

Why is Travis Lee of 3D Mail Results Sending You Real Shredded Money?

Dear <<first>>,



As you can see I've attached a bag of real shredded money to this letter. I have done this for two important reasons:

1. I have something very **URGENT** to tell you and I needed a way to make sure this letter got your attention.
2. And, secondly, since what I have to tell you concerns how to make more money in your business (and how to stop wasting it), I felt that this nifty little "eye-catcher" was appropriate.

About two weeks ago I sent you a letter in a green bank bag with AMAZING introductory pricing to try 3D Mail in your business, but I didn't hear from you. I hope you received it, and if you didn't I want to give you a second chance. **But first let me ask you this question:**

"Does Your Advertising Stand Out Like This Bag of Shredded Money?"

It needs to, and here's why: We're all hit with a barrage of advertisements and marketing messages every day. The average American sees 3,800 marketing message each day. That's 1,387,000 a year! **How are you going to set your marketing apart, so you're the 1 in 1,387,000 this year that your prospect, client, or patient pays attention to?**



Not only are we overwhelmed by the marketing we see, we're bored by it. Think about the advertising you see. It all looks the same. Just think of Super Bowl ads. While many are hilarious, how many of the products or companies do you actually remember? How much of it actually catches your attention, grabs you by the throat, and compels you to pay attention?... My guess is, not much. It all looks the same. **We're all suffering from marketing incest.** 3D Mail is different, much different. It cuts the clutter. It gets attention. It gets opened... **Instantly.**

Did you get this bank bag in the mail? You have one last chance to get superb introductory pricing on your first order of 3D Mail when you visit:

www.3DMailSpecials.com

How Would You Like To Send Effective, Clutter Busting, 3D Mail With Little or No Extra Postage Costs?

But doesn't 3D Mail cost more than 'regular' mail? It's the question that I get asked the most. Sure, 3D Mail will normally cost more than a direct mail piece that is not 3D, but not all of the time. In fact many of our 3D Mail products cost less than a fancy flyer.

But if you understand direct response marketing at all, you know that the only thing you're really interested in is the cost of the mailing versus your return. In almost every instance the results from 3D Mail are a better Return

**NEXT
PLEASE** →

on Investment than the same mailing without the 3D Mail item. But you know what you gotta do... YOU GOTTA TEST IT!

Try an inexpensive test today. Postage Saving 3D Mail items increase your postage no more than \$0.20. But most importantly, they continually increase response and the return on investment for our clients each time they utilize them. The "Postage Saver" bundles puts the power of 3D Mail to work for you, and saves you money on postage.

From now until May 2, 2014, you can take advantage of amazing prices on our seven most successful and "postage conscious" 3D Mail products. See the next page of this letter and the enclosed Fast Action Response Sheet to see these great deals for yourself.

I also put together a special website just for these and my other top-selling and best performing 3D Mail items (12 proven items in all). Simply visit www.3DMailSpecials.com and find the item(s) that work best for your business. All the prices at this site are at least 15% off my 'published' price, and in many cases the savings are dramatically more! However, you can only order from this website **ONE TIME** with these special prices. Order as much as you want now, but **the one-time order limit is strictly enforced.**

The use of object-mail, grabbers and freemiums plays a role in almost every direct-mail campaign I develop for my private clients as well as for my own use, and **Travis Lee at 3D Mail Results is my go-to guy for these items and for fresh ideas.** I have brought in Travis and his team for projects, referred clients to him, and turned to him time and again for the right items at the right price. You'd be foolish not to use 3D Mail Results as your preferred resource, as I do."

**Dan S. Kennedy,
Direct-Response
Copywriter
& Marketing
Strategist & Author.
www.NoBSBooks.com**



Here's What You Got To Do.

Flip through the Definitive Guide I sent you, or go online to www.3DMailSpecials.com and find the item(s) you want. In both places you'll find price breaks, suggested headlines, and copy for your sales letter. There is a ton of copy on the Virtual Swipe File CD, including fill-in-the-blank sales letter templates you can use. If you go online, there is a video tutorial explaining how to use each of the 3D Mail items we stock.

What Do You Have To Lose?

With the bargain-priced Postage Saver Packages you'd be crazy to not test 3D Mail in your business. And what if it turns out to be an incredible return? Can you really afford to NOT try a small test. Now is the time to get maximum value at minimum cost. **There won't be any better time to test 3D Mail than right now.** See the next page and the enclosed Fast Action Response Sheet and then call, FAX or visit www.3DMailSpecials.com today.



