How to Mail Your Letters for 3 Cents…

1. Watch this video to become familiar with how the 3 cent law works for mailing letters => https://www.youtube.com/watch?v=4y0qlDtayIE

2. Go to Office Depot and get a custom stamp (size 4090) that says the **exact** writing below. You will stamp this on the upper right hand corner of your envelopes. The stamp is about $37 bucks. It needs to be **Arial Bold font**

First Class Non Domestic
Without Prejudice
USC-1-207
bk.12 Statutes At Large
Chapter 71 section 23
37th. Congress Session 111

This stamp size is to big. You want a stamp that you can place next to a 3cent stamp, on a regular letter size envelope.

3. Buy a box of Easy Close, Privacy tent envelopes.

4. Visit **www.Docucopies.com** to order your color prints for your sales letter. You can order as many as you'd like.

Your job should look as follows…

COPY JOB INFORMATION

Job Name: DPS Color Copies

If printing 2-sided count each **SIDE** as 1 page

How many pages are in your file(s): 1

How many copies would you like: 1000

Get your copies made wherever you like - the information contained here was for another program that I did some time ago.

PRINTING OPTIONS

◉ Full Color   ○ Black & White

◉ Single Sided   ○ Double Sided

PAPER OPTIONS
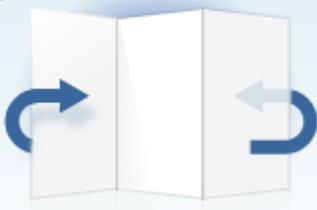
Finished Paper Size: Letter (8.5 x 11) ▼

Paper: 24/60# Laser White Smooth ▼

FINISHING OPTIONS

Folding: Z Fold ▼

A Z fold is a zigzag type fold that forms a brochure. This is also known as an accordion fold.

The Z fold option is great if the place where you get your copies done can do it. Saves you a lot of time!

I mail the flyers out the way that Mike recommends, by using the windowed envelopes. Like the one one received from me. They work well!

You don't need to touch any other of the available options. Once you've selected this criteria, proceed to cart, and upload your pdf salesletter after you pay.

5. Order your stamps.
   3 Cent stamps
   https://store.usps.com/store/browse/productDetailSingleSku.jsp?productId=S_100340
   5 cent stamps
   https://store.usps.com/store/browse/uspsProductDetailMultiSkuDropDown.jsp?productId=S_180540

   (I use 5 cent stamps because my first test project I did was a 4 page letter that weighed about .8 ounces so the postage was a little more and I just stayed with the 5 cent stamps)

6. **IMPORTANT: How to write your address.** You don't have to put a return address if you don't want to. I use one because I want my letters back if a clerk doesn't understand the law and my letter gets sent back. I can just

drop it right back in the mail again. But a return address is completely *optional.* Your address needs to be written out, no abbreviations or zip codes. It also needs to say c/o (care of) in front of address. Refer to examples.

John Smith
c/o 123 45th Street
Brooklyn, New York

Edward Johnson
c/o 3534 East High Circle
Los Angeles, California

Stacey Bloom
c/o 86949 North Perimeter Avenue
Apartment 56C
Boulder, Colorado

Charles Boyd
c/o Post Office Box 483
Burlington, Vermont

7. Go to **www.MailboxMap.com** and type in your zip code. It will populate all the blue mailboxes in your area. You want to drop 25 letters in different boxes around your area. The reason you don't want to drop all your letters in one place is because there will be some times when the clerk doesn't send the mail because they'll think the postage is insufficient not knowing how the law actually works. So you need to scatter them so they can go to different post offices.

You don't need to send more than a few hundred letters a week. If you follow up with your prospects that's where the money is made. You don't need to try to send out a lot of mail. You need to focus on getting to $5k a month with just a few thousand postcards and letters combined before you even think of trying to scale any mail. Try to put together 25-50 letters a day minimum and mail at least 250 postcards a week every Friday. When you purchase your mail list, you will write those addresses out the appropriate way for your letters.

This method works well when you implement it with your postcard mailings that way you have a nice combination of letters and postcards going out. You have to be consistent with mailing that's how it goes and that's not debatable.

Your response rate will increase because you wrote their name out personally. Below is a few examples of proof the system works. I mailed a few letters to myself from a hotel I was in when I was out of town. I've mailed several more but this is to show you it **DOES WORK!**

Again I would recommend a smaller stamp option. One that fits better on a regular size envelope.