DIRECT MAIL INSIDERS

A collaboration with: WHO'S MAILING WHAT!

July 2026

The Snail Mail Club Renaissance: Why Analog Letter Writing is Booming in a Digital World.

While mailing physical correspondence to another person may be seen as a lost art, the modern snail mail club revival is rooted in a cultural shift toward analog experiences and digital detox.

The movement gained momentum in the early 2020s, as people — especially young adults — sought respite from the relentless pace and impersonality of digital life. The COVID-19 pandemic further accelerated this trend, with lockdowns prompting a search for creative, offline ways to connect and express oneself.

In case you are not familiar with the term, snail mail clubs are vibrant communities and subscription services where members regularly exchange or receive physical mail — think handwritten letters, art prints, postcards, stickers, and zines. Unlike the instant, ephemeral nature of digital communication, snail mail clubs offer a tangible, intentional, and often beautifully crafted experience.

The term "snail mail" itself, coined in the 1980s to contrast with email, now signals a deliberate embrace of slower, more meaningful correspondence.

Snail mail clubs are especially popular among Gen Z and Millennials (18–40 years old), and are heavily female-skewed. Many subscribers have personal interests in journaling and scrapbooking, are stationery collectors, or have an interest in the club's subject matter.

We reached out to four owners of snail mail clubs and one agreed to an interview, but backed off. So, we researched the category online to get a clearer picture of this business. Here's what we found:

Four categories of paid snail mail clubs

These categories are:

- Artist- and illustrator-themed clubs
- Hobby or interest-based clubs
- Pen Pal clubs, and
- Stationery subscriptions.

Let's look at each one.

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DIRECT MAIL INSIDERS

DIRECT MAIL INSIDERS
2255 SE 37TH AVE
PORTLAND, OR 97214
U.S.A.

Website:

directmailinsiders.com

Email:

info@directmailinsiders.com

Phone:

David Baer

914-522-9363

David Foley

313-285-1204

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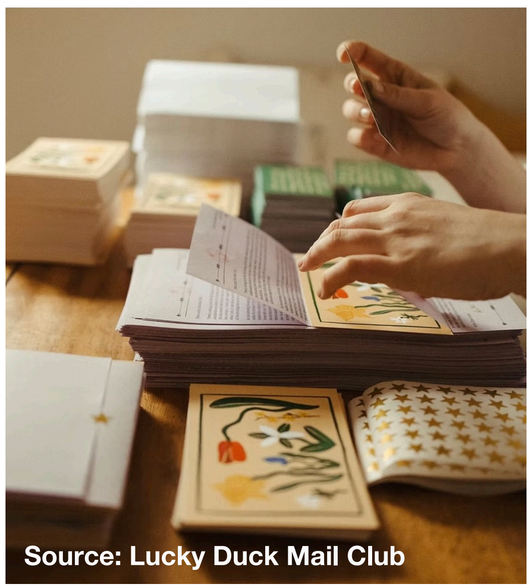
Artist- and illustrator-themed clubs

Perhaps the easiest to find online, these clubs offer artists and illustrators a way to monetize their work. Typically, these creatives post their work online and, once they have built up a large group of followers, introduce a club to them.

For instance, **Kiki Klassen**, who founded and operates the Lucky Duck Mail Club, has around 20,000 followers on her club's Instagram account and about 1,000 subscribers to her paid offering. Canadian subscribers pay $15 CAD per month, while those from other countries pay $19 CAD; the up-charge covers the additional postage cost.

Her audience is Gen Z, which is Kiki's generation.



Source: Lucky Duck Mail Club

That subscription includes a letter, "brimmed with words of affirmation, reflection, and the reminder to slow down," an originally-designed 4" x 6" art print, and a quote of the month.

As the image suggests, these packages are assembled by hand and are made to look and feel special.

Typically, subscribers receive their envelopes by regular, untracked mail. If they do not receive the package within a set period (usually about 30 days), the club's owner either resends the package or refunds that month's fee.

Alex Chalier is another GenZer. His business, mailclubly.com, runs the back end for many artist- and illustrator-themed clubs. He has an excellent blog post on starting a snail mail business (https://mailclubly.com/blog/how-to-start-a-snail-mail-club).

