DIRECT MAIL INSIDERS

A collaboration with:

WHO'S MAILING WHAT!

September 2026

How to Stand Out in a Sea of "Black November" Promotions.

The holiday selling season no longer begins on Black Friday.

BJ's Wholesale Club launched its EARLY BLACK FRIDAY sale on Halloween, October 31, 2025.

It barely begins on November 1st anymore. What was once a single day of doorbuster deals has stretched into a month-long promotional event that retailers and marketers now call "Black November."

According to the National Retail Federation, more than half of holiday shoppers in recent years began purchasing before Thanksgiving week. Adobe Analytics reported that in 2024, U.S. consumers spent over $77 billion online in November alone, with significant spending occurring in the first two weeks of the month, well before Black Friday itself.

For business owners who rely on direct mail, this shift creates both a problem and an opportunity. The problem is that your offer lands in the mailbox alongside dozens of others, all shouting about savings, all using the same visual language of urgency and discount.

The opportunity is that most of those mailers are lazy. They rely on percentage-off offers, generic holiday creative, and timing that follows the herd. A business that understands why the season has shifted (and what that shift reveals about buyer psychology) can use direct mail to rise above the noise precisely when attention is hardest to earn. This article explains how.

Inside this report:

Why "Black November" Exists

Three forces created the extended holiday season:

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"Stand out in a Sea of Black November promotions"

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1. E-commerce removed the physical constraint. When holiday shopping required standing in line at a store, a single day made logistical sense.

Online retail eliminated that bottleneck. Retailers discovered they could capture demand earlier simply by making offers available earlier.

2. Consumers spread their budgets deliberately.

Research from Deloitte's annual holiday retail survey consistently shows that consumers now plan their spending across several weeks, comparing prices, waiting for specific items to go on sale, and purchasing in waves. The "one big trip" model has been replaced by a rolling series of decisions.

3. Retailers trained the market. When major retailers (i.e., Amazon with Prime Early Access, Walmart with "Deals for Days," Target with "Deal Days") began launching November promotions in the first week (and sometimes in late October), they collectively moved the starting line.

Smaller businesses now operate in a market where customers expect offers before Thanksgiving. The result is a longer, noisier window where attention is diluted, and urgency is harder to manufacture.

The Direct Mail Advantage in a Crowded Season

As readers well know, direct mail response rates remain significantly higher than digital channels.

This advantage compounds during Black November simply because everyone else moves to digital, or increases their spending there. (And, increased spending leads to higher costs as competition for impressions rises.)

Email inboxes become unmanageable in November. By some estimates, consumers receive double or triple their normal promotional email volume during the holiday season.

Meanwhile, physical mailbox volume does not multiply at the same rate. A direct mail piece that arrives in mid-November

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is competing with fewer physical items for attention than a promotional email is competing with in the inbox.

But simply being in the mailbox is not enough. The piece must earn attention, create a reason to act, and make action easy. Here is how to do that during Black November.

Seven Strategies for Standing Out

1. Mail Earlier Than You Think You Should

Most businesses that mail for the holidays send their pieces to arrive during Thanksgiving week or just before Black Friday. This is precisely when the mailbox is most crowded.

Consider mailing to arrive in the first week of November, or even the last week of October. The goal is not to be "first" for the sake of novelty. It is to reach the recipient before they have made their spending commitments for the season.

Deloitte's research shows that early-season shoppers tend to spend more overall. Reaching them before decision fatigue sets in means your offer is evaluated with a clearer mind and a fuller budget.

2. Resist the Discount-Only Approach

The default holiday strategy for most businesses is a percentage-off offer. The problem is that when everyone offers 20%–30% off, no one stands out.

