

Alpha Mail

How to List and Sell More
Property Using Direct Mail

CARL QUESTED

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To my staff at AgentMail, who stepped up through this whole process, and allowed me the time to complete the book, whilst ensuring the business and our customers didn't suffer.

To all of those who have shared their opinions, thoughts and ideas to make this a reality. I am humbled to be surrounded by such amazing and inspiring people.

Foreword

It is said that the average person is exposed to thousands of advertisements each day.

But our world is changing rapidly and many of the old marketing ways no longer produce the results marketers are looking for.

In an online digital world, we are trained to crave connectivity. In fact, governments have to pass laws in an attempt to try and stop people from sending text messages while they're driving.

In reality, little has changed. The effective principles of marketing are still the same as they were 100 years ago.

Which leaves us with a clear set of questions:

1. Exactly how do we reach our intended target market?
2. How do we engage them with a meaningful and compelling message?
3. And what specific call-to-action do we need to deliver and how do we deliver it?

Direct Mail is my all time first love and secret weapon.

Ever since I worked out exactly how to adapt the above 3 essential steps to real estate and crafted a direct mail letter that made my phone ring off the hook, I've been addicted.

There is nothing quite like a beautifully written, personal letter in the hands of your target market audience to produce an excellent return on your marketing investment.

ALPHA MAIL

Every week I receive emails from agents using my Direct Mail Power program to attract more sellers. They simply follow the rules I've set out and POW! They win extra listings and sales!

When I first read this book I knew Carl and I would get along famously.

It's not like Direct Mail is a secret club or anything but we're into it the same way two art collectors are into the same artist. We understand it. We know its nuances and can spot 'art' from trash.

I want to applaud Carl for writing this book in such a logical way and taking the time to get the direct mail message out into the world.

I know for a fact, the agents that take the trouble to study Carl's ideas and implement them into their own business will do very well.

But keep in mind. If you break the rules, don't expect miracles.

Welcome to the club.

Ray Wood

Ray Wood is founder and CEO of Bestagents. His Direct Mail Power program has been downloaded more than 50,000 times. Find out more at bestagentshq.com

Introduction



“The astute business owner understands that the purpose of a sale is to generate a client. The lousy business owner thinks that the purpose of a client is to generate a sale. One lasts much longer and has much more fun than the other.”

— DAN KENNEDY

As I look down at my computer, I am once again amazed at the number of emails in my inbox, currently sitting at 1,497. I scan through the list of senders and check the headings... nothing to action. But I wonder how I managed to subscribe to so many newsletters. How did I get on so many mailing lists? And this is my *inbox*, not even my spam folder!

I think it is safe to say that we have all had the same experience. We tend to go online for a specific purpose, maybe even just to check in. But do we really want to be bombarded with marketing messages? Seth Godin wrote an entire book on interruption marketing – that annoying message that just isn’t relevant to what you are trying to do at a particular moment.

The problem is that most businesses don't realise that simply because they have your email, they have not yet built enough trust for you to want to hear what they have to say. It's generally too soon for them to expect you to invest in their services.

The biggest problem, however, is the idea that online marketing is cheap, so everyone is doing it.

In a world where every business, and every agency, is focusing their attention on the cheap marketing solutions, your market is tuning out. This means that the cost of acquiring a client has never been more expensive.

You have to get it right

When acquiring a genuine client is more expensive than ever, you want to get it right. Yet so many agencies are making the same mistakes, resulting in campaigns that don't get their ideal clients' attention (or, at the very least, don't get the *right* attention).

Which of these mistakes are you making?

1. **Not knowing your market** – It sounds silly, but if you don't have an in-depth, real-world knowledge of the demographic profile in which you operate, how can you tailor your message to suit them?
2. **Communicating a message that doesn't match your brand** – Whether you are an independent agency or a franchise, your message needs to be congruent with your brand – not

just in colours and logos, but also in its mission statement and corporate vision.