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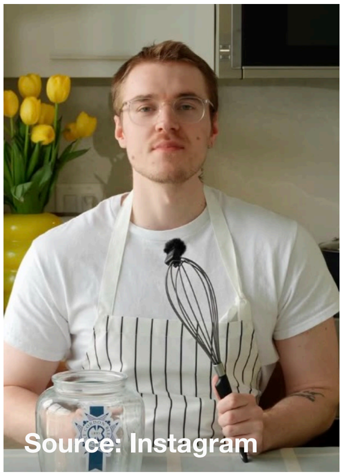
Hobby- or interest-based clubs


Source: Instagram

Another GenZer, **Bo Natakhin**, a former fashion photographer from Toronto, now runs Little Kitchen of Bo, a snail mail club that delivers mini cookbooks to over 3,000 subscribers each month.

(This is where the math gets really interesting and the production of the monthly packages requires serious support.)

Almost certainly, there's an opportunity for snail mail clubs in various food niches, whether diet-based (healthy eating, vegan, etc.) or experiential (local or regional food culture).

Based on our research, there is a profitable snail mail club opportunity for any hobby- or interest-based business with 20,000+ online followers or a targeted list of a similar size.

Some snail mail clubs serve much larger audiences.


Source: Faithbox

Take Faithbox, which "helps (subscribers) grow closer to Jesus by delivering spiritually enriching devotionals, Christian books by (their) favorite authors, and exclusive 'do good' products every month."

Launched in 2014, Faithbox likely has a strong subscriber base that pays $42.90 per month. There are 3-month and annual subscription rates that save people a little money ($41.27 and $39.99 per month, respectively).

With the exception of Faithbox, the snail mail clubs we looked into are billed monthly. This begs the question, *How long do subscribers stay?*

To a large degree, it depends on the subject matter.

"Faith," for example, is something that endures, which might explain why Faithbox claims its 3-month subscription is its "most popular" offer.

One's interest in the other topics discussed here may be fleeting, so a subscription term of 6 to 12 months would be more realistic (especially if you're doing some back-of-the-napkin math for your offer).

Pen pal clubs

These are the original snail mail clubs.

International Pen Friends, founded in 1947, has served over 2 million members of all ages from 190+ countries since its launch.

Members pay between $25 and $45 for an annual membership, based on their age when they join, and receive the postal addresses of 6 to 12 pen pals with this membership.

Once members connect with a pen pal, they can continue to correspond with those people for life. If members want more potential pen pals, they simply renew their membership.

Postcrossing is a similar club with over 800,000 members in 200+ countries. It is free to join.

Other pen-pan clubs, such as InterPals (7.7 million members) and Pen Pal World (3+ million members), operate online.

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"Snail Mail Clubs"

"Snail Mail Clubs"
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Both sites let members find people based on language, location, age, gender, and interests.

Members can block prospective pen pals based on similar criteria.

Typically, they use the club's messaging system to introduce themselves.

Once a connection is established, members may continue to communicate via messaging, video calls or postal mail (using a post office box address is recommended) if both agree to using these methods.

Stationery subscriptions

Fuelled by millennials and Gen Zers, particularly females, the stationery subscription box industry is thriving.

Here are two leading players:

Papergang is the UK's #1 stationery box.

They partner with artists to produce the stationery which they then then manufacture, package and mail to their 30,000+ subscribers. Its website claims that each box contains $25 to $50 in value, for a monthly fee of $13 to $15. (All amounts are in USD and converted from Pounds Sterling.)

International shipping is available at an additional cost.


Source: Papergang

Papergang plants a tree for every 4 boxes it sells and reportedly has planted over 40,000 trees.

Do the math!


Source: Archer & Olive

Archer & Olive dominates the high-end market with its $79 quarterly luxury box.

Based near Austin, Texas, the company operates primarily as an online platform selling journals, planners, pens, markers, and other creative stationery products, so subscriptions are just part of its business.

Competitive intelligence business Owler.com estimates Archer & Olive's 2026 sales at less than $1 million with the subscription box business accounting for a significant portion.