Consider what else you can offer that has high perceived value but does not simply reduce your margin, such as:

- A bundled package that solves a complete problem (not just a product at a lower price)
- An exclusive or limited item available only through the mailing
- A guarantee or risk-reversal that removes hesitation (e.g., extended return windows, satisfaction promises)
- Priority access or reserved inventory for existing customers

In last month's cover story, Nancy Harhut reminded us that "buying decisions are often first made emotionally, and then later justified with rational reasons"

A discount is rational. An exclusive product, a guarantee, or a story about why this offer exists engage the emotional brain first.

3. Use a Sequence, Not a Single Shot

Also from last month's cover story, Robert Zajonc's "mere exposure effect" demonstrates that people develop a preference for things simply because they have encountered them before.

During Black November, a single mailing is easily lost. A sequence of two or three waves, spaced 7 to 10 days apart, builds recognition and trust before asking for the sale. Consider this structure:

- Wave 1 (early November): A value-first touchpoint. No hard sell. A tip, a guide, a story, or a reminder that positions your business as relevant to the season.
- Wave 2 (mid-November): The offer, with a clear deadline and a reason to act now.
- Wave 3 (Thanksgiving week, optional): A short reminder or "last chance" notice for those who saw the

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earlier pieces but haven't acted.

As noted in last month's article, each piece should use identical brand colors, typography, and visual motifs. By the time the recipient sees the second or third piece, the business already feels known, even if they never consciously read the first mailing.

4. Create a Curiosity Gap

This postcard from Wayfair is relatively typical of a Black November promotional piece. The deals scream at you. (Even the format is a deliberate choice, to get to the offers with minimal delay.)

So, while everyone else ZIGs, you can ZAG by creating a postcard that does not reveal much at all... but which raises curiosity. For example:

- "The one gift under $50 that our customers re-order every year. (Details inside.)"
- "We're holding something for you. Visit [URL] to see what it is."
- "Three things about [your service] that most people don't find out until after they buy."

The curiosity gap works because it drives the recipient from the mailbox to a conversion environment — a landing page, a phone call, a store visit — where the sale can be completed.

5. Anchor the Value

Anchoring bias means the first piece of numerical information encountered serves as a reference point for all subsequent judgments. During Black November, when every competitor is presenting discounts, the business that frames the value most effectively wins.

In ***Forbes***, Lilian Raji (a PR and marketing consultant) writes that luxury bedding vendor Trees & Hugs "used the (holiday) season to teach shoppers why sustainable premium bedding justifies a premium (price)." Elsewhere, the article proclaims, "Education Diminishes Discounts." (*Forget Discounts: Holiday*

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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	**September 8th**	**October 13th**	**November 10th**
FULL Members	**September 22nd**	**October 27th**	**November 24th**

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

Marketing Tips From Winning Emerging Brands. December 22, 2025.*)*

Similarly, if you sell a service, enlighten prospects with the full-year value before presenting the holiday price.

If you sell a product, show what comparable alternatives cost.

If you offer a package, itemize the components at their individual prices before presenting the bundled total.

6. Reduce Friction to Zero

We know that even small amounts of friction dramatically reduce action. Every additional step a customer must take to respond reduces conversion. As people are busier than usual during the holidays, this idea becomes even more important.

The mailing that wins is the one that makes responding effortless:

- Pre-populate forms with the recipient's information
- Include a QR code that leads directly to a checkout page (not a homepage)
- Offer a single, clear phone number with extended hours
- If a coupon or code is required, print it on the piece; do not ask the customer to remember it.

The holiday season is not the time to test your customer's patience. Remove every barrier between interest and action.

7. Speak to Existing Customers Differently

Most Black November campaigns treat all recipients the same, which is a mistake.

Your existing customers already know and trust you. But what they need is a reason to return now, rather than later, and recognition that their loyalty matters.

In Canada, AMEX does this with its annual "pay with points" promotion.

The mini catalog is filled with weekly merchandise offers, many of them on sale, and personalized with the member's name and available points balance.