3. **Not synchronising all of your marketing platforms** – If you send out a letter directing people to your Facebook page, will they see more than just a heap of listing links? Think about the steps that follow the first interaction/contact and what your other platforms are currently talking about.
4. **Trying to do it all yourself** – Just as you recommend sellers use an agent to sell their home, your strengths may not lie in graphic design, copywriting or campaign management. Recognise the areas where you need help, and don't undervalue those who can provide help. Remember, you have only one chance to make a first impression.
5. **Worrying about your competition** – Comparing yourself to others can often be an agent's kryptonite. There is no point in copying someone else's content, design or message as you don't know the full strategy behind it. By copying someone else, the best-case scenario is you come up second; the worst case is coming up a lot farther down the ladder. Be true to your vision, follow your principles and communicate clearly.
6. **Not testing or measuring** – If you don't measure, you can't improve. Testing and measuring may seem like a lot of work, but it is the only way to work out what is getting traction and what isn't.
7. **No follow-up** – We no longer live in a world where you can sit back and wait for the phone to ring. Even when you have sent a truly engaging, well-researched and tested marketing piece, you still need to follow up with

your market and find out what they think. Their feedback will be vital in helping you turn a good campaign into a great one.

Why do agents make these mistakes? The number one reason is that they are focused on one-off marketing campaigns, rather than creating a holistic approach to marketing, one where every facet, every interaction, every communication is intrinsically linked to the other.

So where do you start with creating a holistic approach? The answer may surprise you...

The return to snail mail

The purpose of this book is to cover one aspect of marketing, one that is becoming less trendy. It is being sidelined for less-expensive, sexier marketing options. But the fact remains – direct mail *works*.

You may think that direct mail is disappearing with the baby boomers, and that your tech-savvy Gen Ys and Zs will soon only check their letterbox for grandma's birthday card. (Heck, even Australia Post is thinking this way with the introduction of their 'digital post box', but their direct competitor for this service recently pulled the plug due to a lack of uptake on the service!)

But if you really want to dominate your market, if you want to cut through the haze, if you want to deliver an engaging message that can be read at leisure and unobtrusively, and if

you want to show your prospective clients just how much you value them, it is time to embrace direct mail.

Don't believe me? Then consider these three reasons why *you* should be leveraging the power of direct mail in your industry.

1. The value proposition

For a client, deciding who should look after their biggest asset is a big task. They are bombarded by information in the media about rogue agents, discounted agencies, free marketing and more.

When they are unable to make a distinction between two agents, the only differentiating factor is price. If you want to be the cheapest agent in your market, this might be great news. But for all the other agents who want to get paid well for offering a great service, it is important to create a value proposition.

That value proposition needs to display why your potential client should value you over your competition. And this needs to happen at *every possible interaction*.

E-newsletters have seen a huge spike, thanks to programs like MailChimp that allow you to use templated designs to get content out quickly and cheaply. While this is fantastic for quick anecdotal updates to existing clients with whom you are in frequent contact, for those in your 'potential client' basket, the truth is they see this as exactly what it is – quick and cheap. And if your prospective client sees your efforts to them as quick and cheap, what do you think this does to their impression of your service?

With direct mail, by paying the costs of printing the letter, putting it into an envelope, taking it to the post office and getting it delivered, you are saying that you value your prospect enough to invest that time and money. The letter carries with it a strong message that, while you could send an email like any other agent, your relationship with them is more important.

Moreover, because of the extra effort you have gone to in creating this connection, you now have the ability to extend your value proposition by including a great deal more tangible content than you could have in a digital format.

2. **The social media overload**

Real estate coach and agent Tom Panos said recently, “Social media is for client retention, not client attraction.” Many agents, and businesses in general, are guilty of thinking that because they pay Facebook, LinkedIn or any other social media platform to promote their content, this builds some form of connection.

Ironically, this form of ‘social marketing’ is probably the most *antisocial* method of connecting that you could use. Imagine being at a real-life networking event, chatting away to a colleague or friend, when someone bursts in from the periphery, thrusts their card into your face and moves on – this would be nothing more than an irritation, certainly not a business you would follow up with.

