

The 3 most
influential words in
**Direct Mail
Marketing**
by KIMBERLY TODD-TULLOS



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WHAT THIS GUIDE CONTAINS

😲 I share the secret sauce on how to **A.C.T.**

Appreciate Celebrate & Thank

I appreciate you.

THE DEEPEST PRINCIPLE IN HUMAN NATURE IS THE CRAVING TO BE APPRECIATED
- WILLIAM JAMES



Before you read on, ask yourself **“When was the last time you did something for the first time?”**

Remember the three 'R's



Relationships

Building solid relationships with people who know, like, trust and Remember you is the key!



Referrals

The greatest compliment for any business is a referral



Retention

Customer appreciation is the key to winning their loyalty



DIRECT MAIL MARKETING

It's Fast & Efficient  Economical & Automated

My secret weapon is a *“Thoughtfulness Engine”* designed for the busy entrepreneur.

The Most Common Struggles	Solutions from my Secret Weapon
1. Standing Out in a Crowded Market	Amidst a sea of options, it's tough to make your business the one that shines. Direct mail marketing offers creative, yet practical ways to make your clients feel unforgettable and truly appreciated.
2. Connecting on a Personal Level	Discover the art of breaking free from common practices. Implement a pattern of interrupt that inject a moment of genuine appreciation into their day. Let this experience resonate deeply, fostering strong customer loyalty and ensuring your brand remains at the forefront of minds.
3. Turning Mistakes into Wins	Everyone slips up sometimes. We're human, stuff happens. It's what you do next that counts now. The mailbox provides ways to turn those “facepalm” moments into opportunities for growth , trust, and going the extra mile.
4. Encouraging Word-of-Mouth	Want your customers to become raving fans? High-Tech High-Touch is all about creating experiences worth sharing, especially on social media. Obtain strategies that get your clients, staff & vendors buzzing about how they feel valued in unexpected ways.

Their inbox is full. Their mailbox is empty!

Personalization



**Your clients will appreciate
the details of seeing their
name & logo.**

**People love to see their
name in print.**

Create an Experience



**A tangible card or gift delivered
straight to their mailbox! The inbox is
full, the mailbox is empty. Packages
have a 100% open rate!**

**When was
the last time your customer
heard from you?**

**UNEXPECTED
KINDNESS IS THE
MOST POWERFUL,
LEAST COSTLY, AND
MOST UNDERRATED
AGENT OF HUMAN
CHANGE**

BOB KERREY

Kimberly



What is the Lifetime Value of your Customer



While appreciating employees boosts engagement and retention, **expressing gratitude to customers enhances loyalty and satisfaction**. This leads to your clients staying longer.

Are you familiar with the Law of Reciprocity? **The law of reciprocity is a social principle** that suggests people feel compelled to repay kindness or favors they receive from others.

Do you want to be unforgettable to your client base? The power of kindness has the potential to interrupt someone's day for the better by creating moments of connection, inspiration, resilience, and meaning that can brighten even the darkest of days.

Direct Mail Lifespan: The average lifespan of a direct mail piece is 17 days, which is considerably longer than the typical email's attention span of 17 seconds



JOIN TODAY FOR ONLY \$79

YES! I'd like this special offer!

Get INSTANT ACCESS to the complete design library and 5 original card designs by Kimberly.

So blessed to have friends that cheer for you, pray, for you, and pour into you regularly. I come home and in my mail I find another beautiful card and customized pen. Per usual [Kimberly Todd-Tullos](#) is always there to put a smile on my face. Thank you for the constant reminder. You are appreciated



I have a business model based on subscriptions and referrals.

Car salesman sent personalized greeting cards to 430 previous customers of the dealership whose leases were ending in the next 1-6 months.

The cost was \$475, and he sold 5 extra cars that month, generating over \$5000 in additional commission.



When my clients think of me, I want then to remember how much I care about them.

All of this valuable client feedback was gathered from social media platforms, where our clients shared their thoughts and experiences.

Hi Kimberly.. I can't even begin to express how appreciative we are for that sweet and thoughtful gesture

The amount of time you spent on that is more valuable than any gift that can be purchased



Direct mail has played
a pivotal role in
driving the growth of
my business.



Today, when I went to my mailbox, I noticed it was glowing. "How strange," I thought. When I opened the mailbox I found the glow came from a lovely card from my friend, Kimberly. Thank you for planting seeds of love and kindness in my heart and in the universe, dear Kimberly.

Hi Kim, thank you so much for the beautiful birthday card you sent me. I treasure your cards and things you send my way. Thank you for making the world a better place. I love how you empower and impact so many people every day.

Love,

Janet



Also definitely want to include the mail program in my biz. I'm finishing up a couple of projects right now and interviewing for a virtual assistant. I'll probably be ready to sign up the first of March

TELL ME ABOUT YOUR BUSINESS?

Answer these questions if you're serious about transforming your business with direct mail. You don't have to share the answers with me, but I would be honored if you would. Together we can find a strategy using my system if it's right.

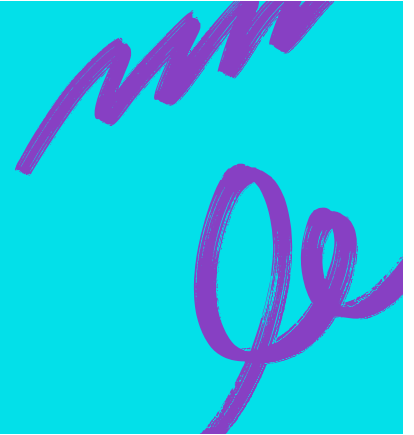
- What inspired you to start your business and what sets it apart from others in your industry?
- Can you tell me about your approach to building relationships with customers, vendors, and employees?
- How do you prioritize communications and collaboration within your business?
- What strategies do you employ to ensure customer satisfaction and loyalty?

I'm welcome comments and ideas! If there are other subjects you want me to include in this doc, please reach out to:



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