

The Empowered Entrepreneur Show

Episode 049

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Intro: Welcome to The Empowered Entrepreneurs Show. Discover your life's purpose, reprogram your mind for success and attract an abundance of paying clients to your business. Now, here's your host, Tom Tenaglia.

Tom Tenaglia: Aloha, Empowered Entrepreneur. I am Tom Tenaglia and you're listening to the Empowered Entrepreneurs Show. And today, I'm joined by Travis Lee of 3D Mail Results. Travis, welcome to the show.

Travis Lee: Hey, Tom. Thanks for having me. Great to be here.

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Tom Tenaglia: Travis, I came across you because I was reading a book that Dan Kennedy had written and when I looked up your website, let's just be real, I just jumped right in. I was surprised to find you still in business, because what you do is so unique, it's back to the physical mail, snail mail, US mail. Some people call it lumpy mail. So I've heard all sorts of things about that and I want to thank you so much for being on the show because I think that this is a novel approach to something that's been around for a while that can really help entrepreneurs with growing their business.

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Tom Tenaglia: So much focus is spent on online these days that when I saw what you're doing and how it fits into the grand scheme of a marketing plan, I knew that it would be a perfect fit for this show. So thanks again for being here.

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Travis Lee: Yeah. It's great. I mean, we've been doing this since 2008. Everyone thinks direct mail is old school when in fact it's alive and well, and I'm sure we're going to touch on some of that, but in a digital age where everyone wants to be Facebook or Instagram or online or pay-per-click or whatever the flavor of the day is, one of the marketing media that has lasted now for well over a century. I mean the first mail-order catalogs were sent in the late 1800s by Sears & Roebuck. So even in today's digital age having something to grab and hold on to and your physical presence is still alive and well, and I'm sure we're going to talk about all that stuff as we move forward.

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Tom Tenaglia: Yeah, for sure. Well, I'm glad it is alive and well because for people who aren't doing it which is a lot of people, there's very little competition in that space.

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Instead of having to compete with 7,000 other flyers in every single day's mail, there's an opportunity to get your message in front of more people. So I think that's great. I'm really excited with everything that you do and everything I've gotten to know over the last few weeks as we were talking.

Tom Tenaglia: So given that Direct Mail is alive and well, so what you do too is... So there's online, there's direct mail and then there's 3D mails. So can you compare and contrast them a little bit for us and why people might want to use the various mediums?

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Travis Lee: Yeah. When most people think of mail, they think traditional mail and they probably think of junk mail and they think of it's not as bad as it used to be, it's

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[00:03:30] gotten worse now and that got better, but credit card companies, that's what they think of. They think of American Express, they think of Chase Bank and they think of all the credit card stuff. I'm a big proponent of all things Direct Mail. We touched on it, but with the proliferation of digital, with the proliferation of email, it's become quite frankly less cluttered in the mailbox.

Travis Lee: [00:04:00] So you've got people who are using it are no longer using it. You just got less clutter. What do we have now? 200 channels, 300 channels, 500 channels depending on what kind of cable thing you have now. What if we went back to four? What would that do for the companies that were advertising on those four channels? Their results would skyrocket because now all the eyeballs were on them. So with Direct Mail, you've got this opening where people have left. Some of the people are coming back, they're rushing back, right?

Tom Tenaglia: Right.

[00:04:30] Travis Lee: But it's become this void. And so what happens now is that people now 20 years ago, they'd get an email and they'd be excited. "Yay! I got an email." And they'd get this stack of mail and they'd be like, "Yeah, whatever." Well now, it's just the opposite. We now get hundreds of emails a day. If you're a business owner like you and me, you get personal emails, you get your business emails, you get this that and the other whereas now the mailbox especially for what people deemed to be personal mail... I've got examples here and we'll talk about them, but it's still a nuisance for what we would call junk mail.

[00:05:00] Travis Lee: That's never going to go away, but that's that way with all kinds of commercial traffic if you will. But if you can make the mail seem and be personal, the response rates are going up, the open rates are going up, and then specifically now what we call 3D mail which is three-dimensional mail. I got some samples here. I told you before the call. I kind of feel like a carrot top here. I got all my goodies out here. But now, let's say you solve a problem and you're going to send somebody a real pill bottle in the mail.

[00:05:30] Travis Lee: So now imagine when this thing shows up in your mailbox. We literally mail this just how it is. We put a label on it, we put postage on it and when that thing shows up in the mailbox, it's showing up just like that. So you hit it on the head. This is called 3D mail, lumpy mail, dimensional mail, things like that. But what we're trying to do is to... Well, really with any kind of marketing, the biggest thing you have to worry about is getting seen, heard or read.

[00:06:00] Travis Lee: So if you're on the TV, you've got to be seen. If you're on the radio, you've got to be heard. If you've got a billboard, you've got to be seen. If you've got a letter, you've got to be read. It doesn't matter. And so when we use this creative stuff, this mail that looks like even though you may have sent it to one person or a million people, when the recipient gets it, it is personalized to the point that they feel like that

they're the only one that received it, think like a letter from Grandma, think like a wedding invitation or a birthday invitation. Remember we used to get invitations birthday parties in the mail?

Tom Tenaglia: Yeah.

Travis Lee: Now, everyone does it on Facebook now. But if you can create that same kind of feel, the "Oh, what is this? This is something just for me," now you've really broken through the clutter and you've guaranteed that your recipient whether it be a prospect and we'll talk about this with a prospect to lead a current client that you're trying to sell other things to, now you've got a chance to actually get them and sell them. And again, we'll go way more into depth later. But that's the whole idea. This media is underused. People have left and it's become increasingly easier to get in front of them through the mailbox.

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Tom Tenaglia: I like that. And I agree. There are days where there's just nothing put in my mailbox and there are other days there might be one flyer. And then there's another day where there's actually something I need. But there's so much space available in terms of getting your message in front of somebody that it's so different. I love that contrast back to email. I remember dialing up on a modem million times going, "Oh, it's downloading something. It's downloading something."

