

## **HOW TO MAKE SURE YOUR MAIL GETS READ**

### **Stop Wasting Money On Stamps On Envelopes That Won't Get Opened.**

I get about a **417% increase in mail responses** by using this great strategy. One of the best things you can do to make immediate money is to send monthly mailers to your database. Getting your mail opened is the challenge. My database of past borrowers is 1,284 people. I used to spend hundreds of dollars each month putting something lumpy in the envelope to help make sure it would get opened up. I found a much cheaper way and absolutely as effective of a way to make sure my sent mail gets opened is to hand address the envelopes. When doing this make sure that on the return address section to put your personal name (not the company name) and your return address. I use to have 2 high school kids come by for 3 hours a day and do nothing but hand address my envelopes. I tried the computer hand writing fonts, but they always look fake. I found a great service that will take my own personal handwriting and turn it into an actual font. This way **I can use my computer and printer to print my database on the envelopes using my actual handwriting as a font.** Because it is now a font on the computer, I can change the color of it and the size of it just like any other font, but it is my actual handwriting. **What use to take about 45 hours a month to handwrite my envelopes, now only takes just over an hour.** I also found that the cheaper printers actually do a better job of printing than the more expensive ones. I am using a \$30 Dell printer. The cheap printer has ink that actually slightly bleeds the ink on the envelopes, and thus making it look even more real. **You can also use this computer version of your own personal handwriting font to write a short “personal handwritten note” to send to your database.** This has been a very effective technique. I have tried some cheaper ways to do this, but the best company that I have found to convert my handwriting is Diane Clark.

**Her Website Is: [www.GetMyMailRead.com](http://www.GetMyMailRead.com)**

If you put the word “undercover” in the coupon code, you will get a \$50 automatic rebate. Last time I checked, this was still available.