

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

Dear Friend:

As you can see I've attached a bag of shredded money to this special letter. Why have I done this? Actually, there are 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.

Ask yourself this question "Does my marketing stand out from the crowd, like this bag of shredded money?" It should. We're 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 will pay 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 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.**

If you're anything like me, you're sick and tired of hearing about the "next shiny object," or the next "sure thing" in marketing. First it was broadcast FAX, then voice broadcasts, then email, then online video. Now it's QR codes, Facebook and Twitter... It never ends. But there has been one consistent marketing media that is grossly overlooked by most business owners, and continues to make large sums of money, year after year, for those who use it wisely. Is that something you'd want to know about?

But First, A Quick Story

I often get asked how I started this business. It gets asked frequently during tele-seminars and one-to-one calls with clients throughout the country. People find it hard to believe that there's a viable niche for a business like this, so let's start from the beginning, long before I starting working with Keith (my father).

Keith became General Manager (and later owner) of his first business, American Retail Supply, in 1981. He did well, and grew the business faster than the previous managers. But it was tough. Long hours, weekends at the office, and very little time off. He was growing a successful business, but he was doing it just like everybody else, with long hours; working harder, not smarter. He knew there had to be a better way, and he went searching for it.

In 1991 Keith discovered a marketing Guru named Dan Kennedy (you may have heard of him) at a Peter Lowe Success Seminar in Seattle. Keith regularly attended events like this, searching for a better way. Keith instantly fell in love with the measurable, direct mail techniques Kennedy taught on stage and through his *Magnetic Marketing System*, which Keith purchased.

The “Ah-Ha” Moment Arrived

“This is it!” Keith thought, “Measureable, dependable, and effective direct mail.” Keith quickly went back and implemented the techniques he learned through Kennedy's *Magnetic Marketing* and created his first 3-step direct mail campaign. That first step was a rework of the famous Gary Halbert dollar-bill direct mail piece. It was a HUGE success. The first 3-step sequence got a 35% response rate and was a sample for years in updated versions of Dan Kennedy's *Magnetic Marketing*. Needless to say Keith was hooked on direct response, and what we now call 3D Mail.

Can You Drive 80% Of Your Competition Out of Business?

He was finally working smarter than his competition, and the direct mail strategies he employed were the **single biggest reason why Keith is still in business while 80% of his competitors in 1991 are now out of business.** Keith still owns American Retail Supply, and spends most of his time working in that business, while helping out with this 3D Mail business.

Fast-forward 16 years, to 2005. I (Travis) had finished my marketing degree at Washington State University and came to work with Keith. In that time Keith had used 3D Mail in his new-client sequence described above, referral campaigns, cross selling and upselling existing clients, and used it to fill seminars and boot-camps.

However, Keith grew tired of searching all over, running from store to store, and trolling the web trying to find enough unique items to mail. In fact, one of my first assignments when I came to work with Keith was to raid all the local dollar stores of their puzzles so we could get 25,000 pieces to mail out!

November 2007, while we were on our way to a Mastermind Coaching group in Baltimore, MD hosted by Bill Glazer, we hatched a crazy idea to start a business where we would supply all the grabbers and items a business would need to launch hugely successful 3D Mail campaigns. It was simple in our eyes. It went hand-in-hand with our current business as a distributor. We were already importing 1,000's of items from over-seas, and our contacts there could easily find manufacturers who would create these wacky, but effective 3D Mail items. Plus, we had the infrastructure with our current business to warehouse and ship hundreds of packages a day. It seemed to be a no-brainer!

We presented the 3D Mail business idea to the Mastermind group, and needless to say, it was a smashing success! Members of the group were asking us when we'd be ready for business, because they wanted to place their orders. The other business owners had seen Keith's successful direct mail before and knew it would work, and they knew they could start using it successful in their businesses.

By March of 2008, just 5 months after concocting the idea on a plane ride, we launched our new 3D Mail business and we haven't looked back.

What's The Most Consistent Way to Ensure Your Direct Mail Gets Opened and Read, Resulting in More Sales and Profits for Your Business?

I mentioned earlier that there has been one consistent marketing media that is grossly overlooked by most business owners, and continues to make large sums of money, year after year, for those who use it wisely. It's abundantly clear by now what that is... creative, unique and clutter busting 3D mail campaigns.

Everything you need to start seeing results in your direct mail using 3D Mail is in my 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. We've done all the research for you. All the testing. 20 years of trial and error is enclosed in this System.