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Travis Lee: You've got a mail.

Tom Tenaglia: Exactly. It was either a message or an update or something. It's like, "Oh, it's just an update." Now, it's I got one email from the time I said, "Hi, Travis."

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Travis Lee: Exactly. I've got some stats here that we'll talk about. I won't go over them too long but this is relatively recent data. 50% of consumers pay more attention to postal mail than email. 62% of consumers say they enjoy checking their mailbox. I don't know of any consumer who enjoys checking their email anymore with very rare exception. 65% say they received too much email. Here's a big one. 92% retrieved their mail every day and 77 read and sort it the same day. And then the last one here, if there's anybody... So I live in the B2B space. I sell to other businesses. We talk a lot about consumer mailings, but 59%, nearly 60% of executives prefer printed resources to online resources.

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Tom Tenaglia: Yup.

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Travis Lee: Now, this is not to bash online. Here I am delivering a digital podcast with my laptop and a camera to microphone going on to the digital ether, right?

Tom Tenaglia: Right.

Travis Lee: So this is not to bash the medium. This is just to say if you're only living in this

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[00:09:30] world, you are leaving out on the low-end 50% on the high-end 65% of the people who prefer to hold stuff in their hands. I read in an article the other day and I haven't vetted it yet, so I haven't published it or brought it that had said much about it, I just recently read it that actually said Millennials are more likely to respond to physical mail than they are a digital ad.

Travis Lee: I haven't been able to vet that one too closely yet so I'm not ready to make grand proclamations about Millennials in them, but we're seeing the shift. We're seeing people go from an all online space to now they'd prefer a lot of things in the physical. So that's kind of what we're looking at. I'm not here to bag on digital or bag on email or bag on any of that. I use all of it. All I'm saying is if you're ignoring the analog world to a large degree and especially if you go after these executives, if you tell them, "Hey, I've got a flyer for you. It's a PDF. I'll send you a link," 60% of them would rather have that flyer in their hand. And that's just one small example.

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Tom Tenaglia: That's not to say that that flyer or that piece mail couldn't have a call to action that is online. For me personally, if I'm going to get something in the mail, I want to be able to respond to it online. I don't want to tear off a reply card and stick it back in the mailbox.

Travis Lee: Yeah, you bring up a great point and that is one of the strategies that we teach is these two worlds do not have to be separate worlds. Oftentimes, even for my own stuff that I do internally our own customers or our own prospects, we will often send them out things and give them the option to order online, respond online. We work with a lot of attorneys and professional practices and a lot of them have online calendar scheduling. We allow them to go online and schedule something if they want.

Travis Lee: In our world, we call it moving from offline to online. So we send them a physical. [00:11:30] But then we allow them to go and redeem whatever it is online. Now, there's some businesses that lend itself that more than others. If you're a restaurant and you're trying to get people in for weekend dinners, I guess you could send him to DoorDash, in Uber Eats and that kind of stuff, but by and large you want them to come in. So I'm even contradicting myself to a certain degree.

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Travis Lee: So there's obviously some businesses where that works better than others but like I said, we meld that world all the time. So when I send out stuff, you can call us, you can email us. You can go to our website and we have ways to track all these things. And that's what you want to do. This is not two silos, two places, never the two shall meet. You want all of your marketing to be working in a concise way together and now it really is a rising tide lifts all boats.

Tom Tenaglia: It raises all ships.

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Travis Lee: It is two plus two equals six. It is one of those things where they all are growing on each other so that some of their parts, that it's actually greater than the some of their parts in many, many cases.

Tom Tenaglia:

Yeah. That's very, very true. I think it comes down to normal marketing with identifying who you're targeting and what the offer is, what that particular avatar likes and testing different response mechanism and giving them the option to respond in as many different forms as possible. A lack of response on a direct mail piece doesn't tell you that they wanted to respond and couldn't versus they didn't.

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Travis Lee:

Yeah. I was just having this conversation with an attorney client of ours and they are adding an elder care family law section. So they write wills and living trusts and make sure the line of lineage is there. We're by and large going to be going after either one of two constituents. Either the adult children of the elderly. My grandmother who if she was still alive would be 92. We'd be targeting my father or my aunt or directly to the senior.

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Travis Lee:

Those types of people by and large, now this is a blanket statement, by and large will pick up the phone and want to talk to somebody. So we're going to give them that option and probably make that option the more prominent one. So you got to take into account your prospect. So if I was going to mail Millennials and like I quoted earlier that there are even more likely to react to a physical mail piece than they are a digital piece, if I've got a way for them to interact with me in a digital way whether that be text, whether that kind of getting on an app, I'm going to give them that option.

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Tom Tenaglia:

For sure.

Travis Lee:

Now, I'm going to test and measure all those things. I'm going to hopefully have a way that I can look and see and where did this person come from and what is the value of them? Because there are some places where you may get more response or more interaction, but they may not be as valuable as the ones who respond another way. Now, we're getting on a list of 20 things to test in direct mail, those might be like on 12 or 15 or 18. We're going to test headlines, we're going to test offers, we're going to test expiration dates, we're going to test that kind of stuff first, but you want to try to match in this day and age as best you can, the message, the way to respond, all that stuff to the prospect. And that's how you want to balance those two things.

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Tom Tenaglia:

Let me take a step back because this is the fun part for me where it's diving into who are we targeting, what's the offer? I just had a client the other day where I was explaining to him, he was like, "Well, how do I get the traffic? I just keep coming back to who are we targeting? That's where the traffic answer comes from. So in the world of direct mail and 3D mail, we can buy the pieces, we can craft the offer, we know who we're targeting, how do we know where we're mailing them. How do

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[00:16:00] we know how to get them to the people on... If we have an internal list, I guess that makes sense but if we don't have an internal list, and mailing list that is, what would we do?

