicago. The guest speaker was Ivanka Trump and as she as speaking part of her speech, she was talking about her dad and how he didn't use computers or Blackberries or iPods or anything but he'll tear little articles out of the newspaper and magazine and put a little note on it and send it to her. I was like oh my gosh you are my new best friend.

Jeanna: And my new big cash cow client.

Alice: You bet.

Jeanna: That's awesome. So for everyone listening the term tear sheet may be very new to them and they may think what in the world is a tear sheet? So why don't we cover that for people that are not familiar with this, haven't really seen it. Let's go over that.

Alice: Basically what it is it's an article that appears to have been published in a newspaper or magazine. It looks like and they're produced in mass amounts and it looks as though somebody has physically torn the article out of the newspaper. So it has jagged edges on the side and it's actually printed on newspaper stock with the whole ragged edges and folio with the date and part of the publication name and headlines, so it actually looks like an article that has been physically torn from a publication.

Jeanna: So when you say it appears to have run in a magazine or newspaper what do you mean by appears?

Alice: It doesn't necessarily ever have to have appeared in an actual newspaper or magazine. We just give it the nuance as looking as if it had been. We put the dummy copy on the front and back and folks have looked at their samples and they'll see what it is I'm talking about as far as the dummy copy alongside and across the bottom. And that's where we physically tear it and make it look like it's a jagged edge.

Jeanna: I was kind of leading you on that question Alice because that for everyone listening is really the magic of these things that really blew me away was from a marketing perspective getting press, getting magazine articles, newspaper articles, huge, huge boost for your PR and marketing efforts. Obviously, people really value the news in a magazine or newspaper. And what I love about what your company does is you can essentially create your own news and

create your own news worthy articles about your business, about products whatever in magazines, correct?

Alice: Exactly. It makes you the “new expert”.

Jeanna: All in a way that you get to control and have a lot of say in.

Alice: Yes and you can specifically, what we like to do a lot with the articles we write, I mean there are all kinds of different genres that people can write their articles but what we like to do and seems to have been most effective for a lot of our clients is an article about a specific topic. Currently I’m doing one on college funding for military personnel, so we’re interviewing a woman from the college about the options for military personnel and their college options afterwards. She’s the expert. This happens to be a whole article about college and military and we’re going to her for the expertise and it just so happens that at the end of the article we will give her contact information, her phone number, her email address, her website whatever it is. It makes that person the expert in the field.

Jeanna: Excellent, so I hope everyone listening is really kind of getting what the tear sheets are, whether it’s a magazine tear sheet or a newspaper tear sheet. And I hope you’re starting to come to the realization that this is so powerful because again you’re creating your own press. You’re creating a marketing piece that looks just like a newspaper or magazine article about you that you can then use to market your services. So Alice you mentioned having this article written about you as the expert and you are your service. Why don’t we talk about all the ways that you’ve seen business owners and that we can use these tear sheet mailings for marketing our services?

Alice: I’ll tell you, you had asked me this question earlier and I started making a little list of all the tear sheets I’ve done in the past and the different genres in which they’ve been used. It’s amazing, I have diets, the Berry Trim diet we did years ago was huge. We mailed millions of those. Then I don’t know if you remember, there was at one point I started thinking about these glasses to correct your vision that had hundreds of little holes in them to make your eyes stronger. I mean but then it can go to things that people use on an everyday basis. One of my clients right now is selling heirloom seeds, which are extremely popular right now with people putting in recession gardens. So it’s huge. Health spas or clinics and people putting on seminars or promoting a book. I have a hypnotist that goes to different colleges and performs at colleges and corporate settings. It’s just imagination can run wild with these things. And what’s fun about it too is that you can sometimes get other people involved because you can have the article about yourself on the back as far as it pertains to you and then the backside can be a second sell or a face ad for another product that you might have or someone you know of has. It just promotes 2 things at the same time.

Jeanna: So it can be everything from selling a book to selling a seminar to selling a service to selling any kind of a product. It can also be service related plumbers, electricians, massage therapists, designers, chiropractors, all kinds of industries, right?

Alice: Yes we’ve done dentists, yeah.

Jeanna: I’ve even seen one of our colleagues owns a martial arts studio, I’ve even seen some of his tear sheets to where he’s selling memberships for his karate and martial arts practice.

Alice: Lloyd Irvin?

Jeanna: Yes.

Alice: Yes we did that one too.

Jeanna: He's a great guy and uses these a lot to market his martial arts studio.