It may be a digital world, but there's a lot of demand for physical products, particularly among millennials and GenZers.

MEMBERS-ONLY LIVE DIRECT MAIL INSIDERS' CALLS ON ZOOM

(All 90-minute calls start at NOON Eastern/11 AM Central/9 AM Pacific)

ALL Members	**July 14th**	**August 11th**	**September 8th**
FULL Members	**July 28th**	**August 25th**	**September 22nd**

These calls will be recorded and posted on the Private Members' Site for future reference.

Will Payment Plans Increase Your Sales?

In today's market, affordability has become one of the most critical factors influencing consumer behavior.

As we navigate 2026, rising costs of living and economic uncertainties have left many consumers carefully evaluating their spending habits. Businesses now face a growing challenge: how to make their products or services accessible without compromising their bottom line.

Are payment plans, which break the purchase price into manageable installments, a practical solution to purchase resistance?

This article reviews the installment-billing practices of four well-known direct-response businesses to give you a perspective on this question.

Agora Financial

In marketing its financial newsletters, the company offers payment options, including "3 easy payments of $99" instead of $297 upfront.

In total, Agora publishes 22 newsletters focused on health and financial matters.

Target Marketing magazine reported that subscriptions increased by 10% to 18% with payment plans, particularly for higher-priced offers.

Bowflex (Nautilus, Inc.)

For years, the company sold fitness equipment using direct mail and long-form direct-response television commercials. Payment plans of 6, 12, or 18 monthly payments were a fundamental aspect of its pitch.

Installment plans were credited as a key factor in overcoming price resistance for $1,000+ equipment, increasing conversions, and reducing cart abandonment.

While the Bowflex brand was discontinued in 2024, installment pricing remains as a central theme for others in this category, including NordicTrack and Peloton.

Rodale Press

Rodale Press, a pioneer in direct mail marketing of health and fitness books, made this offer many times: "$1 trial, then 3 monthly payments of $9.99."

Target Marketing magazine reported that order rates increased by 12–20% and refund rates decreased with this offer.

Hearst Communications sold Rodale Press to Penguin Random House in 2018.

Time-Life Books

From 1961 to 2003, Time-Life sold continuity books and music offers using direct response. Monthly installment billing (e.g., "Just $9.99 per month") was included in its offers.

Target Marketing magazine reported that installment billing increased conversion rates by 15 - 25% compared with lump-sum payment offers, while continuity billing increased customer lifetime value.

These examples illustrate that payment plans were an important factor for products priced at $1,000 or higher. While they are largely rooted in the past, they are likely more important today, given that affordability is a major problem.

And, Agora continues to offer payment plans for lower-priced subscriptions.

Mailing of the Month:

Nevada Northern Railway Museum

Ely, NV

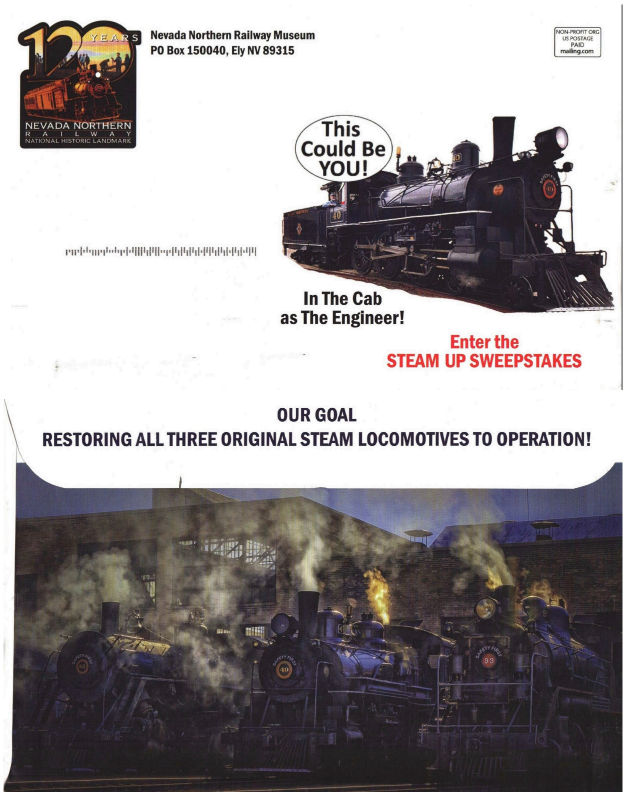
About Nevada Northern Railway Museum

Between 1906 and 1983, the Nevada Northern Railway carried passengers and freight in the area. Then, its original owner, Kennecott Copper Company, donated its 56-acre rail yards ("one of the best-preserved early 20th-century railroad yards in the nation"), track, 60 buildings and structures, equipment, and records to a local non-profit.