Or, consider copy like this printed on the outside of the envelope (whether it's a standard #10, invitation-style, or another size)

> "As a valued customer, you're seeing this X days before anyone else." (X could be 3, 5, or 7. The longer, the better.)
>
> "We have exclusive hours for customers like you this holiday season. Details inside."
>
> "We only sell the much sought-after Barbie Dreamhouse to our regular customers." (Since you're going to sell out, reward those who support you throughout the year.)

(While these are retail-store examples, the same principles may be used by any business.)

Although discounts may be the default strategy for holiday marketing campaigns, do not ignore the opportunities that storytelling, education and value provide.

We will be continuing this discussion on our all-members live Zoom call on October 13th, NOON - 1:30 ET. Mark your calendars now.

Mailing of the Month:

Brilliant Earth

San Francisco, CA

About Brilliant Earth

Brilliant Earth is a leading fine jewelry retailer specializing in ethically sourced diamonds and gemstones, with a reputation for artistic and award-winning ring designs. The company is recognized for its commitment to transparency, sustainability, and social impact within the jewelry industry.

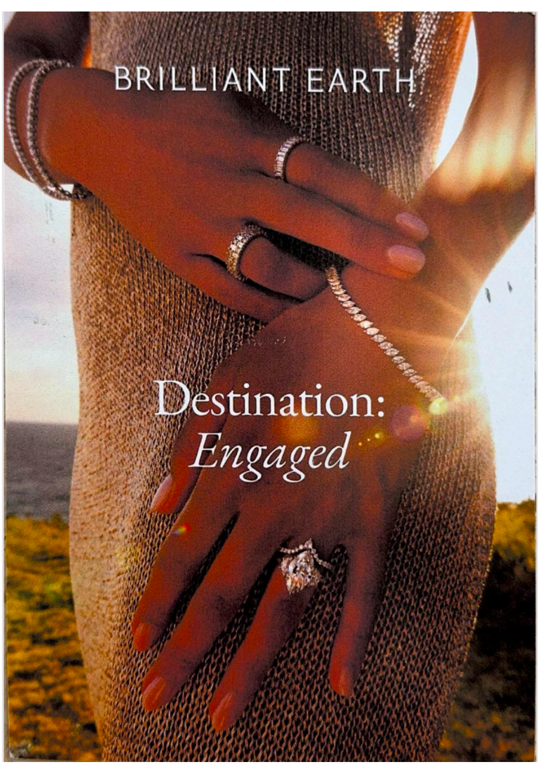
Founded in 2005 by Beth Gerstein and Eric Grossberg (classmates at Stanford), the company has experienced rapid growth, especially after its 2021 IPO (NASDAQ: BRLT), but faces recent profitability challenges in a competitive market. As of December 31, 2025, the company reported gross revenue of $437.5 million and net earnings of $15.3 million.

Today, the company operates 44 retail showrooms in 20 states plus Washington, D.C., and is a consistent user of direct mail for promotion.

About this Campaign

This campaign, which targets newly engaged women, may be using rented names, an in-house list, or both.

Comments on this Campaign



The campaign begs the question: ***Can you really sell luxury goods using postcards?***

Apparently, you can!

Brilliant Earth has 23 different campaigns on Who's Mailing What!, mailed between May 2021 and July 2026, and all but one use a postcard format. The outlier was a 6-page self-mailer, mailed in May 2021.

It goes without saying that any campaign for fine jewelry needs fabulous photography and probably a coating to protect the image as it flies through the USPS sorting machines.

Also, on the image, notice how a ray of (airbrushed) sunlight perfectly highlights the diamond next to the headline. Coincidence? Absolutely not.

As noted above, this campaign must be directed at women who have just become engaged and are

motivated to "design (their) own custom engagement ring."

Everything else is a waste.

While there is nothing on the company's website indicating that it collects the names of recently engaged women, several list brokers offer that audience.