Alice: It's only limited by your imagination what you can do with it and where you can go with it and the type of article you can write and pictures that you put into it and graphs or clip art and all kinds of fun stuff we can do.

Jeanna: Yeah I would think for a small business owner basically just imagine the multitude of things you can do to help people. If you would love those things to show up in a newspaper all about you or a magazine all about you, you can develop a tear sheet around that.

Alice: Absolutely yeah. Then a huge part of it will be the list to which you're sending it to. Then you really want to target your audience of people who are actually interested in your services and that's important. But yes I think it's a very strong way to promote your stuff.

Jeanna: Let me take an example because I always like to give people visual pictures and really clear information. Let's pretend you're a chiropractor and you specialize in helping people with headaches. You believe it or not can actually get a list of people who suffer from headaches and you can mail to that list and maybe your tear sheet that...Alice give me some ideas here. Maybe that tear sheet has an article about natural holistic headache remedies and how chiropractors are on the cutting edge of this and why you're the best chiropractor for solving the headache problem.

Alice: Absolutely, yes. It's always nice to include a few things in the article that the people don't necessarily, kind of teasers, so people don't necessarily have to go directly to you but they think oh I'm going to try that and if it works for them then they've gained confidence in you. Does that make sense?

Jeanna: Right absolutely and you also mentioned...

Alice: Give them little suggestions on if you 3 times a day you sit up straight and move your head to the left and to the right and take a deep breath and if people get into the habit of that and then they want more. Okay so this is helping so what else, how can I get more? I'm going to call this guy.

Jeanna: We mentioned a little bit and we'll touch on this later on in the call is really some advanced strategies about one side of your tear sheet can be the article all about the service provider and then the back side there are a lot of different things you can do. So maybe you have a book you want to sell or a product or seminar, it's absolutely amazing what could be done with these.

Alice: Yes because there are a lot of different things you can do and one of the things I've been doing recently to is we'll start the article on one side and finish it and say on the article on the front continued on page A-8 and it so on the back side of it they have to finish the article and then there is a space ad there. So then it's also promoting the book that somebody has written or like you're talking about chiropractors, maybe there is something they developed, some kind

of a heating aromatic neck thing. I know I had one you put in the microwave to 5 minutes and it heated up and it smelled wonderful and warmed up your neck. So maybe there is a second sell for something like that.

Jeanna: Yeah and that can even be HeatNeckWrap.com to where it doesn't even look like it's from your office but it's totally your website and you make money selling those things.

Alice: Exactly.

Jeanna: Oh I love this. Guys, I was just blown away when I saw this. So let's keep going. Alice we mentioned the whole thing about PR and creating your own press but tell me a little more about why are these so powerful. What are your clients telling you? What are the results you're seeing? Why do you think that these tear sheet mailings are so powerful for people?

Alice: I think because of the reason I stated earlier. It's very personal. My mother still leaves me little notes, articles she's written in the newspaper and that's what we try to do with these. We hand address the envelopes, we put a live first class stamp on it, we hand write the post it notes saying, Jeanna thought you'd be interested or try this it works or this is great information read this or check out this website, whatever and its very, very personal. So many people have called us. I have a gentleman that comes to me at every conference that I go to and he always finds me and always brings me the letters and notes that he's received from people saying I got this from my friend Joe and I tried it and it's wonderful. Thank you very much. It is really incredible the feedback that people get feeling like it has come from a friend of theirs. Now there are going to be a certain faction that are not going to be as happy with it because they feel like they've been deceived. But the positive results are just so much more overwhelming that the negative pales in comparison.

Jeanna: Yeah and I mean I say this a lot to my clients and members listening on the call there is always going to be somebody that just hates marketing for marketing and they're never going to like marketing or sales period. It doesn't matter if you're going to hand them a million dollars, they just don't like it because you're marketing to me and so you just have to let that go.

Alice: Yeah.

Jeanna: Why don't we dive into the samples and let's talk about the different types of tear sheets you can do. Everyone grab your sample packet and Alice why don't we start with page 3 in these samples and let's talk about the magazine that you can do.

Alice: Okay well this is a magazine that ran for a long, long time, magazine article Georgetown Publishing House. They actually had multiple, multiple different magazine tear sheets that we did with them. Basically, it is actually physically the same kind of print and same kind of paper, the flimsy glossy paper that you get in the Time magazine or Newsweek or People whatever your reading material of choice is. These and you don't have the back side to this but basically the back side is a second sell, just promoting the front side to it.