Finally, social media doesn’t reach everyone, regardless of what the ‘gurus’ say. The Australian Bureau of Statistics puts the number of households

with internet access at 83%. While this is high, that means 17% completely miss your online campaigns. On top of this, you have individuals who choose every day not to use the internet and countless more who abhor social media. This is even the case with so-called tech-savvy Gen Ys, with a recent study of Facebook users revealing that 11 million users under 25 have closed their accounts since 2011¹. These younger users are your future target audience so, whatever you do, don't ignore what they are saying.

This book is definitely not designed to bag social media and the fantastic benefits it can offer when used correctly. What I am trying to illustrate is, from a 'new business' perspective, you have built no value or connection if this is your first touch point.

3. **Return on investment**

This particular point can sometimes be hard to discuss, as it is subjective and based on a number of factors. Understanding the return on investment (ROI) of a marketing activity is very important, but it is hard to do as most people do not know the lifetime value of a client.

Let's say that an average home is worth \$300,000, and the average person moves once every ten years. In a thirty-year career, one client has the potential to use the services of an agent three times. Each time, based on a 2.5% commission, this provides a gross commission of \$7,500.

But it doesn't stop here. If you are a great agent, and provide exceptional service, that one client will refer you

¹ business.time.com/2014/01/15/more-than-11-million-young-people-have-fled-facebook-since-2011/

to their friends – let's say just one other person. Now the lifetime value of that client has doubled.

At this point, you are sitting on a single client value of \$45,000.

With a potential client being worth \$45,000, what would you spend to attract them? If you spent nothing but your time (and that valuable resource should be used carefully) and attracted four clients, that's fantastic.

But let's say that in the same time period you invested \$5,000 in direct mail, and this brought in six clients (worth \$270,000 using the above hypothesis) would you see this as a worthwhile investment? That's a 540% return on your initial investment.

This isn't unrealistic, either, with \$5,000 being enough to get you about 5,000 letters mailed. That means six leads is a response rate of just 0.12%. (And with the information you are going to learn in this book, you will be aiming for much higher levels than this.)

Statistics agree, with a recent in-depth study held by Australia Post into consumer marketing preferences providing some interesting insights. First, while businesses are spending less on direct mail, consumers rank direct mail as one of their highest preferences for communicating marketing messages.

Another study from the Australian Direct Marketing Association, conducted in 2012, showed direct mail has a significantly higher response rate than email, at 4.4% for direct mail, against just 0.12% for email. Envelope-

sized direct mail letters achieve a 3.4% response rate when mailed to an in-house list, and a 1.28% response rate when mailed to a prospect list.

A second Australia Post survey into how personal mail is received and read provides further evidence of mail's impact, with 99% of Australians opening their mail, 58% reading it thoroughly and 55% storing it for later reference. It also found that 85% checked their mail daily and 86% read it the same day they received it. In comparison, average email open rates sit at just 22%.

But don't just take it from me – here are what agents who have tried and tested direct mail have to say:

“Direct mail actually gets opened. Many times I’ve heard people say ‘I normally don’t look at those flyers in the letterbox, I just bin them.’ Every agent does flyers, but if you direct mail the same client with a quality, well-written sales letter, the chance of a prospect calling you are 10 times higher.” – Andrew Daniel, Daniel Real Estate

“The main benefit of direct mail is that people will open up their mail as opposed to clicking the delete button on an email.” – Joshua Callaghan, Fletchers Sorrento

“The pundits will tell you email marketing is the way to go. I believe every agent will have a different opinion. However, I still feel having something arrive by snail mail, something that they can touch, feel or stick on the fridge, holds viability.” – John Beal, John Beal Real Estate

As you can see, the question is not so much “why mail?,” more “why not mail?”. Most will cite reasons such as lack of budget, that online works just as well, or that it isn’t worth the time.

