

Advanced Instant Sales Letters: How to Use Grabbers and Lumpy Mail To Skyrocket Your Response

By Yanik Silver

Dear Member and Friend,

Inside this exclusive report you'll discover the secrets to the most powerful way to literally run rings around anything you've previously done using direct mail...

You'll find out:

- How to guarantee an increase in response...every time.
- How to make sure your mailing stands out and gets opened.
- Real examples of how others are using it and their results.
- Why 'freemiums' and 'premiums' can explode your response.
- And much, much more.

Originally, I wasn't planning on releasing this collection because it really is so powerful. But I finally reconsidering and I'll think you'll be glad.

I want to cover some background information first and then we'll go over actual examples you can use and profit from.

Lesson #1 for improving your direct mail response is...

Make Sure Your Mailing Stands Out and Gets Opened

Simply put, any message that isn't opened can never be acted on.

According to some accounts, we are bombarded with over 3,000 advertising messages each and every day (and the higher earning demographics – our target market is hit even harder). But advertising clutter is not the only problem you're facing today with direct mail. You've also got to deal with these troubling facts:

1. Most mailings do not actively involve prospects with the mailing – Busy fingers create response. And unless you create a strong enough incentive for people to respond they'll toss out your message.

2. Most mail lacks staying power – Research shows prospects will typically pay a scant 3.5 seconds attention to *information they've requested* before trashing it. So if you don't have some way to keep your message in front of the target -- you're done for.

Who could resist opening a box addressed to them with something rattling inside? Or, an envelope with something 'lumpy' in there?

Well, that's the power of "*Lumpy Mail*". And boy does this stuff work!

See for yourself:

A study by Baylor University proved Lumpy Mail gets better response. A marketer of educational software mailed to 2 different groups of equal size. Their objective was to get qualified leads. The two groups received the same letter, except one group got a 'freemium' (a free gift delivered with no obligation) inside a box.

Here are the results: The first group that received only the letter produced a 1.9% response. The second group got the same letter, plus an imprinted highlighter in a box. This lumpy mailing increased response to 3.3%. **That's a 75% increase in response!**

More Proof...

Premier Bank in Louisiana tested a lumpy mailing vs. their traditional piece and found a 400% increase in response. Yep! That's right, 4 times better. The sales letter alone generated a 1.8% response and the sales letter with an imprinted quartz clock pulled an astounding 7.3% response. Looking at the bottom line – it cost the bank *66% less per response* using Lumpy Mail. **That's 400% Better!**

Wow! Are you starting to see how incredible this mailing strategy is?

Why Does *This* Significantly Outpull Flat Mail?

Well, the answer has to do with several things. First, the curiosity factor. A box stands out from all the other mail a prospect gets and must be opened. It demands attention and motivates the person getting it to open it up.

So that means you are actively involving the recipient. Now combine that with the most powerful and compelling word in the world -- **FREE!**

Yes, and by using 'freemiums' (that's free stuff with your mailing) you harness the incredible power of giving something away for free. Free gifts encourage the ingrained human response of reciprocation. Studies prove that anytime somebody gives you something you are practically compelled to repay them.

Let me share with you the most jealously-guarded secret concept in lumpy mail promotion and how these headphones fit in with it. It's called the "hook and bait" package.

The way it works is like this; These are two part mailers and first part is delivered to the recipient incomplete. And only if they respond do they get the free gift.

Here are a few examples to bring this home to you:

Advanced Instant Sales Letters – www.InstantMarketingToolbox.com

Hook: swiss army knife handle

Bait: "Respond and get a free swiss army knife"

Hook: Puzzle piece mailer You mail only one piece of a big puzzle.

Bait: "bring your piece by the office and if it fits you win a prize."

Or here's another that worked like crazy...

The hook is an empty baseball holder with engraved nameplate of famous baseball players. And the bait is autographed ball when the prospect responds.

This one produced a practically unheard of 93% response rate and over \$60,000,000.00 in new business. Absolutely incredible!

Sources for Lumpy Mail

Okay, all this sounds great but where do you get all this stuff?

1. For lumpy mail freemiums and premiums I recommend Jon Goldman at www.lumpymail.com. He's a great source of ideas and proven direct response principals. He does mailings for some big-time mailers and he'll also work with smaller mailers. Jon is both an innovative, expert advisor in effective use of "lumpy mail", grabbers, premiums, etc. and a source for the largest and most diverse selection of such products we have ever seen. He has a complete "Idea Kit" with manuals, samples, tapes, etc. which a good idea to buy if you'll be doing lumpy mail.

