

Michael, where does it hurt?

- » Are your direct mail response rates dropping?
- » Do you know if your direct mail is getting opened?
- » Is the return on investment of your direct mail declining?
- » Are you looking for a new, creative, and profitable way to increase your sales?

If you're in pain...

This is Just What The Doctor Ordered..

If you can keep an open mind, and if you would like to greatly increase the response and payback from your direct mail, then reading this letter may be the most profitable 10 minutes of your entire week, month, or year

(So grab a cup of coffee or a coke, tell everyone to leave you alone, take the phone off the hook, lock the door -- Do whatever else you have to do to give me your full and undivided attention... I promise it will be well worth your time.)

Dear Michael,

Let's face it, busting through the clutter and getting your direct mail opened and read is tougher than ever... but you're reading this right? It's the biggest obstacle you must overcome in any advertising; getting your message opened, read, heard or seen.

We're hit with a barrage of advertisements and marketing messages every day. The average American sees 3,500 marketing message each day. That's 1,277,500 a year! **So how are you going to set your marketing apart, so you're the 1 in 1,277,500 this year that your prospect, client, or patient will pay attention to?** Not only are we overwhelmed by the marketing we see, we're bored by it. Think about the mail you receive everyday, both at home and in the office. It all looks the same. You can cut out the names and phone numbers, jumble them up, and put them back just about anywhere and they'd all still look and say the same thing. How much of it actually catches your attention, grabs you by the proverbial throat, and compel you to read?... My guess is, not much. **We're all suffering from marketing incest.** 3D Mail is different. It cuts the clutter. It gets attention. It gets opened... Instantly

I Know What You May Be Thinking

You may thinking that your clients too smart, sophisticated, or rich for such things. But that simply isn't true. People are people, and buyers are buyers. In many cases 3D Mail **MUST** be used to reach the so-called 'too smart,' 'too sophisticated,' and 'too rich' because they simply get "too much" direct mail. They typically are a

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group that is advertised to heavily. You must do something to draw their attention. To grab them by the throat and say, “YOU MUST READ MY MESSAGE!”

Prospects and clients who are too smart, sophisticated, or rich often appreciate the fact that you treat them differently when you send them 3D Mail. 3D Mail makes the recipient feel special. **As if you did this just for them.** People are eager for a ‘personal’ approach to marketing. They don’t want to be part of the masses. They want to be singled out amongst the throngs, and even “sophisticated people” like to be entertained... and 3D Mail does just that.

You’re now starting to see the power of 3D Mail

Every marketer worth a lick knows that busy hands create sales. I’m betting that even if you’re the biggest stick in the mud on earth you couldn’t help but find the humour and fun in receiving this pill bottle in the mail... and you know what?... Your prospect, customers, patients or members can’t resist grinning as well.

So, let me show you..

How to Ensure Your Direct Mail Get’s Open and Read, Resulting in More Sales and Profits for Your Business

Everything you need to start seeing results in your direct mail using 3D Mail is in my improved and newly updated *Deluxe 3D Mail Samples Kit and Sales Explosion System*. The System includes **two H-U-G-E, 5 inch notebooks filled to the brim** with absolutely everything you need, in two G-I-A-N-T volumes.

First, The 3D Mail Sales Explosion Kit. Vol. 1. This includes one sample of each product we currently stock. You’ll get one pill bottle, one bank bag, one mini self-mailing trash can, one treasure chest... You get the idea. You can touch them, feel them, hold them, check them out to see which ones will work best for your business.