Through donations, the Northern Nevada Railway Museum was established as a tourist attraction, and funds the restoration of locomotives, rolling stock and other items of historical importance.

About this Campaign

This is a fundraising mailing for the Museum, one of two such campaigns in the Who's Mailing What! library. (The other is a donation-matching offer.)



Comments on this Campaign

This campaign caught our eye for two main reasons.

First, because it's a sweepstakes where the "grand prize winner will operate both a steam locomotive and a diesel locomotive, for 28 unforgettable miles, as the engineer." An experience, in other words.

The image on the left shows the front of the outer envelope, highlighting the grand prize for its 2026 Steam Up Sweepstakes.

The back of the envelope communicates the museum's goal, to restore "all three original steam locomotives to operation."

In all, the sweepstakes offers 120 prizes, <u>and all are experiences</u>: "Be the Engineer of a Steam Locomotive, Diesel Locomotive, operating a Doodlebug, operating a 1956 Pontiac HyRailer, attending Railroad Reality Week, Winter Photo Shoots, Photo Workshops, and perhaps one of the coolest — a Doodlebug charter for you and 29 of your closest friends." (A doodlebug is a self-propelled railcar used primarily for passenger, mail, and light freight service on low-traffic branch lines. Yes, we had to look it up!)

NEVADA NORTHERN RAILWAY
NATIONAL HISTORIC LANDMARK

EAST ELY

Nevada Northern Railway Foundation
A Nevada 501 (c) 3 Non-Profit Corporation
Depot: 1100 Avenue A, Ely, Nevada 89301
Mailing Address: PO Box 150040, Ely, Nevada 89315
Voice: (775) 289-2085 • Web: www.nnry.com • E-mail: info@nnry.com

120 YEARS
NEVADA NORTHERN RAILWAY NATIONAL HISTORIC LANDMARK

Dear Friend,

2026 marks a milestone—the **120th Anniversary of the Nevada Northern Railway**—and we're inviting you to be part of something truly extraordinary. We are working hard to restore to operation two of our original steam locomotives. Locomotive 93 was delivered here in 1909 and Locomotive 40 was delivered here in 1910. Our goal is to raise $400,000 by June 25th, and we can't do it without ***YOU!***

To accomplish this goal and to celebrate, we've launched the **2026 Steam Up Sweepstakes**, featuring **120 prizes valued at over $120,000**. But this is more than a sweepstakes—it's your chance to step into history.

Imagine this: **Your hand on the throttle. Your train. Your moment.**

Our Grand Prize winner will **operate both a steam locomotive and a diesel locomotive**, covering 28 unforgettable miles as the engineer. And that's just the beginning—other prizes include: Be The Engineer of a Steam Locomotive, Diesel Locomotive, operating our Doodlebug, operating our 1956 Pontiac HyRailer, attending Railroad Reality Week, Winter Photo Shoots, Photo Workshops and perhaps one of the coolest – a Doodlebug charter for you and 29 of your closest friends!

Entering is easy! Become a member or donate in increments of $50 and YOU ARE IN THE SWEEPSTAKES!!!
For Every $50 of Membership - You get **sweepstakes entries!**

- **$50** = 10 entries
- **$100** = 20 entries
- **$250** = 50 entries
- **$500** = 100 entries
- **$1,000** = 200 entries
- **$2,500** = 500 entries
- **$5,000** = 1,000 entries
- **$10,000** = 2,000 entries

…and to sweeten the deal and **increase your chances to WIN** - **Donate to the Phoenix Dare Fund,** over ***your*** membership investment, and we'll **DOUBLE** your sweepstake entries! A **$50** donation gives you **20 extra entries**; a **$100** donation gives you **40 additional entries**; a **$250** donation gives you **100 additional entries**, a **$500** donation gives you **200 additional entries**, and a **$1,000** donation gives you **400 additional entries**!