If you want to go more of the "do it yourself" route than you can contact..

1. Science & Surplus, 847-982-0870, www.sciplus.com
2. Fun Express, 800-228-0122. www.funexpress.com

Okay, now let's jump right to the examples and I'll give you some ideas how you can use them. I've put spots are that variable in red so that you can easily see how they would apply to other businesses...

Lumpy Mail Examples

Example #1 - Boomerang:

Type of letter: CUSTOMER REACTIVATION LETTER

Lumpy mail piece included in package: BOOMERANG

Offer: Free CLOCK CALCULATOR



Uses for this type of letter:

1. Nearly any business that has “lost” customers. This is a huge profit windfall waiting for you.

“I Want YOU -- Back!”

Dear LOST Customer,

You came to our tax office in the past few years and we helped you file your taxes with Uncle Sam. Well, you did NOT come back last year and I never heard the reason why. If it was my fault or something my staff did wrong -- I want to say SORRY and make it up to you. If you just forgot about us, that's OK but I hope you remember to come back THIS year!

Whatever the reason, I'd like to give you an incentive to choose **Company Name** right now while filing your tax return this time of year. **I want to offer you \$25 OFF any tax service in the next 25 days!** If you bring in your tax related paperwork and tell the receptionist in our office you got a BOOMERANG in the mail, we'll automatically deduct \$25 bucks off whatever tax service you choose this year.

It's just our way of saying WELCOME BACK!!

See you very soon,

xxxxxx

P.S. A free \$25 savings is waiting for you as our way of saying "welcome back".

Example #2 Trash Can Letter:

Type of letter: Follow Up Prospecting LETTER

Lumpy mail piece included in package: LETTER INSIDE TRASH CAN (crumpled)

Offer: Free CLOCK CALCULATOR (separate attachment)



Uses for this type of letter:

- 1. Any business using a multiple step direct mail campaign (follow up on prospecting letter)**

“In case you have been throwing my letters into the trash I wanted to do it for you this time!”

Warning: Throwing this final letter away may be injurious to your (name of business) success (you can still receive a FREE World Clock Calculator and financial check up).

Dear (first name),

Take a look at your business and see what's really going on. Are you working too hard and not getting the results you want? Are you sure you are really competitive? Can you be confident your current (insert your product or service here) is as good as it can be?

Maybe everything is perfect. And you are totally happy with the way things are. If so then THROW THIS LETTER AWAY... BECAUSE YOU DON'T NEED ME.

The definition of insanity is doing the same thing and expecting different results. So if you want different results you need to do something very different.

I have rock solid, proof that my system works better, faster and cheaper than anything you have ever seen. AND I CAN PROVE IT. That's why I want to give you a FREE World Time Clock Calculator when we meet. You will see how numbers make sense with my strategies.

I am totally baffled. I can't figure out why you wouldn't take me up on my offer for a FREE, No-Obligation (name your industry here) Check-Up and Review that will show you in just 10 minutes how you could profit from a program tailored to your unique circumstances.

I specialize in showing people just like you how to:

- Save Money
- Make more bottom line profits
- Reduce Stress
- Improve (name an action)
- (add your unique benefit here)
- (add your unique benefit here)
- (add your unique benefit here)
- (add your unique benefit here)

What's the downside? You may risk wasting 10 minutes of your valuable time. So I will even guarantee the meeting. If I can't find for you at least three ways to save you \$1,000 and improve your operations I will give \$100 to your favorite charity. YOU BE THE JUDGE.

By the way this is not a high pressure sales pitch, I hate them. I simply want to demonstrate how simple and easy our program is for you, because I know you can benefit from it.

Why not do it today while it's fresh on your mind?

I'm looking forward to meeting you soon!

Please call me today at xxx-xxxx to receive your FREE World Time Clock Calculator and arrange a convenient time to get together for your FREE (your Industry here)Check-Up and Analysis. Or, to expedite your request, you can fax XXX-XXX-XXXX or mail the enclosed No-Risk, No-Obligation Analysis Request Form.

Sincerely,
(Your name)

P.S. Receive a World Time Clock Calculator if you act now. You see, this gift not only says thank you for the time, it shows you in black and white that you can't lose.