The first 5-Inch notebook includes Vol. 1, *The 3D Mail Sales Explosion Kit*. This includes one sample of each product we currently stock. You'll get one pill bottle, one bank bag, one mini trash can, one treasure chest, one boomerang... 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 Keith’s ultra-successful direct mail campaign he’s been using since 1993 to get a constant flow of new clients to his business. You’ll see every split-test, every tweak, every headline we used, every nuance 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, 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?

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

Volume II - The Complete 3D Mail Swipe File. Hard copy samples of 193 letters using 36 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 to maximize your response.

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

You'll get the Complete "Swipe File" CD containing 193 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, upgrades and cross-selling, lost client reactivation, generating referrals and much more. All the hard work has been done for you.

Also Included:

- **\$200 Gift Certificate from 3D Mail Results to be used on any 3D Mail Results Product.** It's like getting the *Deluxe 3D Mail Samples Kit and Sales Explosion System* for just \$47.
- **Fast Start Training DVD for Instant Implementation.** I pull back the curtain and show you how to really make money using 3D Mail. I'll reveal "ninja" strategies usually reserved for my private coaching and consulting clients. I dive deep into my swipe files and show you HUGE winners from my businesses, and those of my clients.
- **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 by 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 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 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.

**You’re Covered By My
“Don’t Shred Your Money”
Double Your Money Back Guarantee:**

Guarantee #1:

Use any of the 193 letter examples in the NEW Deluxe 3D Mail Sample Kit and Sales Explosion System as the basis for your letter to your prospect or client, call your client a

year later and ask if they remember your mailing. If they don't remember it I'll give you double your money back.

Guarantee #2:

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, no questions asked.

PLUS Get Your Own Pair of BRASS BALLS

No one will ever kick sand in your face or question your manhood again when you have Brass Balls! (the FTC requires that I tell you this last sentence may not be true for all men. You may actually have someone kick sand in your face - sorry).

Ladies - Brass Balls are not "just for men". When you're meeting with that jerk who's talking down to you, show him your brass balls and put him in his place. Everything you need to start seeing results in your direct mail using 3D Mail is in my newly updated *Deluxe 3D Mail Sample Kit and Sales Explosion System*.

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

If you were to hire the shoddiest, 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 \$19,300 (193 letters at \$100 each, for the rank amateur. Obviously much higher for someone who knows what they're doing.)

But This Isn't Sloppy, 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.

But I've got **good news for you**. You won't pay nearly what you would pay even the most rank amateur 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 \$250 (Just \$247) you can have, at your fingertips, 193 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 his hit 'print' in Microsoft Word. It's that easy.** All the hard work has been done for you.

**And Remember, You're Covered By My
"Don't Shred Your Money"
Double Your Money Back Guarantee:**

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**Use any of the 193 letter examples in the NEW Deluxe 3D Mail
Sample Kit and Sales Explosion System as the basis for
your letter to your prospect or client, call your client a
year later and ask if they remember your mailing.
If they don't remember it I'll give you double your money back.**

Guarantee #2:

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, no questions asked.

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 "Don't Shred Your Money" Double Your Money Back Guarantee. It is impossible to lose a penny. **Use any of the 193 letter examples in the NEW Deluxe 3D Mail Sample Kit and Sales Explosion System as the basis for your letter to your prospect or client, call your client a year later and ask if they remember your mailing. If they don't remember it I'll give you double your money back.**

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. Imagine putting 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 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

If you visit my website (www.3DMailResults.com), you'll notice the *Deluxe 3D Mail Sample Kit and Sales Explosion System* sells for \$397. But during this special, limited-time offer, you can get it for just \$247, 38% off the retail price. You only have a short time, so do not delay.

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, Keith and our 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 accepted my guaranteed offer.

Use the enclosed Acquisition Enrollment or visit www.3DMailSuccess.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. Hey, it's easy to say "no." Easy to come up with an excuse not to take advantage of this opportunity. Easy to close your mind to new and different strategies, easy to continue with the

comfortable and familiar. But no sales, profit, business or lifestyle breakthrough ever came from saying “no.” Act today.

P.P.S Remember, You’re Covered By My “Don’t Shred Your Money” Double Your Money Back Guarantee: Use any of the 193 letter examples in the NEW Deluxe 3D Mail Sample Kit and Sales Explosion System as the basis for your letter to your prospect or client, call your client a year later and ask if they remember your mailing; and if they don’t remember it I’ll give you double your money back.

P.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, it’s likely that if you only get one new, good customer, it is worth the investment. How hard can that be? FAX your enrollment or visit www.3DMailSuccess.com before: