



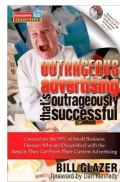
BULKY DIRECT MAILERS

BULKY IS BETTER!



CURIOSITY + THUD FACTOR

- Bulky mail gets opened
- Easiest is a book mailed to meeting planner
- DON'T make it look like marketing!
No graphics or company markings.
- Dan Kennedy & Bill Glazer are the pros at this.



Copyright www.SpeakerCarter.com



Examples:

- Handwritten letter photocopied onto yellow legal paper
- Socks
- Dollar bill stapled to letter (as headline)... John Carleton
- Plastic foot
- Tear-Sheets
- Fools gold
- See bonus links for MANY more examples.

Copyright www.SpeakerCarter.com