[PREMIUM OFFER FOR FREE GIFT- TO BE PRINTED ON Separate SHEET AND ENCLOSED IN THE LETTER]

**FREE WORLD TIME CLOCK CALCULATOR
WITH APPOINTMENT**
(If scheduled by **XX/XX/XXXX**)



This totally unique World Time Clock Calculator features:

- A large 200 year Perpetual Calendar Display
- World Time Clock for 16 Major Cities
- Alarm Clock
- Calculator
- Music Notes and melodies
- A timer
- Batteries included

Its contemporary, yet classic styling make it a complement to any environment. Great for home, office or travel.

Example #3 Pizza Cutter:

Type of letter: Follow Up Prospecting LETTER

Lumpy mail piece included in package: PIZZA CUTTER

Offer: Free Pizza With Action

Uses for this type of letter:

1. Any business using a multiple step direct mail campaign stressing cost savings (follow up on prospecting letter)

“I Just Proved To Another “Business Neighbor” Of Yours That He Was Paying Too Much For His **Vehicle Maintenance and could slice his costs.”**

Dear Friend,

Why did I send you a PIZZA CUTTER?

For 2 reasons:

First, to get your attention. And show you my offer for FREE services.

Second, to demonstrate how to get your slice of the \$100,000 in savings we are giving away. **(Plus get a FREE Pizza).**



Here is an offer for **FREE MAINTENANCE AUDIT** and an **OIL CHANGE**. Let me prove to you, just like it did the (XYZ) company that you really can slash the costs of **maintaining your vehicles**.

For the life of me can't understand why I haven't heard from you.

Maybe you don't really believe that we can save you the money we claim. Listen, I know how you feel I don't like being taken of advantage of and it always seems like when I take **in my car they mysteriously “find more problems.”** Well, you won't find that here. We absolutely, positively, tell you the truth, no more, no less.

Yes, we will do a thorough inspection, but you won't be obligated to working with us. However, if you are anything like the rest of our clients you will find our service the “nicest” and most **trusted mechanic** in **Baltimore**.

We are called **“Baltimore's most trusted mechanic”** because we earn it everyday. Listen to what some of our other clients have to say.

“testimonial here”

“testimonial here”

“testimonial here”

We are so sure we will save you money that we will pay \$100 cash to the charity of your choice if you are not totally delighted with our evaluation. **YOU BE THE JUDGE. YOU CAN'T LOSE!!!**

Just give me a call at (800)xxx-xxxx today while its still fresh in your mind. And receive a **FREE Vehicle Audit (\$150 value!)**.

Sincerely,

Your Name Here

PS Please act now while its hot and get this **FREE PIZZA OFFER JUST FOR RESPONDING**. After the stamped date the price goes back to \$150!

Example #4 Stress Ball:

Type of letter: Prospecting LETTER

Lumpy mail piece included in package: STRESS BALL

Uses for this type of letter:

- 1. Any business that helps customer reduce their stress**

“Give Me XX Minutes and We’ll Reduce Your Stress...100% Guaranteed!”

Dear _____,

Does this sound familiar?

The deadline for your group’s project has been moved up to next month.

Your boss wants the data on his desk *yesterday*, but your team’s resources are already tied up doing other projects. Plus, your team doesn’t have the time or perhaps the expertise to get all everything completed in time for submission.

If the above situation sounds typical, then you know why I am sending you this stress ball. Just give it a hard squeeze and then follow these 5 easy steps to relieve the stress from preparing your _____ data:

Here are the 5 easy steps to make your next _____ absolutely stress-free:

1. Call **Your Company Name**.
2. Talk to our team of experts about the questions you need to answer.
3. Let us design a custom _____ for you, absolutely free.
4. Sit back while we produce quick test results – usually within 30 days!
5. Turn the data in to your boss and pat yourself on the back.

And how can we provide you with such quick results?

The reason is because of _____. We’re experts at performing _____, _____ and other related _____ techniques in many cases faster than you can do it yourself.

In fact, that’s the reason why many of the world’s premier _____ and _____ companies rely on our resources for fast and efficient _____ testing.

We can’t take away all the pressure and stress from your job – but we can make your _____ stress-free. Call xxx-xxx-xxxxx and speak to one of our expert consultants today.

Sincerely,

XXX

P.S. If you’re looking for a way to make your job easier and make your _____ stress-free, call the experts at **Your Company Name**.