However, while direct mail has a cost and takes some time, it also provides results. The statistics don’t lie, with people like Dan Kennedy, author of *The Ultimate Sales Letter*, continuing to make hundreds of thousands of dollars from direct mail alone.

About this book

In this book, I will take you through the key principles of creating a great direct mail campaign. We will cover everything from your database and your message right through to how to measure response levels and how to increase them.

I will take you through some examples of how your current interactions can be strengthened using mail – from the humble newsletter to CMAs and ‘open for inspection’ letters. Every touch point that a direct mail piece delivers can be crammed full of informative, engaging and trust-building content, which will open more doors and help you dominate in your market.

This book takes you through the exact steps you need to follow to create a successful direct mail campaign, from getting clear on your campaign goals to measuring your results. While I recommend following this structure, you can

focus on specific keys within your current campaigns and still see results. Like most things that are good for you, though, you'll get optimum results by following the full prescription.

Lastly, I will say that I will not debate the topic of costs of direct mail. Just as I would not expect you, as an agent, to discount your commission to your clients, nor should you discount the way in which you attract them. If you are looking for the cheapest marketing option (like those who want to sell their home without an agent), you should probably put this book back on the shelf. If, however, you understand the lifetime value of a client to your business, and you are looking to build a long-term and profitable strategy, let's get stuck in.

Case study – when email stops working

It all started about five years ago. There was something wrong with Aaron Shiner's email open rate.

Liking to know that his message was reaching its target, Aaron, of Elliott Shiner Real Estate, was always looking at the percentage of emails that got opened.

But about five years ago, things started to change. He discovered that people who normally opened (and, he assumes, read) his emails were now not opening them at all. His open rate fell below 50%, then 40% then 35%.

He made some random calls to his list and the response was much the same across the board: "Hi,

ALPHA MAIL

Aaron, I got your message but I get so many emails these days I just don't get time to open them all."

Another client told him that if it were really urgent he would call him.

But another client planted the seed of an idea...

She said she was way too busy to open so many emails but she really missed getting a letter. "I loved those days," she said. "It was always exciting to get a letter in the mail."

Aaron hung up the phone and wrote her a quick message on a personalised card. It said something like, "Great to chat. I thought I'd brighten your day and send you one of those letters you like so much. Cheers, Aaron"

Out of the blue, she called him to say thanks. Then came the gem... "You know Aaron, if more agents sent out letters, they would get more business."

Good point, he thought... So what am I going to do about it?

He called one of the best real estate copywriters in the business and asked if he had a direct mail letter Aaron could send out to help him win more listing appointments. Within minutes, this copywriter sent him a suite of direct mail letters in a Microsoft Office® Word document.

Aaron opened the file and started reading. They were good. Heck! They were so good he wanted what they were offering himself – the way this copywriter crafted his letters made a compelling argument for the reader to take action.

Aaron called the copywriter and told him he wanted to use one of his letters as a test. But which one? The copywriter recommended a letter he called 'Elvis' because it was the King of direct mail letters.

The following Monday morning, 2,200 Elvis letters went out.

On Wednesday afternoon the phone started to ring with people looking for the offer Aaron had mentioned in his letter, and by the following Monday he'd received almost 40 calls!

Aaron promptly got his real-estate-related offer out to everyone who had called.

Within 10 days he'd completed 19 listing appointments generated by his letter and listed seven homes.

Long story short, he had almost 70 calls in six weeks. (Unlike an email, the letter not only got opened but sat around too.) In that six-week period, his letter generated 33 listings that resulted in 27 sales. (Later, three homes would come back on to the market and get sold, too.)

Aaron's 27 sales earned him a total of \$229,500. Not a bad return for a \$2,500 investment.

He was hooked, and these days direct mail is his mainstay.

Starting with the end in mind



“While success for many is based on money, my passion is my family. Yes, the money allows us to go on holidays and provide experiences for our kids, but when they look back in years to come what they will remember is those experiences and how they made them feel.”