Travis Lee: Well, I'm going to start from the 30,000 foot view part of that question and we'll kind of drill down.

Tom Tenaglia: Perfect.

[00:16:30] Travis Lee: But so many people go about starting a business, creating a service, creating a product because they themselves have a passion for that service or that product or whatever it is. Or they started in that industry and think they can do it better. So it's the e-myth problem. I was an electrician, I hated my boss, I thought I could do it better. Well, they never think about whether we create these products, we create these services, whether we start a restaurant, whatever it is. They never think about who am I going to sell and offer that thing to.

[00:17:00] Travis Lee: So I would never start a business. At least I don't think I would and I haven't done it yet, just because I was passionate about something but because there was a starving crowd that needed my thing. So for years, one of the most purchased books in the business training world was how to start a restaurant. So if you went to the Chamber of Commerce, if you went to the library, if you bought the how-to books, for many, many years, it's still may be true today was how to start a restaurant.

[00:17:30] Travis Lee: No one ever gave any thought to do we need another restaurant? What kind of restaurant? Am I going to be high end? Am I going to be low end? They never gave any thought to is there actually a need for one. Everybody wants to be the old TV show, Cheers and stand behind the bar and drink with their buddies and get paid for it. That's all they don't want to do. They never give any thought to who is my who.

[00:18:00] Travis Lee: So that's the very 30,000 foot view of it. So let's drill down to the marketing. If you don't have a clear idea of who it is that you're mailing, who it is that's going to read it, what are they thinking? What are they doing? What are the thoughts going through their head? What's keeping them up at night? What are all the things going on in their world? If you can't make that connection, if you can't talk to them you're really shooting into the dark. You're playing blind archery.

[00:18:30] Travis Lee: I showed you the pill bottle. I can think of a million ways not to use this. I can probably think of a few dozen ways to use it. And so we want all these things with our marketing. We want to match up what it is that we do, what our expertise is and choose the proper media to get to them. So I like to give an example of this, it has nothing to do with direct mail, but just kind of synthesize this deal. If I'm selling adjustable beds to retirees over 65, you know what, the Yellow Pages still may be an awesome place for you to advertise. I don't know if it is, but it could be.

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Travis Lee: Instagram, my gut tells me is not. It could be. I'd maybe test it but it would be low on the list of the things I'm going to test. On the flip side of that, if I'm selling spring break packages to college day students, well, the Yellow Page is the last place I want to be. And Instagram is probably where I want to start. So that's how you got to think about this. I'm not married to any kind of marketing except for the kind of marketing that my prospect will respond to.

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Tom Tenaglia: Yeah, to get the response. To get your conversion. To get them to raise their hand. To get whatever the action is that you're going for.

Travis Lee: Yeah. I mean there's a zillion different thing. We could get them to request something for free. We could get them to come to a show and we could get them to actually buy something. Again, there's probably 50 different things we could have them do, but whatever that thing is, I want to match that thing and match the media whether that be all the things we discussed to that person. And if you can really dial into that person, that's when you're going to have the absolute most success.

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Tom Tenaglia: My go-to example for something like that with any client is when we're talking about who's the person who's going to buy your product or service? And sometimes just asking the question, they might have a hard time with it. I go, "Well, let's think about this. If you were selling dog food, who's the person that's buying the dog food? Don't tell me it's the dog because it's not the dog."

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Tom Tenaglia: Then they go, "Oh, okay." Because who buys engagement rings? It's not the bride. Well, it might be now because there might be some situations where it is but generally speaking it's not unless that's your niche. But the dog one is classic. You got to market to dog owners and then you can't possibly explain the flavor of the dog food to the owner, you're talking about the response that the dog is having thanking the owner for the food or some variation thereof.

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Travis Lee: Well, we can even take that a step further. So now, all dog owners and you're going to target the owner because the dog ain't buying and the human ain't eating it. You could even chop that down into a dozen different constituents. So it could be the single dog owner. It could be the dog owner with a family and kid. It could be the dog owner where the wife is the stay-at-home. It could be a dog owner where the father is at home.

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Travis Lee: People get this confused. I say you've got to pick a niche and you've got to go really deep in a single niche. But that's not to say you have to only work in that niche, it's that when you're creating the marketing pieces for that niche, you've got to... So I can have small dog, little dog, yappy dog, whatever and I can have a difference, because frankly in direct mail, you can get lists for all those people. So I could get a list of single dog owners, dog owners with family, empty nester dog owners, right?

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- Tom Tenaglia: Right.
- Travis Lee: My message is probably going... Not probably, it sure is different.
- Tom Tenaglia: It is different, yeah.
- Travis Lee: For all of those things, exactly. Again not to bash anything, but like TV, radio. You've got to be so broad by and large because you can't segment those people. So like we can get on the golf channel and show dog food commercials and have it be catered to that way. But really all the digital guys, Google pay-per-click when it was first starting out and it's morphed a little bit, but in the early years of Google pay-per-click, they were doing nothing more than what the direct mail people have been doing for almost a century before that which is to get really small slivers of a group and really target those ads a mile deep. So that's what you're looking to do. Having that message just hit somebody right between the eyes, that's what you're looking to do.
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- Tom Tenaglia: Yeah. That's where the art of it is because I think that this approaches is an art and a science. I mean, all marketing really is. It's both.
- Travis Lee: Yeah. My mentor Dan Kennedy says it's half math, half psychology. So you got to have the psychology to get into the prospect's mind and then you got to have at least... And then the math part is what's the ROI, what's a response rate. so you're exactly right. There is a gray area right where there's a math and the science of it, and then the psychology of it. So that's for sure.
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- Tom Tenaglia: Because that's the other point you alluded to earlier is something I just told the guy yesterday too that I was talking to you is that you might have a high click-through rate on an ad, and then you're thinking your sales are coming from that and they're really coming from the 8% click-through rate, but all your sales are coming from there. So now, you turn off the 8%. One, you're like, "What about my sales stuff?" Well, if you don't know which ad is actually producing the downstream effect, the ultimate sale or the ultimate lifetime value of the customer, whatever, it's hard to track that back up.
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- Tom Tenaglia: Just in a little bit of comparing and contrasting, so instead of just buying pay-per-click ads, we have to somehow come up with a list and I think we can definitely deep dive into options for lists and how do we get lists and that kind of thing. And then to me there's also the what would... If we're looking at campaign-style, I mean, obviously the sizes can range, but I'm thinking if I want to test an idea quickly, I can definitely do that with pay-per-click.
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- Tom Tenaglia: So maybe the question that I'm also looking at is what's the right time in a business to bring in direct mail for a campaign. Does it have to be a large-scale campaign? Can somebody run a small campaign? Those types of things that you would get