Also included in Vol. I are five reports that will allow you to have maximum success and profits from the System. The five reports include:

- ◇ ***Why 3D Mail Gets Such Great Results:*** This covers all the basic “in’s and out’s” of using 3D Mail, how to use it properly for maximum success, and why you should be testing 3D Mail throughout your direct mail campaigns.
- ◇ ***The Top Thirteen Mistakes in Preparing a Sales Letter:*** When you sit down to write a letter using 3D Mail, you won’t make the same mistakes we see time and time again when reviewing and critiquing work from our clients. This report will keep you from making these common mistakes.
- ◇ ***Why Premiums/Free Gifts Out Perform Discounts and Rebates:*** This report explains how you can use Free Gifts with OUT having to discount or rebate your products/services. Using the right free gift will cost you less than discounting, and it will drive added sales to your business.
- ◇ ***The Evolution of a \$10,000,000.00 Direct Mail Campaign:*** This is the “life-line” of my ultra-successful direct mail campaign I’ve been using since 1993 to get a constant flow of new clients to my business. You’ll see every split-test, every tweak, every headline we used, every nuance

With your 3-D mail pieces **I’ve experienced as much as a quadrupling in response rate** over “flat” letters and postcards. There’s just nothing like 3D mail. It’s like being a kid again, ripping open your mail to see what the surprise is inside! **You’ve helped to make sending 3D mail easy.** Thanks to you, my prospects now have three piles of mail: A-pile, B-pile, and “3-D pile.”
Dr. Chris Bowman
Dental Insiders LLC
Charlotte, NC

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and progression of every letter we've sent and tested over the past 17 years. Truthfully, this series of letters has been worth way more than \$10 MILLION, but I honestly don't think you'd believe me if I told you how many sales this one series of letters is responsible for creating. This is 17 years of direct mail testing, already done for you.

- ◇ **Copywriting to Sell Any Product or Service:** The greatest 3D Mail in the world is worthless unless you know how to put words on paper that sell. This report will guide you through the copywriting process, so you don't miss a thing. Do you have an irresistible offer? Do you have a deadline? A guarantee? How do you craft them? This report will answer those questions.
- ◇ **350 of the Best Headlines of All Time and The 25 Best Fill-In-The-Blank Headlines:** Headlines are without a doubt, the most important part of any sales message. The best ones have been around for years. They are tested and proven, so why reinvent the wheel?

"I doubled the response I was getting to my best control package using 3D Mail. Based on my results I have endorsed 3D Mail to my members. I would recommend using 3D Mail to anyone looking to increase their sales and more importantly, their profits."
Rory Fatt, Owner
Restaurant Marketing Systems
Vancouver, Canada
Coach to 1,000's of restaurant owners across the world

And That's Just Volume 1 There's Even More

Volume II - The Complete 3D Mail Swipe File. Hard copy samples of 139 letters using 32 different 3D mail products. These are complete letters that you can tweak to use in your own business. Each letter uses an attention getting headline, transition from the headline into the letter, an irresistible offer, features and benefits, testimonials, using the P.S.... All the necessary elements of any good direct response letter.

Here's the B-I-G-G-I-E

You'll get the Complete "Swipe File" CD containing 139 sales letters, completely written and ready to implement on CD in Microsoft Word format. Included are letters for prospecting new clients, letters to existing clients, upgrade and cross-selling, lost client reactivation and generating referrals. All the hard work has been done for you.

Also Included:

- » **Audio CD interview with Bill Glazer, Keith Lee & Travis Lee** answer all your 3D Mail questions. Bill Glazer is one of the top direct response marketing minds around, and author of the #1 Best Selling Book, *Outrageous Advertising that Outrageously Successful*. Be a fly on the wall as Bill, Keith and Travis discuss the successful 3D Mail campaigns they've seen over the years.
- » **A 30 minute One-on-One 3D Mail Coaching Session** via telephone with Travis Lee
- » **A certificate for a complete critique** of you 3D Mail promotional piece with Travis Lee

You'll Also Get 2 Month's Free 3D Mail Inner Circle Membership Which Includes:

- » **A brand new 3D Mail piece each month.** The new item will include a dozen different headlines that you can tweak and use in your business. The new idea may be tied to an upcoming current event (presidential

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election, Memorial Day, Super Bowl, The Olympics, etc) or it may be something more generic.' When the 3D item is tied to an upcoming current event you'll get it 3 months before the event so you have time to get the item and implement the campaign.