Jeanna: Again we're on page 3 for everyone and what I love Alice because yes I do have the physical sample of this that you sent me. Everyone she is correct, it looks like something that has just been ripped out of Time magazine and I hope everyone notices that on the left hand side look at the ripped page. Alice how do you guys do that?

Alice: There are a couple of different ways we can do it. But mostly we have a great big machine that has a blade that we've had specially made and has to be hand sharpened on a regular basis that will give us this torn look.

Jeanna: And you can't tell. I mean it looks just like you ripped it out of a magazine. I mean it's just amazing. So what are the other types? Let's maybe talk about this new type that you told me about recently, the Xerox look on page 4.

Alice: Yes. Now that one you're looking at and I sent you a sample and I wish I had sent you the PDF because it physically, this is not a photo copy. This is the graphics department has gone through this and touched it all up so that it looks like a photo copy because when you actually try to make a photo copy of some of this stuff it looks terrible. So this was a dentist that we made a photo copy because the issue we sometimes have with the magazine tear sheet is that for somebody who wants to mail a small quantity it could be cost prohibitive. It does go on a huge 4 color la-di-da-di printer. So for people wanting something on a smaller scale it's not as cost effective for them. So that's why we came up with this so he could do smaller quantities is that it looks and actually Dr. Oakes did have this particular piece in the Profitable Dentist or practice management is actually what it is in their publication.

Jeanna: So this was actually in a real magazine?

Alice: Yes it was. Then what happened was they went ahead and sent me the artwork they used for the magazine and I doctored it to make it look like it was a photo copy.

Jeanne: Excellent.

Alice: Does that make sense?

Jeanna: Yeah absolutely.

Alice: We made it look as if somebody had actually taken the magazine and smushed it onto the copy machine.

Jeanna: And it really does look like that. I know I've definitely had some articles that I photocopied and mailed to people, so this is very legitimate, definitely will still get the response and as you mentioned Alice this is great for people who want to do smaller quantities. And we'll talk about prices and cost involved here in a little bit. So that's a great example of what you call the Xerox look, is that correct?

Alice: Yes.

Jeanna: Why don't we dive into the newspapers, which you guys do a lot of. And in your samples everyone that's pages 5 through 10. So hit it Alice and let's talk about these.

Alice: Number 5 is a gentleman who wrote a book, Dr. Hayes, and he was going to go ahead and host a seminar locally here in Southern California. So the front page is all about the seminar he's going to be holding in Marina Del Rey and then if you go to page 6 I think that's the back side. So this is what we call the space ad that then again promotes the book that Dr. Hayes wrote. Do you see that?

Jeanna: Yes.

Alice: So the front side is page A-7 and the back side is page A-8.

Jeanna: Right and something I want everybody to notice is again the torn edge, looks like it was ripped right out the newspaper. And also I hope everybody can see this but on page 5 on the right hand side you've got the little holes that newspapers have when they're on the web press and getting folded. So talk about that a bit because that makes it so much more authentic even.

Alice: The thing is this is actually physically being printed on a web press. This is a printer I've used for the past 15 years. He had a small town newspaper actually sold out to a larger publication in the area but he still hangs onto this press for my specific use so I have somebody that I can go to, to have my newspaper tear sheets printed.

Jeanna: So it's printed exactly like a newspaper would be?

Alice: Absolutely.

Jeanna: Same news print, same everything yeah?

Alice: The great big old presses that they have yeah. This is it.

Jeanna: How about page 7, this is a great example that I hope will get everybody's creative juices flowing because I think this is so powerful.

Alice: This is the heirloom seed gentleman I was telling you about. It's hard to see because I don't know about anybody else but I don't have the full page here. But basically it looks like the top half and Gary Halpert was a big believer in being in the top half of the newspaper. He said nobody reads the bottom half of the newspaper, be in the top half of the paper. So this is the top half and it is in color. Now the nuances we did in here and some of them are, a few of them are cut off but he wanted this to look like it came out of USA Today. So we've got the blue line across the top, we've used the same type style for the folio, the day and date and page number, etc. We used the same layout as they do for USA Today. Obviously, you can't use USA Today without specifically their permission so we haven't done that but this is what he wanted this to look like.

Jeanna: When I scanned these for everyone, these are tabloid size, half tabloid so it's a pretty significant size for everyone. So that is why you're not seeing all of it. But the thing that I loved about this example is if you look at some of the copy in this it's all about planting seeds, planting a garden for the recession and we're in crisis with the drought and all of this good stuff. Then Alice as you're mentioning if we turn the page to page 8, go ahead and take it from there.