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- [00:25:00] similar results. I'm very curious on, you mentioned you dropped a hint when we had talked earlier about the two types of lists and that was a nice cliffhanger. So I don't want to have that one elaborated on too.
- Travis Lee: Yeah. So to your first question is can this be tested relatively small and relatively inexpensive? The short answer is yes. Now, that's all relative to every business. But to buy a mailing list is relatively inexpensive. It can mean a couple hundred dollars tops to get something in the mail. Again, it depends a little bit on the business. I have some clients that mail a few dozen pieces. I got some clients that mail several hundred or several thousand pieces a month. It kind of depends on the industry. So I'll give you a couple examples.
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- [00:26:00] Travis Lee: If I'm in the B2B space and I'm going to mail... I'll just make something up. We work with companies like this. Let's say I do phone negotiations for your phone contracts. So I come in, I get your new phone systems, I negotiate with AT&T and all those guys. I get you a better deal, yada, yada, yada. To go and find a list of businesses with sales teams of 50 or more, you can have that relatively quickly. That person probably has a lifetime value of tens of thousands of dollars. So for him to start get a list of 500 businesses and start mailing 10 or 20 a week, he only has to land one out of every few hundred and his ROI is way through the roof.
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- Travis Lee: We also do a lot of work with attorneys. Their average transaction might be anywhere from... The average attorney that I work with anywhere from 2,500 to \$10,000 and the \$10,000 is kind of an outlier. I'm more like 2,500 to 5,000. By and large, they've cast a slightly wider net than maybe just a few dozen people. So one of the things that we do for bankruptcy attorneys, and we talk about this all the time is finding an event or a stage in life where the person is more apt or more needy or is more in need of your service. So I'll give you a couple examples.
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- [00:27:30] Travis Lee: So I told you about these attorneys that we work with. If you are being sued by Discover Bank because you haven't paid your credit card bill, the chances that you need a bankruptcy attorney are significantly higher than you or I with no debt. The attorney who runs TV or radio ads is casting a broad, broad net for people who might have a bankruptcy need right now. Well, if we target those lists and this is all public data by the way, so we know if discover is suing Joe Schmo.
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- Travis Lee: We know if John Doe has a foreclosure, is going to have his house auctioned. Well now, those are people who are infinitely more apt than the general public and now we can get that list, but that attorney might have to send a hundred letters to get his one response or a hundred letters to get two or three responses. And we're going to relatively speaking use less expensive things by and large. I just happen to print these off. One of the things we do with some of our attorneys, I'm not sure how well this will show up but we actually mail stuff that looks exactly like a
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handwritten letter.

Travis Lee: You don't hand write this stuff. This is a font that we use on one of our really cool printers, but that's the kind of stuff we're looking at. And then your second part of your question about the different kinds of lists that you can get, I mean we could do a three-day seminar on that alone. So I'll kind of give the the Reader's Digest version. When most people think of buying a mailing list, they're thinking of buying a compiled list.

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Travis Lee: So if anyone's done anything with InfoUSA or Melissa Data, if you've gone to the local library and most libraries still have subscriptions of these types of things and you've gone to the library and pulled up a list, those are almost always going to be compiled lists, and that's what most people think of when they're buying a list or they're giving into the list. And essentially what a compiled list is, is the good old-fashioned white pages, but it gives us the ability to add a whole bunch of different layers on top of it.

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Travis Lee: So I can know based on household income if they're married or not, if they own their home or rent their home, if there's kids in the home, if they have a first mortgage or second mortgage, if they drive a car or a pickup, if they drive an SUV, how many cars are in the driveway? There's 250 different data points or something like that. That's what most people think of when they get a list and that's a compiled list. So again, think white pages with the ability to sort and shuffle and add layer so that we can get them.

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Travis Lee: The other things that we can get or what are called... Not compiled list, response-based lists. I'm confusing myself. Is a response-based list. So now what's an example of that? Well, the dirty little secret of most direct response marketing companies, so Harry and David, so I'll call some of them out, I guess, Omaha Steaks. Remember the old Sharper Image catalogs?

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Tom Tenaglia: Yeah.

Travis Lee: I don't know if they're around anymore, but Sharper Image in the '80s and the '90s was if you were a techie, Sharper Image was like the place to go to get techie stuff, right?

Tom Tenaglia: Yep.

Travis Lee: Well, the dirty little secret... Triple-A, I didn't say that too loud. The dirty little secret of these people is that they sell their lists, and that's oftentimes where the money is made. And so now if I have bought a gadget from Sharper Image or I have bought a new driver from Golfsmith, now I'm a known buyer of a certain product. Well, many of those companies make their data available. Now, I bought a driver from Golfsmith or GOLFTEC, and I'm on their list, and now I want to go... Let's say I offer you know a complimentary but non-competing thing. I offer a \$50 course on

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[00:31:30] how to drive the ball farther.

Travis Lee: So in a compiled list I could go get a list of known golfers and that'd be good. But I could also go to Golfsmith or GOLFTEC or whomever it is whatever golf manufacturers sell in their lists and I can get a list of people who have bought a new driver in the last six months. And now I'm going to give them an offer, send them a direct mail offer of how to drive the ball farther.