To Your Direct Mail Success,

Travis Lee

P.S. I don't discount very often and you likely won't see this offer ever again. You're time to act is now. Check out the enclosed Fast Action Response Sheet or call 888-250-1834, or visit www.3DMailSpecials.com. The deadline to take advantage of this great opportunity is **May 2, 2014**

These Prices are Only Good Until May 2, 2014



Million Dollar Bill \$0.18 ea

Minimum order at this price 300 pcs. Order in multiples of 50. Need more? Call for a quote or visit us online. No increase to your postage. This is a take on the famous "dollar bill" letter. **The letter Gary Halbert says he never saw fail in a B-to-B mailing.** Simply staple the bill to the top of your letter and drop it in the mail!



Aspirin or Antacid \$0.18 ea

Minimum order at this price 300 ea. Order in multiples of 50. Need more? Call for a quote or visit us online. Adds only \$0.20 in postage (\$0.66 under 1 oz.). A great campaign if you're solving a nagging problem that persists for your clients/prospects.



Shredded Money \$0.75 ea

Minimum order at this price 200 ea. Order in multiples of 25. Need more? Call for a quote or visit us online. Adds only \$0.20 in postage (\$0.66 under 1 oz.). The shredded money mailer is a great direct mail promotion and is an example of a successful promotion that can be run in just about any business or business category. **Sample Headline:**

"You're Wasting \$ _____ Each Month on Your _____."

"Buying Cheap _____? You're Better Off Shredding Your Money."

Get all three for just \$0.58 Per set of three



Worry Dolls - \$0.25 ea

Minimum order at this price 300 ea. Order in multiples of 50. Need more? Call for a quote or visit us online. Adds only \$0.20 in postage (\$0.66 under 1 oz.). This letter, using a Guatemalan worry doll, is designed to be used for lost/inactive client reactivation or, like the Round TUIT, used as a follow up to previous mailers, appointments or other interactions with your clients.



Front of envelope

Back of envelope

Express Envelope 6" x 9" \$0.45 ea

Minimum order at this price 200 pcs. Order in multiples of 50. Need more? Call for a quote or visit us online. No increase to your postage. Red Priority Express Envelope with bald eagle virtually ensures that your prospect will receive and open this unique envelope. What's great is that it mails for only \$0.46 for under 1oz.

Get all three for just \$0.94 Per set of three



100 Dinara Foreign Banknote - \$0.32 ea

Minimum order at this price 300 pcs. Order in multiples of 50. Need more? Call for a quote or visit us online. No increase to your postage. Your prospects eyes are going to pop out of their heads when they see the beautiful, multi-colored foreign currency. It's a genuine 100 Dinara bill from Bosnia-Herzegovina.



Round TUIT - \$0.23 ea

Minimum order at this price 300 pcs. Order in multiples of 50. Need more? Call for a quote or visit us online. Adds only \$0.20 in postage (\$0.66 under 1 oz.). This is perfect for a second or third mailing to a list of prospects who have not responded to your previous offers and debunks the excuse of, "I just haven't gotten around to it yet."

Entrepreneurs Speak

Just a few of the many success stories that our clients have sent to us the past 12 months.

“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, World Renowned Marketing Strategist and Best Selling Author. Towson, MD



“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, BC

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 dimensional 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 dimensional mail easy. Thanks to you, my prospects now have three piles of mail: A-pile, B-pile, and “3-D pile”.

Christopher A. Bowman, DDS. Advanced Dentistry. Charlotte, NC



“These 3D pieces make a huge difference in our income. People do not expect to see them in their mailbox, especially from an industrial sales guy. The letters that 3D Mail Results provide to me let me get to look like the hero because I look like I’m a great copy-writer, but I’m not. I just put my name on it; insert their products, and send it to my clients.

Money comes in the mail.”

Walter Bergeron, Owner, Power Control Services. Broussard, LA



“We got an \$18.00 return for every dollar that we invested in a 3D mailing using their Bank Bag program. Every time we do something with 3D Mail Results, it produces multiple returns on our investment.

“We’ve been using 3-D Mailing Results for about 4 years. Every time we work with them we generate multiple returns on our investment. They are really great folks to work with, we consider them to be marketing partners who are integral to our success in direct response.”

Steve Clark, Owner, New School Selling. Navarre, FL

“I’ve sent out many of their mailers, they just understand the whole deal. They’re not like a typical mail-house. They understand marketing, and understand small businesses, whether an insurance agency, restaurant, or whatever. If you do any kind of direct mail, you need to talk to them, they really know what they’re talking about.”

Bill Gough, Marketing Consultant to Allstate Insurance Agencies. Florence, AL



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