Alice: Page 8 is then his second sell is canning. He's got this whole canning, 3 canning CDs on how to dehydrate things, etc. So that is his second sell on the back is that he's got the canning CDs you can purchase. Then yes, part of this is also cut off but what we did in order to go ahead and boost this was that a lot of people aren't aware that the California drought, the Central Valley of California produces like 90% of the produce in the US over the summer while they're plowing under 50% of their fields because we simply don't have the rain. So produce this summer is going to be astronomically high. So that is what this article is about is talking about

the drought and how it is that whole spiel about how it's going to be very difficult for people to get really good fresh produce over the course of the summer. So this is what we call dummy copy. Some of these and let me see if I have any other dummy copy I can point out to you...

Jeanna: Maybe on page 10? The financial New York Stock Exchange.

Alice: Well that's the back side. What we try to do with the dummy copy is we try to make it pertinent to what the article is selling. So in this case he's talking about the heirloom seeds and the seed banks and canning your goods. Then the dummy copy that is not selling anything at all, it's just there to fill up space but it supports what it is we're selling on the front.

Jeanna: Yeah and I think that's really powerful Alice. When I saw this example and everyone listening you can contact Alice to get some actual samples from her and at the end of the call we'll give her contact information. Alice you can tell everybody how to do that. You will be able to see what she's talking about because the thing that is so powerful about this is that you get this paper in the mail that looks very similar to USA Today which is one of the nation's largest and most popular newspapers. You're reading this article about this guy and all these wonderful things that he's doing and that you need to do. Then you flip it over and here is this product that you're totally captured by because you just read this article and then next to it is all this California has a huge drought and you totally need to grow your own stuff and can things because we're going to run out of food. So it just completely supports his whole service, his whole products, his whole sale and that is what is so powerful about this.

Alice: Yeah and I think its important, not everybody wants to do it and some people they don't want to go through the time, cost or energy of going ahead and doing a second sell. They just want to go ahead and that's fine if you just want to go ahead and put something very generic on the back. I just think it could be very supportive of your article. I did an article for a podiatrist and the back side was a generic that we have about women's heart health and that it's the leading cause of death over all the cancers, etc. So it was just an article to support the fact that you need to get out, you need to start walking and you need a good pair of shoes and guess where you should go to get your shoes or your insoles? And take care of your feet in doing it.

Jeanna: By the way here he is, yeah.

Alice: Yeah and with Loiters that was another one we did and they were talking about how kids need to move to be healthy and obesity in children these days, etc. Well here is a great fun way for your kids to get out and be active and oh by the way you might as well go to Loiters clubs.

Jeanna: Yeah and by the way he's the expert in martial arts for your kids. Yeah. Again, I can't say it enough people believe the news. Right or wrong people believe the news. So since this is positioned, printed on actual newspaper stock, printed on an actual web press, kind of a technical term but that's what newspapers are printed on and again with the magazine tear sheets and the ones that are the Xerox copy looking its news. You're creating your own news for marketing. So should we talk about sample number 9 and 10?

Alice: Let's see 9 there are 2 different ways and that's why I sent both of these to you because there is basically 2 different ways to do what we call a tabloid size. I'm sure we can talk more about the nuances thereof. But you can do one that is actually a "tabloid" size which is what this particular auto Palmdale dealer, so it's Automotive Insider. Theirs is a true tabloid so there is a half inch at the top along the right side and along the bottom of just blank area. There is now

what we call dummy copy. Like I said, I would love to send people actual samples so they can see and have a little better idea of what we're talking about when I'm talking about dummy copy. Those particular are what we call true tabloid. Then we have the pieces that I call a modified tabloid, so it's the same size basically as a tabloid but because we put a strip of dummy copy along the left side and across the bottom and then we cut into that dummy copy so the whole article is not being presented. It just looks like bits and pieces or a headline or part of a picture and gives the appearance that the article was torn out of the upper right hand section of the newspaper and as opposed to it being a tabloid type size it looks like it came out of a full size newspaper.

Jeanna: So as far as a tabloid size, tell everybody what size that is. So on page 9 this is about what actual size?

Alice: A tabloid size is, the image area for a tabloid size is 10 _ x 14. So in that area, whether you put dummy copy you have to include that, that's your entire image area is 10 _ x 14. So it's half of a full sized newspaper.

Jeanna: So then if you do what you call the modified it would, pretend everyone that you're looking at a newspaper open and you were going to tear out an article in the upper right hand side, correct?

Alice: Yes.