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Travis Lee: Well, which list is probably better? A list of people who we think are golfers or a list of people who have just spent \$499 on a new driver. That's the list I want. So that's the difference. And there's places for both. Sometimes you cannot get a response-based list for what you want so you've got to go the other route. If I'm going to make my hierarchy of lists, the first thing is... Most people don't talk about this enough, but it's your own in-house customer list. So the people who are currently buying from you, if they're buying peanut butter and not jelly, you better be sending them an offer for jelly. I mean that's just basics, but most people don't think of it.

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Tom Tenaglia: Or more peanut butter when they run out.

Travis Lee: Exactly, exactly. You're exactly right. The next step down are your previous customers, so these are customers who have bought from you who have now stopped. So they stopped buying peanut butter, so now let's try to get them buying some peanut butter or maybe some jelly. The next list down is your unconverted leads in your own list. Everyone has them, whether they actually physically have them in a CRM or a database, but everyone has people who have contacted their business for whatever reason and then didn't buy.

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Travis Lee: So now you got those people and then under there you have what we call your list, your publicly available list which is now your response-based list and your compiled list. That's the hierarchy, and I know we're going to talk about it later but I've got an awesome training for you that covers... We talk about lists for an hour and 40 minutes and it's like four bucks. We'll get to that at the end. But with the time that we've got together, that's your list hierarchy, and that's the kind of stuff you got to think about. Again, we could take a whole weekend to talk about lists. You could get a masters in mailing list. It could take you two years let alone every days or 35 minutes.

[00:33:30]

[00:34:00]
Tom Tenaglia: I love the idea of finding a behavior that indicates the attribute of the person that you're wanting to find. See, I don't think enough people understand the reason why we say as marketers who are these people? Who are they really? How do they operate? What do they do? What do they have? How many kids do they have? They're like, "What does that do to my product or service?" Everything. Because that's how you find them. That's really one of the ways that you can...

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Travis Lee: The demographic stuff is important. So the stuff that we talked about, what's their income? Are they married? Are they not? Do they have kids? Do they drive a Geo Metro or do they drive a Jaguar? That kind of stuff. But now the next level up of that which is now hard to get in a list form, but when you make your messages, the next level up is psychographics. What they think, how they act, that kind of stuff. My mentor, Dan Kennedy puts it exceedingly well.

[00:35:00]

Travis Lee: He says what are they whispering to their spouse about at night that they don't want the kids to overhear that's keeping them awake? What are they lying in bed looking up at the ceiling that's keeping them away? That's the bad stuff. What are they dreaming about doing they're accomplishing while they're sitting at work answering another mindless email? That's the psychographics of it. So now that you're getting into the next level... So I work with a doctor, he's a chiropractor and he's got a great nonmedical, no pills, no potions, no nothing for getting rid of sleep apnea.

[00:35:30]

Travis Lee: Well, we can get a list of people who have bought CPAPs or over-the-counter stuff or whatever. We can get that list and that's good to know, but the next level now is the psychographics. So do you want to spend another night on the couch without your wife? Do you want get kicked out of bed? Do you want to have the dog get mad at you for keeping the... That's the next level. So now you've got to think about all the demographic data that goes into it and then the next level is what's the psychographic. What do they like? What do they dislike? What's keeping them awake? What do they aspire to be? That's harder to get in the list but that's why you got to know who your who is.

[00:36:00]

Tom Tenaglia: Yeah. I know that the flip side of this sometimes is people don't want their data sold. So it sounds almost like it's happening anyway that that's just a part of some forms of business. I imagine all these companies that sell their list data also would have some sort of out process.

[00:36:30]

Travis Lee: I'm not an expert in that kind of stuff, but you're exactly right. In the US, we are way more loosey-goosey with data than any other country. So when I talk to my clients or prospects in Europe or Canada or Australia and I say, "We'll just go buy a list of this, this and this, and you're done." They go, "Well, we don't have that here." Is it a GDPR and all that stuff? Yeah, you have ways to opt out. There is legislation coming to that. Who owns what data. It's tricky. I don't want my data used against me, but as a marketer I want it.

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Tom Tenaglia: Right. I think the point is the data is there and other people are using it. You might as well use it to your own benefit for something that's part of your own business that you're making a contribution in the world for anyway.

Travis Lee: Whatever you want to call it. You can't put the toothpaste back in the tube. The genie is out of the bottle, whatever it is. So all this current stuff about data

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[00:38:00] protection, all that, it's good, I like it. I actually approve of most of it, but once it's out there, how do you get it back in? There's probably smarter people than us that are going to watch this and say, "Well, you can do these 17 things, Travis," and away we go. But until they tell me I can't use data, I'm going to continue to use data to my advantage.

Travis Lee: [00:38:30] By the way, for the vast majority of my clients, I believe in them, they believe in them. What they're doing is actually very good by and large. And the good ones, the good ones think I'm bringing a good value to my client that's going to make their life better, make them more money, take away pain, whatever it is. There's a guy in one of groups that I'm in, he's a pastor. I don't know if that's the technical term, but I'm not sure if he's a reverend or a pastor or whatever, but he teaches churches how to grow.

[00:39:00] Travis Lee: And how to get more parishioners and members, and all that kind of stuff. Oftentimes people say, how can you be a man of God and teach people these smarmy marketing stuff. And he basically tells them, "I believe in what I do so much and so powerfully that I have to use this stuff to get them to come to me so I can help them, so they can be a man of Christ, the man or woman of Christ and all that stuff. I'm wandering off a little bit here, but he's so convinced that this is the right way to do his thing that..."