One supplier is Bridal Mailing Lists, which claims that its "recently engaged, Brides-to-Be mailing list is the most comprehensive source of upcoming brides by name on the market." Furthermore, its list can be sorted by age, geography, income, and wedding date. In the case of Brilliant Earth, geography and income selects (at a minimum) would be prerequisites to renting this list. Brilliant Earth does not have showrooms everywhere, and income is likely a critical factor in deciding whether to consider them. Age may well be a factor. (The company likely knows all this based on previous purchases.)

We've highlighted five items on the above postcard, all of which illustrate the importance of attention to detail in direct mail promotions. These are:

1. This promotion is being mailed first-class. If a specialized rental list is being used, it's important to get to the bride-to-be as quickly as possible. Almost certainly, other jewelers will be pitching their engagement ring offers.

2. The QR code. Every direct mail campaign should have one. This one directs the prospect to the company's website, **brilliantearth.com**.

3. The copy -- "FREE SHIPPING BOTH WAYS | 90-DAY RETURNS | FREE LIFETIME WARRANTY" -- is pure risk reversal and it is designed to get that ring on her finger. (The jeweler's version of "take the puppy home?")

4. The promotion is synced to the company's local showroom. Notice that the copy is in reverse type, which means this side of the postcard was printed in one pass through the printer.

5. Given the company's belief in sustainability, it would be expected to use recycled stock in its campaigns. The "FSC Mix" logo indicates that this paper stock is made from a mix of FSC-certified virgin material and recycled material.

Th1s 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

Stop Making Your Customers Decide Twice.

by David Baer

Psychologists Daniel Gilbert and Jane Ebert once ran an experiment disguised as a photography course.

The students took photographs, chose two to have printed, and then selected one print to keep. For some students, that decision was final. The others were told they could exchange their chosen print for the rejected one during the next five days.

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Decisions and Revisions: The Affective Forecasting of Changeable Outcomes

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People prefer to make changeable decisions rather than unchangeable decisions because they do not realize that they may be more satisfied with the latter. Photography students believed that having the opportunity to change their minds about which prints to keep would not influence their liking of the prints. However, those who had the opportunity to change their minds liked their prints less than those who did not (Study 1). Although the opportunity to change their minds impaired the postdecisional processes that normally promote satisfaction (Study 2a), most participants wanted to have that opportunity (Study 2b). The results demonstrate that errors in affective forecasting can lead people to behave in ways that do not optimize their happiness and well-being.

In a minute there is time
For decisions and revisions which a minute will reverse.
—T. S. Eliot, *Poetry* (Vol. 6)

For as long as anyone can remember, people have hungered for information about their personal futures, confident that if they knew their fates they would also know their fortunes. Alas, knowing the future is not the same as knowing how much one will like it when one gets there. In a score of studies, people have been shown to mispredict how they will feel after relocating a household, breaking up with a romantic partner, losing an election, receiving a gift, learning they have a serious illness, failing to secure a promotion, scoring well on an examination, failing to lose weight, reading tragic stories, winning a football game, receiving personality feedback, being insulted, tasting food, and so on (Baron, 1992; Buehler & McFarland, 2001; Coughlan & Connolly, 2001; Frederick & Loewenstein, 1999; Gilbert, Brown, Pinel, & Wilson, 2000; Gilbert, Pinel, Wilson, Blumberg, & Wheatley, 1998; Kahneman, 1994; Kahneman & Snell, 1990, 1992; Loewenstein & Adler, 1995; Loewenstein & Frederick, 1997; Loewenstein, Nagin, & Paternoster, 1997; Loewenstein, O'Donoghue, & Rabin, 2000; Loewenstein, Prelec, & Shatto, 1998; Loewenstein & Schkade, 1999; Mellers, 2000; Mellers & McGraw, 2000; Mellers, Schwartz, & Ritov, 1999; Mitchell, Thompson, Peterson, & Cronk, 1997; Rachman, 1994; Rachman & Arntz, 1991; Read & Loewenstein, 1995, 1999; Read & van Leeuwen, 1998; Schkade & Kahneman, 1997; Schmitt & Kemper, 1996; Schwarz, Jacquin, & Telch, 1994; Sieff, Dawes, & Loewenstein, 1999; Simonson, 1990; Snell, Gibbs, & Varey, 1995; Totterdell, Parkinson, Brinner, & Reynolds, 1997; van Boven, Dunning, & Loewenstein, 2000; van Hout & Emmelkamp, 1994; Wilson, Meyers, & Gilbert, 2001; Wilson, Wheatley, Meyers, Gilbert, & Axsom, 2000; Zeelenberg, van Dijk, Manstead, & van der Pligt, 1998). These mispredictions are not mere failures of anticipation; people make such errors even when the time, place, and manner of the event's unfolding are known in advance. How can people be right about the future and yet wrong about how they will feel when it happens?