- » **A digital swipe file CD arriving each month** with access to the Microsoft Word document for your new 3D Mail Product. This is the fill-in-the-blank, ready to use letter you'll use to quickly and painlessly implement your new 3D Mail piece. Also included are any layout/design files need to complete the campaign (envelope layout, mailing labels, etc) and any other important images and files needs to complete your campaign.
- » **10% off the new 3D Mail item that is highlighted in the monthly 3D Mail Inner Circle.** For three months you can order the new 3D Mail product and get a 10% discount.
- » **The Copywriter's Corner Monthly Newsletter.** Each month you'll receive a newsletter with copywriting shortcuts, tips, techniques and newest finding from Keith & Travis Lee along with some of the world's best copywriters as guest contributors. 3D Mail is great, and when you pair it with the exceptional copywriting techniques you'll get in the monthly newsletter, you have an unbeatable pair.
- » **Exclusive use of the new 3D Mail item for 6 months.** Only 3D Mail Inner Circle Members can buy the new featured 3D Mail item during the first 6 months.
- » **5% off any 3D Mail item for as long as you remain a member.** This discount may not be combined with the 10% discount above.

"All of our members know that not only do I like 3D mail a lot, but I use them a lot. And there is no mystery as to why I use them. It's not because I want to make my mailing more complex and complicated. It's only because I want my mailing to have a better response, and that's exactly what they do. 3D Mail does a lot of great things, but the biggest thing it does, which is the only thing our members should even be paying attention to is, it increases response. The return on your investment will be much, much higher than the cost of it, so it just always pays for itself."

**Bill Glazer
Glazer-Kennedy Insider's Circle
Towson, MD**

Plus, You're Covered By My:

12-Month "Doctor's Orders" Guarantee. Use the entire kit for 12 months and if your direct mail headaches aren't cured, simply send back the **Deluxe 3D Mail Sample Kit and Sales Explosion System for a quick and painless 100% refund.**

OK Travis, What's This Going to Cost Me?

If you were to pay a rank amateur copywriter to create the number of letters included in the *Deluxe 3D Mail Sample Kit and Sales Explosion System* from scratch, you would conservatively spend \$6,950 (139 letters at \$50 each, for the rank amateur. Obviously much higher for someone who knows what they're doing.)

But This Isn't 'Rank' Amateur Copywriting

In fact far from it. The letters were written by Keith and myself, with a combined 27 years of real life, in the trenches business building, writing compelling sales letters for our various businesses. Creating REAL direct response letters that get people to open their wallets and buy. **These aren't 'pretend' letters,** but letters that get results, using the same approach and techniques we've used to build three separate, very successful businesses from scratch.

Now, I've got **good news for you.** You won't pay nearly what you would pay even the most rank amateur

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copywriter. In fact, just a fraction of that. I've successfully sold this same product at several 'live' events from the stage from \$397 to \$597, with little resistance. Of course this requires paying for travel and hotel, plus time away from the office, and a commission split with the promoter, thus justifying the higher price for seminar attendees.

Incredibly, for less than \$200 (Just \$197) you can have, at your fingertips, 139 ready-to-implement sales letters guaranteed to get your clients and prospects to respond and order, creating near instant cash flow. All you need to do is hit 'print' in Microsoft Word. **It's that easy.** All the hard work has been done for you. This doesn't even take into account all the other great content and information you'll get, which I won't rehash here. You saw them on the previous pages. This is the only time we'll be offering this kit at this outrageously low price. **We've never offered this for any less than \$397,** and I can almost guarantee you won't see a price this low ever again.