Example #6 “TUIT” Wooden Nickel:

Type of letter: Prospecting LETTER Final follow-up

Lumpy mail piece included in package: “TUIT” Wooden Nickel

Uses for this type of letter:

1. Anything a customer may procrastinate about...

- **When you get a round TUIT, invest for your retirement.**
- **When you get a round TUIT, call for business proposal.**
- **When you get a round TUIT, call for an insurance survey.**
- **When you get a round TUIT, join the health club.**
- **When you get a round TUIT, take a vacation/cruise.**
- **When you get a round TUIT, visit a tourist attraction.**
- **When you get a round TUIT, learn a new skill.**

(Source: www.wooden-nickel.com)

Dear Friend,

Enclosed is a wooden nickel coin with the word **"TUIT"** on it.

Why would I send you such an odd item?

It's simple really; you've often heard people say, "someday I'll get around to it" - well this is your reminder to get "to it".

Patients often come to me for a consultation and then don't come back again for several months (or even years) to **schedule their surgery**. And then they finally get around to it. Then, do you know what they tell me?

Nearly all of them wish they had not waited so long. They wonder why they never did this for themselves 2 or 3 years ago. Now, I've written to you several times regarding the **cosmetic procedure** you were interested in; however, I haven't heard back from you.

That's why I've decided to give you one final opportunity...a chance to finally get "to it" and to achieve the **look** you've always wanted.

Here's the deal: If you come back into our office and bring in your TUIT coin within the next 15 days, I'll give you a free **Parisian Peel Microdermabrasion treatment**.

This non-invasive treatment, a \$150.00 value, leaves your face feeling remarkably smooth. This treatment even helps reduce fine wrinkles and even sun damage!

Now, the next step is up to you. Just call my office at xxx-xxx-xxxx or toll-free at 1-800-xxx-xxxx and speak to **xxxxx**. Or if you have any lingering concerns or questions, I'd be happy to speak to you personally.

Warmly,

Your Name

P.S. With the enclosed coin, now is the time to get around "to it" and get the **look you've always wanted plus get a free gift!**

Lumpy Mail Starters

Here are some terrific idea starters...

Idea Starter #1 – Aspirin Package:

Type of letter: PROSPECTING LETTER

Lumpy mail piece included in package: PACKAGE OF ASPIRIN

Uses for this type of letter:

1. Professional services
2. Consumers services (lawn, pool, etc.)
3. Whatever people get a headache thinking about (i.e a trade show booth company could send a revised letter like this to the person in charge of displaying at a show.) Anything that's a pain for them.

* * *

(package of Aspirin stapled to the top)

“How to **save your home** and solve your **financial headaches**”

Dear Friend,

Why did I send you a package of aspirin?

First, to draw your attention to this important message.

Second, because I know what a headache you are going through because I have been there before myself. You see I specialize in helping homeowners just like you get out of foreclosure and get the quick cash you need and deserve.

I can help you in one three ways:

1. reason #1
2. reason #2
3. reason #3

* * *

Idea Starter #2 – Ice Cream Scooper:

Type of letter: PROSPECTING/CUSTOMER LETTER
Lumpy mail piece included in package: ICE CREAM SCOOPER
Offer: Free Pint of Ben & Jerry's Ice Cream

Uses for this type of letter:

- 1. Professional services**
- 2. Consumers services**
- 3. Anytime you have news about your company to high level clients/customers/prospects**

* * *

Dear _____

Why would **Your Company Name** send you an ice cream scooper?

It's because we wanted to give you the latest "scoop" on what's going on here and to grab your attention.

Here's what this is really all about: **Your Company** has won the prestigious _____ award, etc. More news, etc. etc.

* * *

Idea Starter #3 – Piggy Bank:

Type of letter: PROSPECTING/CUSTOMER LETTER
Lumpy mail piece included in package: Plastic Piggy Bank

Uses for this type of letter:

- 1. Professional services**
- 2. Consumers services**
- 3. Anytime price is a concern for a big ticket item (typically)**

* * *

***You Don't Have To Break The Bank To Pay
For Your **Cosmetic Procedure!*****

Dear Friend,

One of the biggest problems most of my **patients** have to overcome is making their **cosmetic surgery procedure** affordable.

That's why I'm sending you this piggy bank to prove the point that nearly any procedure is within your means.

You can choose among several options for financing your procedure. You can qualify for low, low monthly payments, starting at only \$100.00 depending on your **procedure**.