Jeanna: Okay so that is what that would be, you would have tearing on the left hand side and on the bottom and it would look like you just tore it out of the top part of the newspaper.

Alice: Correct, yes. So that image area has to include an inch of "Dummy copy." It doesn't matter that it doesn't make sense because we're cutting it off anyway and nobody is going to read the full article in that instance.

Jeanna: Right but it is actual words and not just gibberish?

Alice: Yeah it's not gibberish its actual words.

Jeanna: So on page 10 explain a little bit about what you were doing here with the stock quotes.

Alice: That is what they like to put on the back of theirs is make it look like it's come out of more of a financial type of publication even though it is Automotive Insider. I don't know and I've been doing these guys for 15 to 20 years and they've always wanted stock quotes on the back. Yeah there are so many other options you can go with and if some of these dealerships could think outside the box a little bit and they could say oh okay let's have in addition to this sale we're having on cars, let's have a tire sale or get people in to have their oil changed or here is 10% off it would be wonderful for them. But some people they like to stay with what they've done.

Jeanna: Sure and we won't go there.

Alice: At the Glazer/Kennedy conference they were talking about a gentleman that he doesn't think outside the box because he doesn't have a box.

Jeanna: There you go.

Alice: So I like to think I don't have a box, I don't want to think outside the box. Let's just pretend it's not even there and let our imagination run wild.

Jeanna: That's right. So we've gone over the tear sheets, the magazine look, the Xerox look, the newspaper look. Why don't we Alice let's talk about you mentioned the hand addressing, personalized envelope, you mentioned the post it notes, why don't we talk about that more. You call this the P4 process and for everyone page 1 and page 2 is all about this. Alice, why don't you walk us through what this process is, how it's developed and how it makes your tear sheets even more powerful?

Alice: The best way to go bar none as far as I know of and it hasn't been tested because I haven't had anybody brave enough to test it yet, but the hand addressing and hand written post it notes seem to be the most popular. But I had a gentleman 2 or 3 years ago now that was mailing larger quantities and he wanted to bring his postage rates down. He said the postage is killing me so how can I do this and send it out bulk? I said Steve you can't, you can't hand address and envelope and you cannot hand write on the inside and still send it bulk.

He said figure it out, figure it out. so finally in the middle of the night one night I came up with this idea on how we could actually go ahead and personalize the post it note and using the same ink jet system that we're using to address the envelopes. So that's what these physically are and there are some incredible handwriting fonts out there that look, I mean the second one that says, Alice Mishica that looks like my handwriting. And people laugh and say no that's really your handwriting and I say no that's an ink jet font. And what we've tried to do to is mix it up a little bit so the lines aren't perfectly straight and it goes in different ways because I never write 2 straight lines ever in my whole life. So we've tried to make different little nuances to make sure that it didn't look quite so perfect. But these are actually ink jet addressed and personalized.

And so along with that then we were able to go ahead and mail these out in bulk. So we wanted to take that bulk look a step further and not just put a bulk stamp up there because it just screams bulk mail. Then every postmaster and delivery man will go ahead and just stick it in with the Pennysaver or whatever periodicals and the whole thing gets thrown away.

So what we came up with were 2 different options for people that wanted to go ahead and be able to mail bulk. Now you don't, I should back up a little bit, you don't necessarily have to mail this bulk. If you like this look and you're comfortable with it and you think you like it as opposed to hand addressing it's an extremely viable option and much more cost effective than hand addressing. And it takes a lot less time. But as far as the bulk goes we can go ahead and we put a live bulk stamp on there and then put the little cancellation, the little circle mailed from zip code and the dates with the squiggly lines through it. Then we took it a step further and put 2 separate bulk stamps on there so that they're different and that actually is working really well right now with a client that is using this. And because of the postage increase nobody really knows what the stamps look like right now, so what do they look like? How many do I need? So there is a lot of confusion so that is a very, again that's a very viable option for people that want to go ahead and mail large quantities in bulk.

So the last sample I have here, the clients wanted to go ahead and I don't recommend it but the client wanted to go ahead and put his return address. I said okay fine we'll put your return address but it's going to be on the back flap. So this piece that is here with the orange

highlighter on it was actually returned to him from the post office, non-deliverable. For those of you who don't know this, bulk mail does not get returned to sender, they just toss it.

Jeanna: Yeah they throw it away.

Alice: Yeah if it's non-deliverable it goes in the garbage but he just started getting all kinds of these back. He said Alice I'm getting these back what's going on? I said guess they don't know, the mail carriers aren't figuring out that this is actually a bulk stamp.

