

When it comes to your direct mail results...

# **“Do You Sometimes Think The Odds of Success are About the Same As Throwing a Message-in-a-Bottle Into the Sea?”**

If you're tired of anemic direct mail results you need to stop by the 3D Mail Results booth (#2501) at the DMA Conference in San Francisco and get our:

## **FREE Definitive Guide to Using 3D Mail in Your Marketing Campaigns**

As you can see, it's almost impossible to **NOT open** 3D Mail. It screams OPEN ME!... and not only is it almost impossible to NOT open 3D Mail, it's almost impossible for your prospect to not **at least start reading your message**. There simply is nothing in direct marketing, or any advertising for that matter, that can *Cut Through Today's Advertising Clutter* like 3D Mail. Stop at booth #2501 at the DMA show in San Francisco and get the 48 Page **Definitive Guide to Using 3D Mail in Your Marketing Campaigns** for free.

Right now you're probably saying to yourself, “Ya sure, but what does this bottle cost?” The reality is, I bet you're surprised at how reasonably priced this Message-In-A-Bottle and our other products are. But as a direct mail professional you know the only smart question is “**What is my ROI?**” And you know, the only way to find that out is to **test it**.



So now, the question is, “What other ideas do these guys have for using 3D Mail in my business?” I'll give you a couple other ideas but you really just need to stop by our booth and get your free guide.

As a direct marketing professional I don't have to tell you how difficult it is to

bust though the advertising clutter and get your message seen and read. What are the estimates? 1 out of 2 direct mail messages don't even get opened let alone read. But why does 3D mail get opened and read?

## **It Gets Opened Because You Can't Help But Open It!**

And of course for the direct marketing professional **we really don't care why it gets** opened we just want to measure the results and roll it out big when it works!

### **We're All Bored**

Let's face it; for most people nothing different - nothing worth talking about happens at work or home. It's the same boring thing day after day. But people love to be entertained and amused. They love humor and they love to see something that's clever and unique. 3D mail not only *has to be opened* it can almost always be created in an entertaining, amusing, clever, humorous or unique manner that people love. It creates an immediate bond with your prospect or client.

### **It Sticks Around**

Because 3D mail engages people and is entertaining people stay involved with your message longer and you know, when people stay involved you have a much better chance of getting the response you want. Be sure to stop at booth number 2501 at the DMA show in San Francisco to get your FREE Definitive Guide to Using 3D Mail in Your Marketing Campaigns.

### **Let Me Entertain You**

As I mentioned, 3D Mail is entertaining so let me entertain you with just a few of 3D Mail products you can get at 3D Mail Results.

Can you imagine anyone not opening this and reading your letter when it's delivered in a real vinyl bank bag? **Simply attach your mailing label to the back, unprinted side, of the bag bank and drop it in the mail.**



#### **Real Vinyl Bank Bag**



As Seen on CNBC's  
*On The Money*  
with Carmon Wong Ulrich

#### **Headline Ideas:**

“Here's an Idea You Can Take Straight To The Bank”

“You’re Going To Need This Bank Bag To Carry Your Money To The Bank After You Read My Letter”

“You’ll Save So Much Money With Your Printers, You’ll Need This Bank Bag to Carry All the Money to the Bank”

“Tired of Paying Rent? Own Your Commerical Building and Take All That Extra Money to The Bank”

“Fill This Bank Bag Over and Over With Your Own Cookie Lee Franchise”

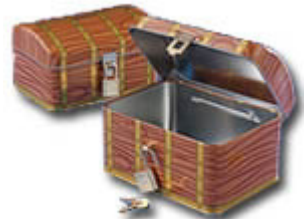
“The People Who Read This Letter Will End Up With Bank Bags, Just Like This, Filled to the Top, Each Month”

“We’re Looking for People Who Want To Fill This Bank Bag from the Comforts of Their Own Home”

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Who on earth is **not going to open a locked treasure chest**? Simply mail the chest in the box that is provided with the chest. Who’s not going to want to find out about the person who sent them a treasure chest by reading the letter inside?

### Locking Treasure Chest



Make this mailing ‘4D’ by adding **genuine plastic gold coins**.

These coins rattle and add sound to the chest, making this even more irresistible to your client or prospect.

**Another Idea** - Lock the treasure chest and require your prospect to come to your location to find what the prize is inside!

### Headline Ideas:

“You Won’t Need To Look For Buried Treasure When You \_\_\_\_\_”

“You’ll Find Your Treasure When You \_\_\_\_\_”

“How to Find the Buried Treasure in Your \_\_\_\_\_”

“Warning: You Have Untold Treasures  
Buried In \_\_\_\_\_”

“Who Else Wants to Unearth the Treasure  
In Their \_\_\_\_\_?”

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**Mini Trash Can** - This can be used as a stand alone mailing or it's perfect for a second or third mailing to a list of prospects who have not responded to your previous offers. No one can resist opening this and reading your letter.

**Trash Can Size:** 4-1/2" tall x 3-1/2"Diameter



**Headline Ideas:**

“Since You’ve Thrown Away  
My Previous Two Letters  
I Thought I Would Save You the Effort”

**The Trash Can is the Envelope!**

Put you address and postage on the outside of the trash can, crumple up your letter, put it in the can, and tape the top on.

“Last Chance,  
Don’t Throw Away This Incredible Opportunity”

“Are You Throwing Away Sales in Your \_\_\_\_\_?”

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Can you imagine getting a prescription bottle in the mail with the address label and postage on the outside and you simply open the lid to get the letter out? This is a great campaign if you're solving any nagging problem or frustration.

**Large Prescription Bottle**



**Sample Headlines:**

“Are You Sick and Tired of the  
Feeble Returns on Your 401K?”

You can easily put a 6 page sales letter in this bottle.  
Bottle Size: 4" tall x 2" wide

“Here’s Your Prescription for Curing  
That Lousy Bottle Line on Your Income Statement”

“Are You Sick and Tired of the Government Taking Away Your Rights!”

“Are You Sick and Tired  
of the Response You’re Getting to Your Direct Mail Campaigns”

I could go on and on with examples of entertaining, fun, amusing and clever ideas for direct mail campaigns but you really should just stop down to see us at the [DMA show in booth #2501](#). **When you stop down we’ll be sure you get your Free 48 page**

**Definitive Guide  
to Using 3D Mail in Your Marketing Campaigns**

Sincerely,



Travis Lee  
3D Mail Results

**P.S. Be sure to stop by booth #2501 during the DMA show and claim you 48 page [Definitive Guide to Using 3D Mail in Your Marketing Campaigns... it’s FREE.](#)**

P.P.S. Stop wondering whether the odds of your next direct mail campaign might be about the same as throwing a message-in-a-bottle into the sea. Stop by booth 2501 at the DMA show.

**888-250-1834**