Let's Review Everything You'll Get

INCLUDED IN THE SYSTEM	MINIMUM VALUE
1. The 3D Mail Sales Explosion Kit, Vol I	\$67.00
2. Volume II – The Complete 3D Mail Swipe File	\$97.00
3. One sample each of the 32 3D Mail items	\$37.00
4. Complete "Swipe File" CD containing 139 sales letters	\$397.00
5. Audio CD Interview with Bill Glazer and Keith & Travis Lee	\$59.00
6. A 30 minute one-on-one Coaching Session via Telephone	\$147.00
7. A complete e-mail critique of your 3D Mail promotional piece	\$97.00
8. Two month FREE trial of the 3D Mail Inner Circle Newsletter	\$59.94
Total Value.....\$960.94
Your Investment..... (79.5% Savings).....\$197

What Do You Have To Lose?

Maybe some frustration, some struggle. Maybe some long-held beliefs about direct mail that are holding you back from maximum profits. Seriously, what **DO** you have to lose? You are fully covered by my "Doctor's Orders" Guarantee. It is impossible to lose a penny. **Use the entire kit for 12 months and if your direct mail headaches aren't cured, simply send back the Deluxe 3D Mail Sample Kit and Sales Explosion System for a quick and painless 100% refund.**

What Do You Have To Gain?

Once you start using my system, you will unleash the power 3D Mail can have on your business. Seasonal slumps can be a thing of the past. Your competition will wonder how to continue to not only stay in business, but thrive, even in the current economic conditions. And guess what? Your competitors won't have a clue how you are doing it. That's what is so great about direct mail.

You can make your money "in the dark." No other media available allows you to select and choose exactly who sees your marketing messages. You can completely exclude your competition. Could you imagine being able to put blinders on your competition so they can't copy-cat your website, yellow pages ads, display ads, and your TV or radio spots? If they're paying attention, they're bound to see them. But not your direct mail. YOU

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choose who sees it, and you can completely black out your competition. **You can create a competition free zone one mailbox at a time.**

The Best (And Only) Time to Act Is Now

I know it's the holidays. It's easy to forget and get caught up with family, friends, gift giving, and everything that comes with the holiday season. **I've purposely set the deadline at January 7, 2011 because of this.** It gives you a few extra days after the New Year to clear your head. Why not give you and your business a gift this holiday season? In fact, you should get it now while you're planning for 2011. Get the System and plan your budget schedule your campaigns NOW for 2011. **But don't wait too long, because after January 7, 2011, the price goes back up to (at least) \$397.**

One Last Word of Warning

We all have egos. But I really hope you will not let your ego stand in the way of accepting advice from someone who really 'gets it' when it comes to direct mail. You are getting a SYSTEM, evolved from years of testing, by myself and my clients. You get years of tested direct mail condensed, to use immediately.

Unless you are already "fat and happy," thrilled with every aspect of your marketing and brimming to capacity with customers, OR you let your ego or close-minded resistance to change interfere, there really is no good reason NOT to accept my guaranteed offer.

Use the enclosed Acquisition Enrollment or visit www.3DSalesExplosion.com to get this business-changing program rushed to your hands, while available at this incredibly low price. An exciting marketing breakthrough lies in the pages of these notebooks and accompanying CD's.

To Your Direct Mail Success,



Travis Lee

P.S. AS I finish this letter, it occurs to me that if you only get one new successful promotion from this SYSTEM, then it will pay for itself many times over. Heck, for many of you, if you only get one new, good customer, it is worth the investment. How hard can that be? FAX your enrollment in before January 7, 2011.

P.P.S Take out the enclosed Acquisition Enrollment right now and FAX it to 253-398-1551 while it's fresh in your mind. OR visit www.3DSalesExplosion.com. Remember, you're covered by my 12-Month "Doctor's Orders" Guarantee. Use the entire kit for 12 months and if your direct mail headaches aren't cured, simply send back the Deluxe 3D Mail Sample Kit and Sales Explosion System for a quick and painless 100% refund.