…and to really sweeten the deal, donations to the Phoenix Dare Fund will not only DOUBLE your sweepstake entries BUT you will get a Phoenix Dare Challenge Coin—a tangible reminder of your support and commitment to preserving living history.

As a winner, you would **Be The Engineer** of Locomotive 81 on a 14-mile trip! This is an experience - you'll remember forever! (Steve Crise photo)

Your support will directly fund returning Locomotives 40 and 93 to operation once again!

Thanks to last year's sweepstakes we were able to get Locomotive 81 steaming once again! As the photograph illustrates, the Nevada Northern Railway National Historic Landmark is a unique museum. Tucked away in rural Nevada, 240 miles from the nearest city, either Salt Lake City or Las Vegas. It is a time capsule like no other!

The main rail yard consists of 56-acres with 60 original buildings and structures, four original

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steam locomotives, ten diesel locomotives, the newest one being only 76-years old! We have over 100 freight and passenger cars, the oldest is from 1872, when President Grant was in the White House and not on the $50 bill.

Of course, to operate a railroad, you need track and we've got it – 146.5 miles! We currently have 30 miles in operation! If that wasn't enough, we also have the original paper record going back to 1905! Want to know when Locomotive 81 was shipped in 1917? We have the original correspondence!

It is this incredible combination of the original buildings, steam and diesel locomotives, freight and passenger cars, track and the original records that brings us to the level of a National Historic Landmark!

That said, preserving and operating this national treasure comes with a challenge: there is no government funding.

Your support directly fuels critical restoration projects—like returning Locomotives 40 and 93 to operation. These aren't static displays—they are living machines that require skilled craftsmanship, custom-built parts, and significant resources to keep running.

To keep the big wheels turning here, we have to go out and raise the needed funds ourselves!

Hence the **Steam Up Sweepstakes!** The sweepstakes are a win-win! This is our chance to share with ***YOU*** our joy of heritage railroading! And at the same time to raise the needed funds to continue the maintenance and preservation of this incredible complex!

The Baldwin Locomotive Works
Philadelphia
120 Broadway, New York, N.Y. April 11, 1917.

Mr. J. K. MacGowan, P.A.,
Nevada Northern Railway Company,
120 Broadway,
New York City.

Dear Sir:-

ORDER NO. 17384. 10-36 E 1296.

We take pleasure in advising the locomotive covered by the above order was shipped from our Works on the 7th instant on its own wheels, routed P&R, L&N, Wabash, C&NW, U P, SP Co. and N N Ry., in charge of our Messenger J. Walsh, consigned to ourselves, c/o Nevada Northern Ry., East Ely, Nevada.

To cover this shipment we enclose memorandum of shipment in triplicate and bill of lading, which we trust you will find satisfactory.

Yours very truly,
THE BALDWIN LOCOMOTIVE WORKS.

This year the sweepstakes are extremely important. This is the 120th Anniversary of the arrival of the railroad in Ely. Last year the success of the sweepstakes allowed us to get Locomotive 81 in service! Our goal this year is to get Locomotive 93 in service!

Last year she threw a hub liner off of driver number 4. Then she burned one of the crown brasses that supports the weight of the locomotive. In making those repairs, we found some boiler issues, not too unexpected on a 117-year-old locomotive. As I write this, the shop crew has begun their investigation of her boiler. I don't know what's wrong…yet! But I do know one thing: **the repairs will be expensive!** After all she is a 117-year-old steam locomotive; going to Auto Zone for parts is *not* an option. We will have to custom make the needed parts.

Yet…Locomotive 93 is the world's luckiest steam locomotive! Delivered right here in 1909, she's escaped the scrapper's torch an unbelievable ***six*** times! The question is: Will ***YOU*** assist us in making it **lucky number 7** and get **her running once again!**

Locomotive 93 was the last engine of the initial order of four ore locomotives. In January 1952, her three sister locomotives were cut up and made into mill balls. She was kept as a back-up locomotive. **Escape #1** from the scrapper's cutting torch.

