

So You're Going to Use 3D Mail... Now What?

- » Who do you target? Prospects? Current clients? Inactive clients?
- » How do you craft a winning letter that ensures response?
- » Where do you turn to get a continuous flow of tested and proven direct mail ideas?
- » How can you put 'blindness' on your competition and 'make your money in the dark'?

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 7 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 <<first>>,

You've taken a big leap in your business. You've decided to give your direct mail a dramatic boost, and I commend you for that. It's not easy doing something that may be new, different, or unknown. Because of this, I want to put you in the best possible position to succeed with 3D Mail.

So, let me show you..

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

Everything you need to start seeing results by using 3D Mail is in my improved and newly updated *3D Mail Direct Marketing 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.

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 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

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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've used, every nuance and progression of every letter we've sent and tested over the past 21 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 21 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?

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

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

Volume II - The Complete 3D Mail Swipe File. Hard copy samples of 207 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 of any great direct response letter.

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

You'll get the Complete "Swipe File" CD containing 207 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:

- » \$200 Gift Certificate from 3D Mail Results to be used on any 3D Mail Results Product. It's like getting the *3D Mail Direct Marketing System* for just \$47.
- » Audio CD interview with Bill Glazer, Keith Lee & Travis Lee. This CD answers all of your 3D Mail questions. Bill Glazer is one of the top direct response marketing minds around,

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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 used and 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 your 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 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 needed to complete the campaign (envelope layout, mailing labels, etc) and any other important images and files needed 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.

Plus, You're Covered By My Triple-Your-Money-Back Guarantee:

"Doctors' Orders" Guarantee #1

Use any of the 207 letter examples in the 3D Mail Direct Marketing 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 3 times your money back.

"Doctors' Orders" Guarantee #2

Once you receive the 3D Mail Direct Marketing System if you're not happy in any way - even if you don't like the color of the binder... anything - just return it for a complete and prompt refund for up to one year.

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

"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
Bill Glazer Consulting
Towson, MD

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If you were to hire the shoddiest, most amateur copywriter to create the number of letters included in the *3DMail Direct Marketing System* from scratch, you would conservatively spend \$20,700 (207 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, 207 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.

Let's Review Everything You'll Get

INCLUDED IN THE SYSTEM	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	\$47.00
4. Complete "Swipe File" CD containing 193 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. 5 Profit Boosting Direct Mail Reports	\$47.00
9. Two month FREE trial of the 3D Mail Inner Circle Newsletter	\$59.94
10. \$200 Gift Certificate towards your first 3D Mail Order	\$200.00
Total Value.....\$1,217.94
Your Investment..... (79.8% Savings).....\$247

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 207 letter examples in the 3D Mail Direct Marketing 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

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slumps can be a thing of the past. 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 see the *3D Mail Direct Marketing 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.

You'll get a \$200 Gift Certificate from 3D Mail Results to be used on any 3D Mail Results Product when you invest in the *3D Mail Direct Marketing System* and take advantage of my Triple Your Money Back Guarantee.

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 accepted my guaranteed offer.

Use the Acquisition Enrollment on the back of this page 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,

Handwritten signature of Travis Lee

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?

P.P.S Take out the Acquisition Enrollment on the back of this page right now and FAX it to 253-398-1551 while it's fresh in your mind. OR visit www.3DMailSuccess.com. Use any of the 207 letter examples in the NEW 3D Mail Direct Marketing 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 3 times your money back.

Turn Over and
complete the Fast
Action Response
Form Immediately!
5

Fast Action Response: 3D Mail Direct Marketing System

Expires
Oct. 10, 2014

Yes I want to Explode My Advertising Results & Skyrocket My Profits Using 3D Mail & Premiums. I understand I'll get:

<input checked="" type="checkbox"/>	Volume I - The Complete 3D Mail How To Kit	Value	\$161.00
	Included in Vol. I are five reports that will allow you to have maximum success and profits from the System, plus one sample of each of our 36 3D Mail products.		
<input checked="" type="checkbox"/>	Volume II - The Complete 3D Mail Swipe File		\$97.00
	Hard copy samples of 207+ letters using 36 different 3D mail products. These are complete letters that you can tweak to use in your own company.		
<input checked="" type="checkbox"/>	CD Rom of The Complete 3D Mail Swipe File System in Mircrosoft Word		\$397.00
	A 30 minute One-On-One Coaching Sessions via Telephone		\$147.00
	One Email Critique Certificates - Mail or email us with your idea for a 3D campaign		\$97.00
	Fast Start Training DVD for Instant Implementation		\$59.00
	Two months of Travis and Keith Lee's 3D Mail Inner Circle Membership*		59.94
<input checked="" type="checkbox"/>	\$200 Gift Certificate towards your next 3D Mail Order		200.00
	Total Value		1,217.94

Total Investment 247.00

\$14.97 will be added for shipping and handling in the US. \$49.97 outside US. * After the first two months your credit card will automatically be billed the Low Inner Circle fee of \$29.97 each month for your 3D Mail Results Inner Circle Membership. You may cancel at any time.

Add one (or more) of these Industry Specific Systems for just \$197 each

The 3D Mail Direct Marketing System For:

Check
this out!

- | | | |
|--------------------------|------------------------------|--|
| <input type="checkbox"/> | Auto Repair | All Industry Specific Systems include AT LEAST 35 different sales letters (often many more) written specifically for the industry listed. You will receive hard copy samples of the letters and an Easy-to-Navigate CD with all letters in Microsoft Word Format. All of the above is included, plus your Industry Specific System, CD and Hard Copy samples for just an additional \$197. These Systems come with the same <u>1-year, 100% Money Back Guarantee</u> . |
| <input type="checkbox"/> | Dentist | |
| <input type="checkbox"/> | Insurance | |
| <input type="checkbox"/> | Martial Arts | |
| <input type="checkbox"/> | Realtor | |
| <input type="checkbox"/> | Tax Prep | |
| <input type="checkbox"/> | Information Marketers | |

BILLING INFORMATION

Name _____ Company Name _____

Address _____

City _____ State _____ Zip code _____

Email _____ Phone _____

Visa Mastercard American Express Discover

Credit Card Number _____ Exp. _____

Signature _____

All credit cards are billed by American Retail Supply, Kent, WA. 3D Mail Results Parent Company.

1-Year, 100% Money Back Guarantee

Once you receive the 3D Mail Direct Marketing System, if you're not happy in any way - even if you don't like the color of the binder... anything - just return it for a complete and prompt refund for up to one year.

FAX: 253-398-1551
Phone: 888-250-1834

Mail:
6205 South 231st St.
Kent WA 98032

www.3DMailSuccess.com