* * *

Grabbers

“Grabbers” are similar to the lumpy mail examples I just gave you except they use flat objects that fit inside an envelope. They are called “grabbers” because they grab your attention but you still need good copy to focus the prospect or customer’s attention on the sales message. The grabber just gets your put in the door.

Great grabbers are things like a swatch of fabric, actual pictures, money, coins, trading cards, etc. etc.

Grabbers are usually cheaper than lumpy mail which makes it affordable if you have a lower ticket item to sell. But don’t be fooled by their low price...grabbers really work! Grabbers have been used for years and years with all kinds of success. Master copywriter, Robert Collier talks about a letter that got a 93% response using a dollar bill that was pinned to it!

Grabber Examples

Example #1 - Million Dollar Bill

Type of letter: Prospecting LETTER

Grabber included with letter: Million Dollar Bill

Uses for this grabber for:

- 1. Business opportunity “I wanted to give you your first million”**
- 2. Vanity products “When’s the last time somebody told you that you look like a million bucks?”**
- 3. Thank yous “Thanks a million!”**
- 4. Million Dollar Inventory Reduction Sale**
- 5. Business Related Services “We can help you come up with your next ‘million dollar idea’!”**

Note: We have a whole special report on using million dollar bills available. Just email us at: sales@surefiremarketing.com and we’ll send it over to you:



When Was The Last Time Somebody Said, ‘You Look Like A Million Bucks’?!?”

Dear Friend,

There are two reasons I attached this ‘million dollar bill’ to the top of this letter.

- 1) I have something very important to tell you and I needed some way to get your attention.
- 2) Since looking like a ‘million bucks’ is what I can do for you...I thought that using this little “eye-catcher” was especially appropriate.

Let me explain.

You came to see me recently and then I never heard from you again. Since that time, I’ve been able to help lots of people just like you achieve the look they’ve always wanted.

In fact, here’s one recent comment:

“Testimonial – Julia Robertson, Beverly Hills, CA

You know, one of my greatest joys is making people look and feel terrific. I know having a cosmetic procedure done is a personal choice and I want you to know I understand. That’s why if you want to come back for another consultation I’d be happy to schedule one for you. Or perhaps you’d like to speak to a few patients who have had the procedure done and find out firsthand what they thought.

Either way, please call my assistant _____ at xxx-xxxx and let her know how we can help you.

Sincerely,

xxxx

P.S. Unless you do decide to do something different, you’re always going to be bothered by your ‘trouble spots’. So why not finally take action to achieve the look you’ve always wanted. You’ll be positively amazed by the difference.

P.P.S. If money is a concern – don’t worry. We offer an affordable finance plan that includes low monthly payments.

Example #2 – Lottery Ticket

Type of letter: Prospecting Letter

Grabber included with letter: Scratch Off Ticket

Uses for this grabber for:

- 1. Prospecting for new clients**

Note: Jon Goldman (lumpymail.com) has promotional scratch tickets that are all winners.

* * *

(scratch off ticket attached)

“Don’t Gamble With Your <services you provide>”

Dear friend,

Go ahead and scratch off the enclosed lottery ticket...who knows you might just hit the jackpot! It’s fun to take a chance every once in awhile but you shouldn’t when it comes to your _____.

At Company Name you’ll never have to worry if your job is on time. We know how important and critical <your service> is to your business. In fact, we have one of the most solid guarantees so you don’t have to worry. Our guarantee is _____.

Etc. Etc.

* * *

Example #3 - String Letter

Type of letter: Collections Letter

Grabber included with letter: Piece of String

Uses for this grabber for:

2. Collection on an outstanding invoice

Yes, believe it or not, grabbers work great as a collection tool also. Why not? Really, you're selling the person on paying you instead of another debt he may have. This letter works incredibly well:

* * *

(piece of string attached)

Dear customer,

As you can see, I've attached a piece of string to this letter.

Looks like an ordinary piece of string, right?

Actually this isn't a regular piece of string. Really it is a special piece of string. Just tie this special string around your finger and you won't forget to pay the attached bill. I know you're busy so this is a friendly reminder that your account is past due.

Thank you for your prompt attention and payment.

Sincerely,

XXXX

P.S. Please hurry because we need to send this special string to another account.

Note: When using these lumpy mail and grabber strategies today - it's important to identify yourself or your company when sending out mail due to the recent Anthrax scare it is important to for better results.

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