Tom Tenaglia: [00:40:00] I mean, you're using it for the right reasons. If the list is available for you to use, for your business and then why not use it if what you're doing is adding value to people's lives? You're not scamming people, you're sending messages saying, "We think this is a match. Here's a need that you have and here's something that I have to offer." Even in the day and age where all this data protection all that stuff, for me it was more of the marketers that would end up spinning the list data and using it and they would make these, I mean crazy assumptions in the copywriting that would piss people off.

Tom Tenaglia: [00:40:30] And I'm like, that's not how you do it. You're supposed to meet them where they're at, relate to their problem, understand what they're going through, show them that there's something here that if they feel like it's an option for them that they can reach out to you and raise their hand. As long as you're doing stuff like that, it's a great medium.

Travis Lee: [00:41:00] Yeah. Well, to use my chiropractor example, if you've got sleep apnea, you've got a serious medical condition. There is no doubt that you will not live as long and as healthy as you possibly could. And if he's got a solution for that, and he's going to help you sleep better, he's going to help you live longer, he's going to help your marriage, a good man or a good woman will tell you, you have an obligation to get that message out there, to help as many people as you can.

Travis Lee: And he really does come at it from a service mentality which most doctors and

[00:41:30] most people in that world do. But every person he helps is a person who needs him and whose life he is changing. I mean literally. I mean I don't want to overstate it, but to go from two hours of night of sleep because you're always getting up and never sleeping in the same bed with your wife or your husband, that's life changing. So for him to keep that bottled up, I'd almost say that you have to go out to the world with that stuff.

Tom Tenaglia: Yeah.

Travis Lee: So anyway, I digress.

Tom Tenaglia: Anybody I know with a CPAP machine does not want to have to use it, right?

Travis Lee: Yes, exactly.

Tom Tenaglia: [00:42:00] This nice match between the offer and the need, and so I think it's great that we have this opportunity to do these types of things with getting these pieces together. And then the consistency or the... Consistency is not the right word. The symmetry between the person that's receiving the piece, the actual piece itself that's being sent because you have everything from pill bottles, the bank bags to treasure bottles and also-

[00:42:30] Travis Lee: We talked about your lost during that, "Oh, look at that. I've got a green screen behind me and I've got a green..."

Tom Tenaglia: A green boomerang.

Travis Lee: I got a green boomerang. So trust me. This is a boomerang. Trust me.

Tom Tenaglia: That's so funny.

Travis Lee: I can't even do it like that.

Tom Tenaglia: No.

Travis Lee: I mentioned your lost clients, your lost inactive clients. We send people boomerangs because we want them back, right?

Tom Tenaglia: Right.

Travis Lee: Just to show you some of the...

Tom Tenaglia: How do you attach a letter to the boomerang?

Travis Lee: Well, I know you can't see it, but we put it into an envelope.

[00:43:00]

Tom Tenaglia: Oh, you put the boomerang into an envelope.

Travis Lee: And we actually mail this to an envelope. So we send that for... Let's say you're a dentist and you haven't been into the practice now when month 13 hits and you haven't been in for a year. We send them a boomerang, the patient now, not the dentist. The dentist sends a boomerang to the former patient that says, "We want you back. It's been too long since we've heard from you. We haven't seen you. Our office manager wants to have you back in." You go into your, "The number one key to a healthy life is a healthy mouth and a healthy smile," and we go into that.

[00:43:30]

Travis Lee: I mean, there's all kinds of fun stuff you can do. Again, this is kind of greenish but we've attached million dollar bills to letters. We've got these cool fake express envelopes. I know you've seen these. They look like priority mail or FedEx or DHL, but they mail for first-class rates, so that's awesome. The whole idea is to just look different. The whole idea is to stand out and look different, be different because if it doesn't get open and it doesn't get read, you're not going to get looked at.

[00:44:00]

Travis Lee: Now, that's what we're looking to do. Are they gimmicky to a certain degree? But we want them to get opened and read, because if they don't, again they don't watch us, they don't listen to us, they don't open our email, they don't open our mail. We cannot possibly get a message out to them if they don't see it here and read it.

[00:44:30]

Tom Tenaglia: That is so true. As we started talking, there's so much more that you do at 3D Mail Results than just sell 3D pieces of mail. You're doing all of this, working with somebody from everywhere if they have exactly what they want to do, if they have absolutely nothing about what they want to do, and bringing true marketing concepts in helping to even just... You'll do even self-service or sorry, full service campaigns for them down to stamping the pieces and shipping them out on behalf of somebody.

[00:45:00]

Tom Tenaglia: So I love that that motto. It's so easy to just get started in this space with the stuff that you're doing. So perhaps share a little bit about, take everything that you know over the years and maybe that one big thing that you go if I could tell you one thing about 3D mail that would help with its success rate, and then maybe one tip on how somebody could get started with it as well if they haven't even dabbled in it.

[00:45:30]

Travis Lee: I mean, we've talked about it. The big one is just who's your who? Who are you mailing to? Who is your audience? What are you doing? That's the biggest thing. Number two, don't mail a hundred of something and proclaim it a winner or a loser. So test and measure. There's constantly measuring, constantly tweaking.

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Very few baseball players get up in their first at-bat and hit a home run. So to

expect that you are going to be good at anything out of the chute is fool hearted.

Travis Lee: So I have an attorney, he was a criminal defense attorney and we would get lists of people who had been arrested. Well, we sent over a 22-month period, we sent... I don't have the exact number in front of me anymore, we sent over 110,000 letters with about six different iterations of letter, envelope, timing that kind of stuff for 22 months before we finally declared a clear and ultimate winner of something. So test and measure, tweak. Don't think that it's a home run every time. Don't think that, "Hey, I put something in a boomerang and sent it out and it's just going to instantly work, and all my problems are solved."

[00:46:30]

Travis Lee: No, no, no. There's no magic bullet. You still got to have good marketing, a good product, good service and all that good stuff. But test and measure, test and measure. Again, I'll loosely quote Dan Kennedy who says the biggest difference he sees between his really successful clients and just kind of successful clients is developing and constantly tinkering and tweaking with direct mail. We like to say that direct mail is very similar to selling in a vacuum.