"BIG ENGINE COMING – *Engine 93, the fourth of the monster type in use in the ore train service, will be started from the Pittsburg shops of the American Locomotive Co. on the 15th of this month for East Ely, according to advices that have been received.*" - White Pine News, January 6, 1909.

Above: The first 2 pages of the 4-page letter. Great storytelling!

The second reason is that this letter is unlike any other sweepstakes letter we've seen! Here's what we like:

Emotional Storytelling The letter powerfully connects the sweepstakes to the preservation of American railroad history, leveraging nostalgia and civic pride.

Clear Mission The letter ties participation directly to the restoration of iconic locomotives, making the donor's impact tangible.

Unique Prizes The experiential nature of the prizes (e.g., operating a steam locomotive) is highly distinctive and likely to motivate the target audience, which is, presumably, overwhelmingly male.

Urgency & Community The fundraising deadline and invitation to the 120th Anniversary Celebration foster a sense of urgency and belonging.

However, our enthusiasm is tempered by the absence of certain elements in this mailing. These are:

1. The promotion claims that the 120 prizes have a total value of $120, 064 but the values of the individual prize experiences are not shown as they should be (according to the FTC).

2. The Official Rules state that winners will be chosen by random draw, which is quite correct. However, declaring a winner is really a 2-step process.

The random draw determines "potential winners" who can only be declared as "winners" once their eligibility has been confirmed, within a specified time period.

The NNRY may believe this level of detail is not required, but its inclusion may prevent problems after the sweepstakes has been concluded.

3. Finally, the Official Rules make no reference to the fact that a list of winners is available upon request, another legal requirement.

This mailing's stats from Who's Mailing What!

Left: WMW!'s "score" for this campaign (0 to 100)

Center: This campaign's most recent mailing date

Right: One star indicates a "control" mailing; 3 stars, a "grand control."

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Images courtesy of Who's Mailing What!

Beyond The Mailbox

Knowing More Is Not The Same As Knowing What Matters.

by David Baer

This spring, I went to see my daughter perform in *Gilbert and Sullivan's* **The Pirates of Penzance.**

The show is ridiculously silly in so many ways, including the naivety of its characters and its overall plot: Pirates threaten. Young women panic, negotiate, and often seem far more sensible than the men around them.

Then the girls' father arrives and tries to rescue the situation, not by fighting or bargaining, but by launching into one of the most famous comic songs in musical theater.

That father is Major-General Stanley.

And the song, "Modern Major General," is one of those rapid-fire comic songs that has been borrowed, parodied, and reworked so often that the tune may feel familiar even if you have never sat through the operetta itself.

He tells everyone, at blistering speed, all the things he knows…

I am the very model of a modern Major-General,

I've information vegetable, animal, and mineral,

I know the kings of England, and I quote the fights historical

From Marathon to Waterloo, in order categorical;

I'm very well acquainted, too, with matters mathematical,

I understand equations, both the simple and quadratical,

About binomial theorem I'm teeming with a lot o' news,

With many cheerful facts about the square of the hypotenuse.

He covers history, math, science, literature, art, obscure facts, and other assorted categories. He can identify this, calculate that, describe another thing, and place still another thing into its proper intellectual bucket.

The list is funny because it is so excessive.

But the real joke is that for all the knowledge he rattles off, he doesn't come across as being terribly smart. More to the point, his collection of information doesn't appear to have much practical or actionable utility.

I see the same thing in businesses all the time.

The Modern Major-General Of Marketing

Businesses collect marketing information.

They know open rates.... click-through rates... website visits... impressions... followers gained... leads captured... QR codes scanned... (and so on).

For digital marketing, the list gets even longer... traffic sources... page views... attribution paths... conversion rates... bounce rates... cost per click... cost per lead... audience segments... ranking changes... heat maps... scroll depth..., engagement rates... (and more).

This sounds impressive, since everyone has been trained to treat a full dashboard as a sign that everything is under control.

But a long report can still leave the owner asking: *What should we do next?*

A business that refuses to measure anything is

Continues on the right

usually just guessing with confidence. But the opposite mistake is also common. The businesses that collects so much information it believes that the report itself is progress.