Immune Neglect

People have a special talent for restructuring their views of outcomes so that those outcomes are experienced more positively (Affleck & Tennen, 1996; Aronson, 1969; Brehm, 1956; Cooper & Fazio, 1984; Dunning, 1995; Festinger, 1957; Freud, 1937; Greenwald, 1980; Kunda, 1990; Steele, 1988; Taylor, 1989; Tesser, 2000). For example, voters recognize the strengths of the candidates they opposed once those candidates are elected (Gilbert et al., 1998), contestants realize how valuable prizes are moments after winning them (Beggan, 1992; Kahneman, Knetsch, & Thaler, 1990, 1991; Loewenstein & Adler, 1995), high school students become acutely aware of a college's weaknesses on learning that it has rejected them (Lyubomirsky & Ross, 1999), and college students appreciate how forgivable lies are after telling one (Simon, Greenberg, & Brehm, 1995) and how biased standardized tests are after failing one (Dunning, Leuenberger, & Sherman, 1995). Human beings are famous for seeking, attending to, interpreting, and remembering information in ways that allow them to

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You can probably guess which arrangement the students preferred. They wanted the option to change their minds.

What they didn't predict was what that option would do to the way they felt about the print they chose. Students whose decisions were final came to like their photographs more. The students who could still make an exchange liked their choices less, even after the exchange period ended.

The researchers argued that a final decision lets people get on with the work of appreciating what they chose. Conversely, the rejected option remains viable as long as the decision is left open. So instead of settling into the photograph in front of them, they keep comparing it with the one they left behind.

That sounds like a small difference in a classroom experiment. But businesses create the same problem every day by giving prospects more packages, more add-ons, more ways to customize, and more opportunities to reconsider. All of that is meant to make buying feel safer. Sometimes it does. But other times, it simply causes the burden of choice to stay with the customer.

Flexibility Can Keep The Decision Open

There are good reasons to offer flexibility. Customers sometimes need to change a delivery date or cancel within a reasonable period. A guarantee can remove legitimate risk, and a buyer shouldn't be trapped in a bad agreement simply because commitment can make people feel better about a choice.

But flexibility has another effect that is easy to miss. It can suggest to the customer that the decision isn't really finished.

Let's say a business' service proposal offers three different packages, eight optional

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features, two payment schedules, and a note that says everything can be adjusted later. The business believes it removed pressure, but a buyer might choose the middle package, and the welcome email immediately introduces upgrades. The onboarding call offers another chance to reconsider the scope. Then the first invoice reminds the customer that the payment schedule can still be changed.

Any one of those options could be useful. Put together, though, they can keep the customer comparing instead of using what was purchased.

The Number Of Options Is Only Part Of The Problem

Choice overload is real, but it isn't as simple as saying that three choices are good and ten are bad.

In 2015, researchers Alexander Chernev, Ulf Böckenholt, and Joseph Goodman reviewed 99 observations involving over 7,000 participants. They found that larger assortments were more likely to create trouble under four conditions: the options were hard to compare, the decision itself was difficult, the chooser was uncertain about what they wanted, or the chooser was trying to spend as little effort as possible on the decision.