[00:47:30]

Travis Lee: We'll just use a dentist, because everyone's been to a dentist and everyone knows what a dentist does. If I'm a dentist and I start advertising on Facebook or Google pay-per-click or Instagram or any of the other digital formats, within a couple hours, maybe within a couple days, all my competitors in theory know what I'm doing. There are tools out there that'll tell me exactly what Dr. Smith in Atlanta, what his ads are, what they look like. There's no secrecy. Well, what's great about Direct Mail is you own the list and you decide who gets the mail.

[00:48:00]

Travis Lee: So if you don't want your competitors seeing what you do, you just don't send it to them. Could they possibly end up on one of your list? Sure. I mean, they could. Let's say I'm a dentist and I target people over 60 for crowns and all that, higher end stuff, more than just you know x-rays and cleaning your teeth. I've got now a vacuum that I can send these people in and my competitors don't have to know about it. You see that all the time where something online can live for a couple weeks or a couple months before you start getting knockoffs, especially in a really crowded area.

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Travis Lee: Again, we work with a lot of attorneys, personal injury attorneys. If they start advertising online, all the other guys are going to go find them. If you're an advertising agency, if I'm an online ad agency selling stuff online to try to get clients, all the other agencies know what I'm doing within a relatively short amount of time. This allows us to really kind of do this in secret because we control the message. There is no website to go to and go and see all the ads Dr. Smith is doing offline in Atlanta.

[00:49:00]

Travis Lee: There's plenty of those to go see if I want to see his pay-per-click ads, if I want to see his Facebook Ads. I can see what he's spending. I can see what his ads look like.

This is your ability to very much sell in a vacuum. I mean, this isn't just for very competitive industries, but if you are in a very competitive industry where there are a lot of knockoffs coming on online, coming and going, man, you really should look at direct mail even more so than the other piece.

Travis Lee: I think there's a time and place for direct mail in almost every business. If I sit down with somebody, get with them for 15 or 20 minutes, we can probably find a place where Direct Mail works. It may not be in client acquisition, it may be in conversion or up selling or down selling or cross selling or whatever, but it could be on the front end to get new customers in. But if you're in a highly competitive area, I would at least look at it man especially if you're doing lots of online stuff and your competitors are knocking you off as fast as you can create. If there's an audience in Facebook that you can target with good ads, you can get that same audience offline. It's a slam dunk.

[00:50:30]

Tom Tenaglia: Very cool, very cool. Can you maybe talk a little bit about folks that work one-on-one with other people like a lot of coaches or consultants or very solopreneur style approach? So they're not the dentists or the lawyers or those big consumer style industries. They're more one-to-one and how we might use direct mail in those situations.

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Travis Lee: So the first thing I'm going to do is if I have any lead flow whatsoever, so if I have people referring me, if I have people coming to my website and opting into things, I mean those people are primed to get something in the mail from me. So for this example, let's say I'm a consultant and I get on a webcast or I get on a podcast and I start adding, and I get to give my little two-minute commercial at the end of something, I'm going to drive them someplace, have them request something and then I'm going to send them direct mail stuff offline afterwards.

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Travis Lee: So that's one way to do it. Let's say you go to trade shows. Let's say you work something. Let's say you go to a BNI group and you're getting referrals. For that lead follow-up stuff, so what we would call conversion campaigns... First off, I think the vast majority of... Well, if you're doing any kind of lead generation marketing at all, which is typically very low cost or free information requests, again, we could do a whole weekend on lead generation, what we offer. But if you're doing any kind of offers like that, then to have follow-up pieces going to them offline is great.

[00:52:00]

Travis Lee: Now, for the coaching consultant, we do a decent amount of work with the action coach guys. I'm not sure if you're familiar with them. They're essentially franchise coaches so they buy a little area and they're called action coaches. Well, they do what we call a lot of times... I don't have time to get into the details real deep, but we do what's called a Dream 100 campaign. The dream 100 campaign is essentially this. You get a list of your 100 ideal clients.

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Travis Lee: So let's say I'm the coach and consultant and I really niche down and I only want to work with manufacturers. So I'm going to go by a list of manufacturers of a certain size and scope, and it's called Dream 100. Chet Holmes coined it. I won't get into the deep details, but it's basically you live in their world for several months. And the example that Chet gives in his book which is an excellent book, The Ultimate Sales Machine. If you don't got it, go get it. It's a great book. Chet died six or eight years ago. His book and his companies live on. But his example was is he cut his teeth as a sales trainer and he wanted to get in front of, at the time, the four or five biggest auto makers in the world because he wanted to train their salespeople.

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Travis Lee: So what he did was he would send... I forget if it was the CEO or the CMO or the head of sales, it's not important, but he would send them a different car part every month along with a letter. The whole idea is to get in front of them. Well, so now if I'm a coach and I've got any kind of value at all, and I want to work with manufacturers of certain types of things, of a certain size, I can now get that list and one time I send them a silver platter because I got a message so important it needs to be delivered on a silver platter.

Travis Lee: Then I send them the pill bottle from earlier. I'm going to help cure your sales and marketing headaches. And then I send them the fake express envelope. These can be done 10 at a time, 50 at a time, 5,000 at a time. It doesn't matter. So for that small solo entrepreneur who really is in the situation where one new good client is... A lot of times all the results I need from any set campaign, that's going to be very valuable to you. So again, it's a Dream 100 campaign. Chet Holmes talks about it a lot. I teach it a lot. So we teach that a lot in the B2B space. So anyway.

[00:54:30]

Tom Tenaglia: Very cool, very cool. How do you actually mail a silver platter? You've got me curious now.

Travis Lee: We put this in a padded envelope.

Tom Tenaglia: Padded envelope.