—STEVE HODGSON – PRINCIPAL, RAY WHITE SPRINGFIELD

Before we get into the nuts and bolts of creating a game-changing direct mail strategy, you need to get clear on exactly what you want to achieve.

Agency and lifestyle goals

In today’s world there are so many messages, products and services crying out for our attention, yet we have so little time. According to Matthew Michalewicz in his book *Life in Half a Second*, if we measured the lifespan of our planet as

a single day, each of our lives equates to only half a second. That's not a lot of time to waste.

This means you have to be laser focused with your goals.

Understanding where you want to be, both from a business and a personal perspective, can provide great clarity in your endeavours. As the aim of marketing is to generate awareness and, in turn, new clients for you, it stands to reason that, to create a great campaign, you need to know your own motivators.

How to set your goals

There are many experts in the area of goal setting. I personally find Brian Tracy's model the most simple and effective to determine your goals:

1. Decide exactly what you want in each area of your life, including income, family, health, assets, business, etc.
2. Write what you want to achieve over different time periods – one year, three years and five years.
3. Set a realistic but stretched deadline to achieve these – don't say you'll achieve the same goals this year that you did last year; challenge yourself.
4. Identify the obstacles that you will need to overcome to achieve these.
5. Identify the knowledge, skills and information you need to attain the goals.
6. Identify the people you will need to help in order to reach your goals.

7. Make a list of the actions you will need to take to meet your deadlines.
8. Turn your list into a plan, organised by sequence and priority.
9. Turn the plan into an action plan, with a series of steps leading to your goal.
10. Select your number one, most important task for each day.
11. Do it! Develop the habit of self-discipline.
12. Visualise your goals.

This list will help you in working towards your ultimate lifestyle goals.

I recommend spending a great deal of time working on this, and getting some really clear goals to aim towards. Make them as tangible as possible. If you want a bigger house, get a picture of the kind of house. If you want to take more holidays, get some brochures of where you want to go. If visualisation works for you, you could get into a routine of visualising what you want to create each morning and night.

You need to understand how different business models will affect your lifestyle. Often, if you are running a high-performance, high-volume office, it will take more of your time. If you don't enjoy holidays and love being at the office, this may be great. On the other hand, if you are an agent who wants to take three or four months off a year, your business goals need to support this, not only financially but also pragmatically.

Next, you need to create goals for your agency so it can support you in achieving those lifestyle goals. To do this, answer the following questions:

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1. How many sales do I want per month?
2. What is the lifetime value of a client to me?
3. How many residents are in my territory/area?
4. What current literature can be used to create a starting mail-out letter?
5. What do I want to be known for in my area?
6. What additional value can I provide to residents in my area?
7. What budget can I afford to allocate to direct mail for a minimum period of 12 months, with a minimum of quarterly (preferably monthly) contact?
8. Which experts do I already have access to (graphic designer, copywriter, mail house, etc.)?
9. What additional effort/time can I allocate to getting the results I want (phone calls, updating databases, gathering content, etc.)?
10. Over what period of time will I measure my results in order to truly understand the impact direct mail has had?

Use these exercises in conjunction to keep you on track, and to ensure there are no conflicts in what you are doing each day. If it is not taking you towards your goals, don't do it!

Campaign goals

When it comes to direct mail campaigns, and your marketing strategy in general, always start with the sort of business you want to be running and the amount of enquiry and

revenue you want direct mail to contribute towards this. The only reason marketing exists is to generate more business, resulting in more money in the bank. A successful direct mail campaign must do the same.

However, it is important to be realistic about any one marketing medium. While direct mail is an excellent medium, and many agents have built the foundation of their businesses on it, it takes time to get to that level. This means that even if you choose to attach a dollar figure to each campaign, keep in mind that most of your efforts may not be rewarded within the first few campaigns.