That describes a lot of small business purchases. A business owner may buy accounting software, commercial insurance, managed IT, printing, or marketing services only once every few years. The buyer can't always tell which features deserve attention. Each provider organizes their offer differently. And the decision has to compete with payroll, customer problems, staffing, and the dozen other things the business is already dealing with.

Adding options under those conditions doesn't always create freedom. It can transfer work from the seller to the buyer.

The seller has experience. The seller knows which differences matter, which add-ons solve a real problem, and which package usually fits a business of that size. So if a proposal gives the buyer the "flexibility" to customize their purchase, the seller has actually undermined their customer's satisfaction.

Make A Recommendation The Buyer Can Understand

A seller should identify which option fits the buyer's situation and say why, while leaving the final choice with the buyer.

If one option fits the buyer's situation, say so and give the reason. "Based on your five-person sales team and the number of leads you are already losing between the form and the first call, I would start with this package because it fixes the handoff before adding more lead volume."

The reason matters more than the label. "Most popular" doesn't explain if it's a good fit. Neither does putting a colored border around the middle pricing column. The customer needs to know why the recommendation applies to this business, this constraint, and this decision.

The tradeoffs should be just as clear. If the lower-priced option requires the customer's staff to handle follow-up, say that. If the larger package only makes sense after the business reaches a certain mailing volume, say that too.

When the owner knows the cheaper package requires someone on staff to call every lead, they can eliminate it without wondering what the price difference is hiding. This applies to direct mail too. A postcard that lists every service the company provides isn't giving the recipient useful choice. It is asking the recipient

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to diagnose the problem, sort through the menu, and decide which department to contact.

A better piece gives one kind of reader one reason to respond. The business can sort out the wider service menu after the conversation begins.

Help The Customer Move Into Use

After the customer says yes, the proposal should disappear and onboarding should take over. The buyer needed information to compare the options before the sale. Now the buyer needs confirmation, a clear next step, and evidence that work has started.

That can be as simple as restating the reason for the selection: “You chose the maintenance plan because your busiest months begin in October and you wanted the equipment inspected before service calls start piling up. Your inspection is scheduled for September 12.”

That message does more than confirm an appointment. It connects the purchase back to the problem the customer intended to solve.

Compare that with a confirmation email that immediately advertises two other plans, three add-ons, and a link to change the appointment. The second email may contain more information, but it also puts the customer back into comparison mode before the chosen service has had a chance to produce any value.

Leave A Fair Way Out

The photography study was a simple choice compared to some of the things businesses commonly do like creating punishing cancellation policies, hiding alternative buying options, or making refunds difficult. Those tactics create resentment, chargebacks, bad reviews, and customers who warn other people to stay away.

Customers still need a guarantee, reasonable cancellation terms, and a way to correct a genuine mismatch. A customer who feels trapped isn't more satisfied with the decision. They are frustrated with the seller.

Count The Decisions In Your Offer

Take an offer you’re using now. It could be a proposal, a pricing page, a postcard, an estimate, or the email sent immediately after someone buys. Circle every place where the customer has to make a choice.

Count the packages, add-ons, payment schedules, appointment options, calls to action, and opportunities to revise something already selected. Then ask whether each choice helps the customer express a real preference or simply hands them a decision your business should have made.

Can the buyer tell why one option fits better than another?

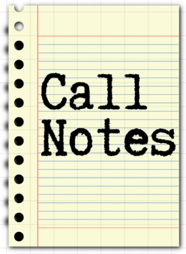
Have you recommended a starting point and explained why?

Does the confirmation reinforce the reason they bought, or does it immediately invite them to reconsider?

Once the customer has made a sound decision, does your process help them start receiving value from it?

The reason the Gilbert and Ebert experiment succeeded is that the experience didn't end with selecting a photo. Students had to live with their choice, live with the print, and decide how to feel about it.

Your customer has the same work to do. Once they choose, help them get on with the part they actually paid for.