The dashboard gets built. The report gets reviewed. The numbers get discussed.

Then, nothing changes. And at that point, the report has become administrative theater.

Start With The Decision

The problem usually begins when businesses measure before they know what decision the measurement is supposed to support.

Which is backward.

Start with the decision the business is trying to make.

Are we deciding whether to keep running the campaign? Change the offer? Mail the same list again? Fix the landing page? Call people faster? Stop spending money on a channel that is bringing in the wrong prospects?

If you are deciding whether to continue a campaign, you need to know whether it is producing the right kind of response at a cost the business can support. If you are thinking about changing an offer, you need to know where prospects are hesitating. A direct mail campaign should be judged against who received it, what action they were asked to take, and what happened after they responded. A website should be judged by whether qualified people move toward the next step, not by traffic alone.

The useful number depends on that decision. Many reports are built around whatever the platform makes easy to count, which is how a business ends up with a weekly report full of activity and very little judgment.

What A Number Can And Can't Tell You

A number tells you that something happened: You mailed 2,000 postcards, 84 people scanned the QR code, 17 filled out the form, and 6 booked a call.

That's useful. But it still leaves the more important work unfinished.

Why did the other 78 people scan and leave?

To answer that, you need interpretation.

And interpretation requires someone to connect the numbers to the actual buying process.

Many businesses treat reporting as a collection exercise when it should be a decision exercise. Someone has to connect the numbers to the actual buying process and decide what, if anything, should change.

Otherwise, the business becomes another Major-General Stanley. Sure, they may have many impressive facts, but they are not better prepared to deal with the situation at hand.

Look Closer To The Customer

One way to cut through the clutter is to ask which numbers sit closest to the customer's buying decision.

Some numbers sit far away from revenue. Impressions, views and general engagement can be useful when the goal is awareness. They make a campaign look busy when all you really know is that people were exposed to something.

Other numbers, however, sit closer to action.

How many people requested pricing? How many calls were booked? How many proposals went out, and how many stalled? How many first-time customers returned? How many referrals came from customers who had a good experience?

Those numbers are usually less glamorous to look at, but they show what happens after

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attention arrives. But that's where many businesses discover that the campaign was only one part of the problem.

Maybe the campaign worked, but the follow-up was slow. Or maybe the ad brought in leads, but the offer attracted the wrong people. A postcard may have driven people to the website, while the website failed to make the next step obvious. Or the weak point may have been the sales conversation.

Sometimes the campaign created enough visibility. And the break happened at some later point.

Better measurement should make the next question more specific. Instead of asking, *"How did the campaign perform?*" the business can ask, *"Where did the customer process break down?"*

Clean Up The Report

If you want a practical exercise, look at your last marketing report and mark the numbers that would cause you to do something differently.

For each number, ask three questions:

1. *What decision does this help us make?*
2. *What would make us change course?*
3. *Who owns the next action if this number moves?*

That last question matters because a lot of reports die in the gap between interesting and assigned.

I*f website visits are down, who looks at the traffic sources? If response is up but calls are not booked, who checks the form, the follow-up, or the handoff? And if postcards are being scanned but forms are not completed, who reviews the landing page?*

Without ownership, measurement becomes observation.

For example, a basic campaign report might read:

2,000 postcards mailed

84 QR scans

17 form fills

6 calls booked

That is a record of what happened, and it is useful as far as it goes.

But a better report would turn those numbers into decisions:

• QR scans were strong enough to keep testing the list.

• Form completion was weak enough to review the landing page.

• Booked calls were low enough to check the follow-up sequence.

• Next action: simplify the page and test a clearer call to action before the next mailing.

If a number would not affect a decision, move it out of the main report. It might still be useful somewhere. It just doesn't deserve the same attention as the numbers that help you choose the next move.

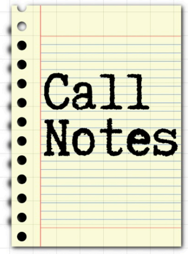
The goal is to measure with a purpose. Otherwise, the business can become another Major-General Stanley:

They can tell you a great many things while somehow avoiding the knowledge most relevant to their business.