Jeanna: So again to review for everyone, page 1 in your samples 3 envelopes and 3 post it notes that Alice's company these are ink jetted onto the envelope and onto the post it to where it looks like actual handwriting. And when you get her sample kit take a look at these because it's going to fool you, it looks like blue ink and it's a very, very good process. Then page 2 like she's talking about using their bulk stamp "cancellation" to where it has the squiggly cancellation and the live bulk mail stamp. If you've been around me long enough, been in the Marketing Mentoring Group, you've read my book and everything, always live stamps a little crooked, not perfect that increases response. So the fact that Alice is doing that for you is huge. Alice, I love that they're returning bulk mail because I've done direct mail and for bulk mail to get...

Alice: Well there's no guarantee that's going to happen and like I said normally I don't put the return address on it so it wouldn't get returned whether it was first class or not. But this particular instance he wanted his return address. I said okay and we put the return address on the back flap and that's why it's not showing here. It did get returned to him. Now something also that I wanted to talk about as far as this P4 process because like I said it's much more cost effective. Its \$100 per 1000 less than hand addressing and hand writing the post it notes. So it's a really viable option for a lot of people that are doing, that want to try their hand in the direct mail business and doing tear sheets, etc. So it's a very viable option. For first class, what I've gone ahead and done and said to a couple of clients is I've got a pen that is basically the same ink and the same it has the same kind of bleed on it that appears on the addressing. So what we'll do is we'll give this to our independent contractors and they put the whole mailings together. We give them that pen and they'll go ahead and circle a phone number or they'll put a little asterisk or something in addition right on the tear sheet in addition to the little post it notes. Does that make sense?

Jeanna: Yes.

Alice: So on your actual physical tear sheet if there is a phone number or maybe circle an entire, if there is a call to action box for more information on Joe Smith and where you can get his book, we can circle that whole area using this same pen which adds to the credibility that perhaps this is not ink jet addressed. It is hand addressed.

Jeanna: Right.

Alice: I should have sent you a sample of that I apologize. But anybody that wants a sample of that...

Jeanna: Yeah that's okay and yeah you'll have to send me one and send everyone that contacts you for it. So everyone okay I want you to visualize this now that you've seen the P4 process which is the envelopes and post it notes, you've seen the tear sheets, really imagine this. You get an envelope in the mail that is hand addressed either by Alice's independent contractors who actually hand address the envelope or with the P4 process, the ink jetting. It has live stamps on

it, has a little cancellation mark on it and you open it up and there is a folded newspaper article with a post it note that says hey Jill check this out I think it would be of interest to you, J. You open it up and here is this wonderful article torn out of a newspaper about this service provider with all this great information. You flip it over and maybe there is an ad for a seminar or book or product and some more text or filler copy that can kind of support things. It has a call to action, all about your services; I mean I hope you're seeing how powerful this is. Alice as we're looking at time and wrapping up I have a few more questions for you. What is the significance on the post it note of using the letter J?

Alice: I'm not sure there was actually ever a viable study done but Gary Halpert always swore that everybody always knew somebody whose name began with the letter J.

Jeanna: And for everyone listening, Gary Halpert who has since passed away but a phenomenal, phenomenal copywriter and marketer. So keep going that Gary Halpert said...

Alice: He's actually the one, when he started doing seminars way back when he was the one that actually brought the tear sheet to an art form. He had so many unbelievable ideas and nuances and ways, like I said, he was the one that said no you want your article to be the top half of the newspaper or you want it to be here, all these things that if people go to my website there is a link to Gary's newsletters. I highly recommend that you not only go to my website but also you go back and read his old newsletters. Its golden stuff. Its stuff that's timeless and wonderful and...

Jeanna: And it works!

Alice: A lot of great, great information and yeah I mean he passed away 2 years ago now and people are still going back and reading his stuff and quoting him and still believe he was the best thing that ever hit copywriting. I highly recommend all of your listeners do that.

Jeanna: Yeah. So Alice, let's talk a bit about expense. What does things like this cost? What are minimum orders? Let's talk a little bit about that and then we'll get your contact information and open it up for some questions.

