



## Quick How-To Guide

### How To Pique Your Prospects' Curiosity With Snail Mail

Full article:

<http://www.marketingforowners.com/lumpy-bumpy-profit-y-mailings-pique-prospects-curiosity-snail-mail/>

#### 1. Bulk It Up!

- Bulk it up! Make it misshapen and odd. Mail it lumpy, bumpy, what-the-heck-is-in-there-y.

#### 2. Follow The Postal Service Rules

- Familiarize yourself with Postal Service rules and regulations. A little research can keep you from getting hit with an exorbitant postal bill or a warehouse full of un-mailable trinkets.

#### 3. Consider Your Audience

- Most people have relaxed their nerves since the Anthrax scare a few years back, but you still might want to hold off sending anything that spills loosely and messily out of an envelope.

#### 4. Send It Home

- Gauge how an item will weather the postal journey by sending it to yourself.

#### 5. Test, Test, Test

- Don't send your mailers out all at once. Send them out in batches. Code the offers differently. Track and monitor whether the trinket *really* increases engagement or conversion.

# Creative Examples Of Mailers

## The Pop Out



## The Sample



## The Pun

See full article for detailed explanation behind this example.



## The Container



## Interesting Direct Mail Services

- [UniqueMailers.com](http://UniqueMailers.com)
- [LumpyMail.com](http://LumpyMail.com)