So before you add more information to your arsenal, ask yourself this question:

What decision is this supposed to help us make?

If you can't answer that, it may not be more measurement that's needed… it may be that you need a better question.



The presentation from our June 9th call focused on seven "lost" marketing opportunities (and how to get them working for you again).

The first lost opportunity is failing to leverage the telephone. Smartphones have changed the way people answer the telephone. Typically, they ignore calls identified as "likely spam," and they may not answer calls from numbers they do not recognize, like YOURS! But you can usually leave a voicemail, so use the phone.

Lost opportunity #2: Not leveraging multi-media.

While direct mail can work well on its own, it often works better when combined with email follow-ups to non-responders.

Poor lead follow-up is the third lost opportunity.

A Harvard Business Review study reported by Forbes.com stated that 48% do not follow-up on a lead within 24 hours. Hubspot revealed that 71% of the time, a new lead receives either no follow-up (48%), or just one feeble attempt (23%).

A business-winning strategy would be to follow-up on the initial lead within minutes or hours, not days, and to use a multi-touch follow-up sequence (usually by email, but other channels can be used). Automate if possible.

The next lost opportunity? Leveraging the importance of in-person networking.

People crave human-to-human connections and the limitations on them forced by the pandemic are truly behind us.

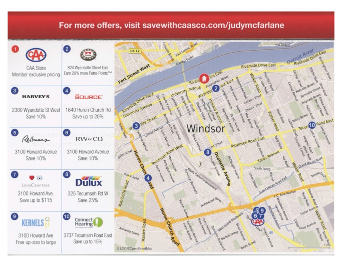
Many in-person events, whether casual or structured, are available to us, and we should take full advantage of them.

Lost opportunity #5 is ignoring customer feedback or "social" listening.

Take Tesla's Cybertruck. The company ignored feedback from customers and only acted when forced to do so.

The result? Multiple recalls, a dramatic drop in sales, and a declining stock price during this period.

Failing to personalize the customer experience is the next lost opportunity.



We discussed three ways to accomplish this in direct mail, including variable printed maps, and two other approaches in a direct mail letter.

The final lost opportunity is ignoring data-driven insights.

Insiders know that data-driven insights lead to tighter segments, which simultaneously save money (fewer pieces mailed) and make money (higher response rates).

In short, seven ways to make your marketing efforts more profitable.

SEND-OFF

HOW TO GET MORE DONE BY DOING FEWER THINGS WELL

Productivity isn't about cramming as much as possible into your day. It's about focusing your time and energy on what truly matters.

Here are some practical strategies to help you achieve more by doing fewer things, but doing them exceptionally well.

1. Identify What Matters Most

Start by defining your priorities. What are the key tasks or goals that will have the biggest impact?

Make a short list — three to five items max — that deserve your attention. Focus on these and let go of distractions that don't align with your objectives.

2. Learn to Say No

You can't do everything, and trying to please everyone often leads to mediocre results.

Politely decline tasks or commitments that don't align with your priorities. Saying no creates the space you need to focus on what really matters.

3. Eliminate Multitasking

Multitasking might feel productive, but it splits your focus and reduces the quality of your work.

Instead, commit to single-tasking. Give each task your full attention, complete it, and then move on to the next. The results will speak for themselves.

4. Delegate Wisely

If a task doesn't require your unique expertise, delegate it.

Whether it's assigning responsibilities to your team or outsourcing, letting go of less critical tasks allows you to concentrate on high-value activities.

5. Create Clear Boundaries

Set dedicated times for focused work and protect those blocks from interruptions. Turn off notifications, close unnecessary tabs, and communicate your availability to those around you.

Clear boundaries help you dive deeper into your work without constant distractions.

6. Reflect and Adjust

At the end of each week, review what you've accomplished.

Were your efforts aligned with your priorities?

Reflect on what worked, what didn't, and make adjustments for the week ahead. Continuous improvement keeps you on track toward your goals.

By narrowing your focus, prioritizing effectively, and giving your best effort to fewer tasks, you'll achieve more meaningful results.

True productivity isn't about doing everything — it's about doing the right things well.