Alice: We've been talking a lot about the tabloid size whether it's a modified tabloid or regular tabloid size. So we'll stay along those lines cause, there is a lot of variables but this will give people a general idea. To print, the minimum print is 10,000 and its \$500. Now that's not to say you have to mail all 10,000 at the same time but that is the minimum order and you do wind up with the 10,000. So we can store them and in another month if you want to go ahead and mail them again, then we can find you another list or and sometimes people don't necessarily want to mail all 10,000 at the same time because they don't think they can handle the influx of calls. So we'll mail 1000 every couple of weeks so that they can handle and make sure they're able to go ahead and address the needs of their clients as they call in. So that's \$500 and I'm just going to give you the basics here and I'll be able to answer more questions for people if they decide this is something they may want to do. Now the next step is the letter shop. So we have either the hand addressing option or the P4 process. Hand addressing is all inclusive and includes the addressing, the envelope, the post it note, folding it, inserting it, sealing it, the whole spiel. That whole process is called letter shop and for hand addressing its \$240 per 1000, for the P4 process its \$140 per 1000. No if you're going to go ahead and there are some other if you decide you're going to use the P4 process for bulk there are other things tacked onto that that have to be done because there is so much work involved in processing

bulk mail. And it really doesn't pay off until you mail about, if you're deciding you're going to mail in increments of 5000 and that's when you're going to see some savings as far as postage goes to make it worth your while. Then you have postage which just went up to 44 cents.

Jeanna: And then it just depends on however many you're mailing whatever that is, 44 cents or bulk.

Alice: Right that's for first class, 44 cents is for first class postage. As far as bulk goes it can be anywhere depending on the saturation of your list. If you're in Dallas, Texas and mailing to 5000 people that are in an immediate area of Dallas and maybe I should pick a smaller city than Dallas but if you're in a smaller town, Huntington Beach, we'll say Huntington Beach, California there is not as many people in Huntington Beach as there is in Dallas. You're mailing just into the Huntington Beach area, so your list is really saturated, then you're going to get a much lower rate because it depends on how many pieces are going to the same number of zip codes. The more you have going to a specific zip code, especially the first 3 digits then the better off, the more you're going to save.

Jeanna: Right hence the term bulk.

Alice: Yes.

Jeanna: Okay so Alice again the newspaper tabloid just for simple things, the minimum order is 10,000 and its \$500. What about the Xerox process and magazine tear sheets?

Alice: Because there is such a wide range of options that are available, especially on the magazine tear sheets because you've got so many different colors and then you've got minimums, so if people want to go ahead and contact me that's something they're interested in and think okay I want to do 1,000 pieces and 4 colors on one side and 2 colors on the other side and I want these hash tones and graphics, etc. There are really so many variables for us to deal with that it would be literally impossible for me to give you an idea.

Jeanna: Sure and that's fair. So why don't you tell everybody how to get a hold of you.

Alice: I can be reached, you can go to my website www.SpecializedMailing.com and it has all my contact information. I love as you can see, I love to talk to people and its very fun to get things going for them and get them set up and help them grow their business. I love doing that kind of stuff. So I'm more than willing and usually available to talk to anybody. So SpecializedMailing.com and there you can find all our contact information, our hours, it has a few samples on there and give us a call and we'll be glad to talk you through whatever it is you want to do.

Jeanna: Yeah and everyone definitely Alice can send you a nice big sample package with all this stuff. I want to touch on something for everyone because a lot of people listening are small business owners and I have to tell you that you may hear the words minimum 10,000 for the newspaper thing and kind of fall over in your chair. Don't do that. You don't have to use all 10,000 at once and I want you to think outside the box a bit and get creative. Yes you definitely are going to mail these to a list but you can include these in proposals, you can send these out to current and past clients and say hey pass these on to your friends for more referrals, you can take these to networking groups. I mean there are so many ways to use this that you could very easily go through 10,000 very quickly if you don't even think you're going to if you just put it everywhere it can be. Again folks, you're creating your own news with this. So I would like to

open it up Alice for some questions here for a few minutes. Everyone if you have a question for Alice, if you're muted you're going to hit *6 on your phone so that way we can hear you. Now is the time to ask questions about this and I hope that you guys have seen how powerful this is.

Is there anyone who has a question for Alice?

Shane: I might have missed this but the newspaper ones for example, where do you put those? I got confused on where you put them because they look like they're torn out but you wouldn't necessarily put them inside...I mean do you mail those to people? I'm curious where you would put those or where people would find a tear out.

Alice: Yes. After we go ahead and get the printing process done you need to purchase a list and so if you're selling widgets in North Dakota we find a list for you of people who have shown some interest in widgets in North Dakota and fold the tear sheet up and put a little post it not on it and say Shane this guy has great widgets and put it on the tear sheet, insert it into the envelop. Its hand addressed to Shane and put a first class stamp on it and mail it. So then you get this in the mail and you go wow somebody knows that I'm interested in widgets and I live in North Dakota.