Mike Hill made two inspired statements on our last call.

The first, **Start at the top.**

Let me set the stage. Mike's law firm publishes a price list for its various services, a "menu" of sorts.

(This is not a universal practice in the legal services business; some lawyers pick an hourly rate "out of thin air," and other observations. A Rolex watch, perhaps?)

Mike explains: "My job is to tell you what your options are," and the price list legitimizes the decision-making process.

In discussing our services with prospects, "we start with the more expensive (program), and then move down... I also say that this is by far and away our most popular plan (which is true)"

But, in the end, the prospect decides which package they are prepared to buy. The menu approach makes this easier, not more difficult.

British adman **Rory Sutherland** made a similar point when talking about British Airways and its website.

When the various seat prices were displayed side by side, the average revenue per ticket increased because prospective travelers made decisions about the level of service and comfort they were prepared to pay for.

Although this manner of displaying airfare was new at the time, it is now standard in the airline industry.

Here's the context of Mike's second comment.

Another member mentioned a client that he helped 11 years ago and who asked him "to take them off my email list and off of my mailing list because they were getting too many emails and too many marketing pieces in the mail from me."

"But they came back to me when they decided they needed my service. They are desperate to save $1,000 a month.

Since this is a financial transaction, this member needs some paperwork to complete the loan application. He says, "Give me the paperwork so I can do the loan application and get this thing going for you.

But they're just busy.

They'll get me the paperwork when they've found the time.

Either you wanna save the money, or you don't."

(Just a reminder, this client is, by his own admission, "desperate to save $1,000 a month.")

This member is understandably frustrated.

Mike Hill weighed in: "My standard line to people like that is, **I can't care more about this than you do**."

(Which sums it up nicely!)

SEND-OFF

THE TIME YOU SAVE BY BEING DECISIVELY IMPERFECT.

Perfectionism can be a productivity killer, especially in business.

Striving for flawless execution often leads to delays, missed opportunities, and unnecessary stress. Sometimes, the best strategy is to make a decision, execute it imperfectly, and iterate as needed. Here's why this approach can save you time and drive results.

1. Avoid Decision Paralysis

Overanalyzing every possible outcome leads to decision paralysis, where no progress is made because you're waiting for the "perfect" plan.

Instead, aim for a solution that's good enough to get started. Action leads to momentum, and momentum is what keeps you moving toward your goals.

2. Embrace Iterative Improvement

Perfection is rarely achievable on the first try. By acting decisively, you can implement a workable solution and improve it over time based on real-world feedback. This approach allows you to adapt quickly to changing circumstances rather than getting stuck in endless revisions.

3. Free Up Mental Space

When you let go of the need to perfect every detail, you free up mental bandwidth for other priorities.

This shift in focus enables you to tackle more projects, solve more problems, and make faster progress across the board.

4. Focus on Impact, Not Perfection

Clients, colleagues, and stakeholders usually care more about results than about how polished your process looks. Delivering timely, impactful outcomes often outweighs the need for a flawless presentation.

5. Build Confidence in Decision-Making

Being decisively imperfect reinforces your ability to make quick, informed decisions. The more you practice moving forward without obsessing over perfection, the more confident you become in your problem-solving skills.

A Practical Example

Consider a small business launching a new product. Waiting for the "perfect" website, marketing materials, and product design could delay the launch by months.

Instead, launching with a functional minimum viable product (MVP) allows the business to test the waters, gather feedback, and refine its offerings based on actual customer input. The result? Faster time to market and a clearer path to improvement.

Being decisively imperfect doesn’t mean being careless or ignoring quality. It means recognizing when good enough is truly good enough to move forward. In the fast-paced world of business, time saved is often value created.

Choose progress over perfection, and watch how quickly you can turn small steps into meaningful results.

(As an aside, if we had waited for the perfect time to launch ***Direct Mail Insiders***, we'd still be waiting!)