Most direct mail efforts for the first three to seven contacts are about understanding your audience; that is, getting to know their preferences, and getting them to know you and what you stand for. Many agents expect to send a letter one day and be flooded with phone calls the next. This is rarely a reality. As a single direct mail campaign is only one of your marketing efforts, do not expect to get all of your results from it.

Set measurable goals

The key is to set measurable goals for every campaign. So what can you measure?

- **Dollars** – If you set a dollar goal, ensure that you are conservative and realistic with the numbers. A good direct mail campaign would generate a response of around 0.5-1.5%, higher if followed up with phone calls. With this in

mind, you may wish to say that you want to generate \$5 from every \$1 invested in direct mail.

- **User engagement** – This is probably a truer measure of a campaign’s success, with only a small percentage of recipients likely to be buying or selling property at any given time. By measuring your user engagement from a campaign, you can see what sort of connections you are creating, which, if managed effectively, will no doubt produce clients now and in the future. How do you measure it? Through competitions, online sign-up forms, response forms and more. We will go into more detail in *Test and measure*.
- **Client-facing meetings** – This may not be a stand-alone process from direct mail, and may involve follow-up phone calls, follow-up mailers and so on. That said, the ability to set targets based on the number of client meetings you take enables you to ensure your time is best used where your skills are strongest.

Bringing it all together

From this information, you should be able to articulate your end goal as follows:

Direct mail will have achieved my goal if:

After an investment of \$_____ over a period of __ months, I have increased my average number of sales per month from ___ to ___.

I have done this by providing the following additional value to my potential clients: _____

_____ and am known as _____

_____ in the area.

I have strong knowledge of my territory, as I have invested _____ hours/days in consistently updating, monitoring and measuring the response rates and gathered data for my area. I have also used current literature from _____ and have researched my own content to create _____ mail pieces. These have been regularly updated and amended based on feedback, and with the help of my professional team of _____ (copywriters, designers, etc.).

I have a systemised process that is generating _____ (lifetime value of client x number of sales per month) additional income for my business.

Summary

Don't be afraid to articulate your direct mail goal in terms of your personal goals as well as your goals for your agency. At the end of the day, if you have clarity around what you are

striving to achieve, it is much easier to track how close to it you are.

Like a blindfolded sniper, you can have the right tools, and even the skills, but if you can't see what you are aiming for, you have little chance of hitting it. This is why targets are essential for your direct mail campaigns.

At AgentMail we work with agents who are targeting two sales per month, through to agencies that are doing 20+ sales per month. The key theme we see in all aspects of successful marketing is that it is aligned with their overall goals.



1. Use Brian Tracy's method to get clear on your lifestyle goals.
2. Answer the questions on page 28 to determine your agency goals.
3. Decide how you will measure the success of your direct mail campaigns.
4. Bring all of this together in a statement that summarises your direct mail goals.
5. Use this information to work out a marketing budget for the year, if you don't already have one.

How Can We Help You?

If this book has given you the motivation to move to action on direct mail, that is fantastic. If you feel a little lost on exactly where to start, PROSPECTIFY may be what you are looking for.

PROSPECTIFY is a unique turnkey direct mail solution. No other product covers every aspect of a direct mail campaign as comprehensively.

From the contacts to mail to, right through to the telephone script and the follow up process, PROSPECTIFY will ensure the best results from a direct mail campaign.

Contacts – 1,000 fresh and up to date homeowners in your specified area

Copy – Professionally written content by some of Australia's top copywriters

Create – Graphic Designers make the words jump off the page, and work with you on branding to meet and enhance your corporate standards.

Circulate – High quality printing, enveloping and mailing of your letters – even including postage!

Convert – A structured follow up action plan, including telephone script from one of the industry's best.

Conclude – A detailed analysis and strategy session of the campaign, looking at test and measure strategies, calls to action and other routes for following up

With all of these experts on hand in PROSPECTIFY, your campaigns will be on auto pilot, and bringing fresh contacts to your business.

To find out more and register your interest, head to www.agentmail.com.au/prospectify