Shane: So the person getting it is getting an anonymous piece of paper.

Alice: Right what people call a blind mailing. Yeah you don't know who it's come from but obviously it's somebody who knows that they're interested in a particular item.

Jeanna: So Shane for you, you could target folks struggling with peripheral neuropathy for everyone listening the numbness and tingling in the extremities and that tear sheet could be all about you as the expert in that illness. Maybe the back could be a book you've written or seminar you're giving or whatever it is and it basically a direct mail piece that is news, it's a newspaper, it's a news article, a magazine article, a Xerox magazine article and that's what makes it so powerful.

Shane: Got it okay. That makes more sense.

Alice: I also have a gentleman who is printing up a whole bunch of different articles and he's putting them in his media kits that he's sending out. Again, if there's been an article written about you it adds credibility to you and make you the new, so that's all I'm doing for him. I'm not mailing them out with post it notes or anything, he's just including them in his media kits.

Jeanna: Yeah and that's what I was saying about the 10,000, I mean you can put this in media kits, you can put it in with proposals, you can put it in to send to past clients and say hey give these to your friends and family. Here is the thing everybody is that Alice's company writes this article for you. So yes you have had an article written about you and your services. Does that make sense Shane?

Shane: Yes it does.

Alice: And I don't know if you've ever heard of a company called Center Point Research but for a long time they did joint venture mailings. So the article was about Center Point Research and then the cover letter was from somebody they had done a joint venture with. So it was a promotional mailing to their clients about Center Point Research. Does that make sense?

Shane: Yeah.

Jeanna: Who else has a question for Alice? Or Shane if you have more questions certainly now is the time to ask.

Shane: No I'm good. Actually I had a second question but she answered that because I was wondering if you could just get them and pass them out but you answered that question so that was perfect.

Alice: Yeah absolutely a lot of people do that or just you might actually even want to send them out with your invoices to clients. IF somebody is coming in and they have issues that maybe aren't related to peripheral neuropathy but maybe they know somebody. My mother has peripheral neuropathy, so if I went to a doctor and I got this article about peripheral neuropathy about my doctor and I love my doctor then I'm going to go ahead and I'm going to show it to my mom and say look why don't you come over and see Shane, maybe he can help you out with your peripheral neuropathy.

Shane: Exactly.

Alice: So there are a lot of little different ways you can go ahead and use this.

Jeanna: Another thing to Shane I know you do a lot of speaking and this is great to have at speaking engagements.

Shane: Yeah and its something you can even put on the back table.

Jeanna: Absolutely.

Shane: With your CD or whatever else you have. It just seems like it's like a tidbit to add credibility to whatever you're doing.

Alice: Absolutely and it's also a great way to go ahead and promote, like at the beginning here I was talking about this was actually as far as I was concerned how this business got started was because a gentleman was promoting his book and he was having a seminar and that's how he got people to attend his seminar.

Shane: It makes sense. I mean the more you talk about it there are so many creative ways of using this.

Alice: That's the ticket, you have to be creative.

Jeanna: And it's so different. It's really Alice why I wanted to have you on. Again, gosh I've been in the marketing and design realm for about 15 years now and I've seen a lot of stuff and when I saw this it just blew me away. I thought, of course you're creating your own news and there is so much you can do with this. Let me give some homework and reminders for everyone as we're wrapping up. Homework is get a hold of Alice. Seriously, visit her website at www.SpecializedMailing.com is that correct Alice?

Alice: Yes.

Jeanna: Excellent and request her sample kit so that you can see all this up close and personal. Remember that our personal one on one coaching call in time is this Friday from 10:30 a.m. to 12:30 p.m. Mountain Time. All the information and the call in number is on the website, so again one to one coaching call in time this Friday 10:30 to 12:30 and next Wednesday from 11:00 a.m. to 12:00 p.m. Mountain Time is our Q & A call. So you get to call in and we spend as much time as we need up to an hour and I'll answer any questions and help you with anything you're working on. Whoo Alice thank you so much.

Alice: Oh very fun Jeanna very fun.

Jeanna: I really appreciate your time and knowledge and just thank you so much. I hope everyone has gotten a great deal of information from this call and thanks again.

Alice: It was absolutely my pleasure and I hope that it's not going to work for everybody, it's not the ticket for everybody but like you said, it can be very, very powerful for the right venue.

Jeanna: Yeah absolutely. So everyone thanks for joining us and we'll see you next time. Bye-bye everyone.