Travis Lee: Often what we'll do is we'll actually take a regular number 10 envelope and we'll put the letter inside of this, and we'll put something along of open immediately or tear open as soon as you get this, something like that. And then we set it on this and then we put the whole thing into a padded envelope. So just have a little bit fun with it.

Tom Tenaglia: So they pull the letter out on the platter. That's awesome. I love that.

[00:55:00]

Travis Lee: Something like this might cost you 7, 8, \$9 to mail. So you're probably not mailing the... A dentist is not going to mail these to random consumers who hopefully comes in for x-rays and a teeth clean. But for your example, a coach consultant

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[00:55:30] who wants to work with manufacturers, well that's going to hit him right between the eyes. We use this a lot, the silver platter. I've had a lot of coaches and consultants who use this, who put on events. So let's say they've sold a product or they have a membership or whatever and now they want to put on a user conference or a customer conference or something like that, they'll use these a lot. So just something fun and unique.

Tom Tenaglia: Perfect. Awesome. This has been amazing.

Travis Lee: Good. I'm glad.

Tom Tenaglia: [00:56:00] Nice ideas, great ways of thinking about it and all sorts of... It's so much creativity. It's almost like marketing arts and crafts to some degree. You get to put out these pieces.

Travis Lee: [00:56:30] You do. I mean you get the creative juices going. And I'm more of a left brain guy. I'm more of the logical type guy, but this is the... We talked about it. The hard math meets the soft psychology. You get to use both sides. That's what I love about marketing just in general whether it's direct mail, whether it's whatever. You've got hard data that you can use and analyze, but then how do we shift that and make it work when we actually spread the message of those people. That's the psychology of it.

Tom Tenaglia: [00:57:00] Perfect. When we talked about the boomerang, using direct mail to get people back that you already have. Then there's also using direct mail as part of the follow-up sequence after an opt-in or after a lead-in from a live event or something like that. So it doesn't just have to be using direct mail to get that initial client. There's all these other options for how this fits into... As I always say marketing is a process. It's not a once and done thing. So it's how does it fit into that overall process. And then looking at even if a piece is 8 or \$9 a send, what's one client to you over the course of the average engagement or something like that, and then how many of those do you really need to send before you get one of them as well?

Tom Tenaglia: [00:57:30] Man, we might need to do another one where we dive a little bit into the tracking if it's possible at some point, Travis to understand how do we have a working campaign because we could end up sending these things out and we just don't know without having experience in the space, how do we declare something a winner or a loser.

Travis Lee: Yeah, we can talk about that. We'll get on the horn and we'll talk about that another time.

Tom Tenaglia: Yeah, for sure.

Travis Lee: Again, most of these things we've been doing little five and 10-minute bites of, that could be weekend long seminars. So yeah, very cool. I'd love to. You let me know

when you're ready. We'll do another one any time you want.

[00:58:00]

Tom Tenaglia: Absolutely, brother. So what's a good way for people to get into contact with you and reach out to you?

Travis Lee: Yeah. So I have a book and I've got all these samples here and I didn't bring my book to show you guys, but I have a book for you that's called The Simple 3-Step Process to Direct Mail Success. How any business large or small can make money using direct mail. And and what we talk about is the three-legged stool of direct mail. We talked about lists for a long time. We spent almost the whole first half talking about lists alone, but with direct mail, you have the lists, you have the offer and then you have the media that you use. Do I use this or do I use this?

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Travis Lee: And so I've put together a book called The Simple 3-Step Process to Direct Mail Success and it's only three chapters. It's about 140 pages and it talks about all three of those things, lists, offer, media or method. How we send those things out, how we do it. And if you go to tom.3dmailresults.com. So I'll spell that out for you, T-O-M dot the number three, the letter D, M-A-I-L-R-E-S-U-L-T-S .com, tom.3dmailresults.com. You can get a copy of that book for just \$3.95 which is essentially the shipping cost.

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Travis Lee: Also, with that, I talked to... Now it's been almost an hour, I think I mentioned my hour-and-a-half training on mailing lists. So in addition to the book, you get the video companions which are essentially the book. So if you're a watcher or a listener, it's essentially the audio book. And so you get access to that as well and that's a three-part video series. So lists, offer, media or method, how we get that to them, \$3.95. That's all it costs. I'll send you the book. You're essentially covering my costs for the postage and the envelope, put the book in and we'll cover all three of those things.

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Travis Lee: So we talked about compiled lists and response-based lists for about four minutes. I have thirty pages on that. We talked about the offer. Is it a free offer, is it a purchasing offer? Do they want to come in? We talked about that in great detail and then we talked about how do you choose the thing to put it all together, to put it into. Again, is it this or is it this? So how do we do that. And that's the three-legged stool that we're talking about.

Travis Lee: And if any leg is shorter or missing, you're going to have a hard time but if you got all three legs all on the ground nice and good, you're going to have great success. So again, tom.3dmailresults.com. They'll take you right to the page, \$3.95. You get an actual physical book. You get a digital, essentially what amounts to the audio version of it. We call the companions of it, but it's the same information if you're a watcher or a listener versus a reader. You'll have that option as well. Great book.

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Travis Lee: [01:01:00] If you need that 30,000 foot view of direct mail, how to use it, why to use it, when to use it, what kind of offers to make, that's going to be a great primer for you. You'll also get into our system and we talked about how we do lead follow-up. You'll also experience what we do when we get a new lead or a new customer into our thing, and you can see how we meld together digital because you're going to get emails and you're going to get direct mail how do we use all those things together. So if any of that stuff sounded cool for \$3.95, I can give you a pretty good lesson in marketing even if you don't read the book.

[01:01:30]

Tom Tenaglia: Yeah, that's awesome. I mean, especially getting the mail pieces, that's a pretty, pretty cool stuff. So there you go. That's awesome. Travis, thank you so much for being here. I've really enjoyed talking to you today.

Travis Lee: Thank you so much. I enjoyed it. We'll have to do it again. Maybe next time, we'll pick one topic and we'll actually go a little bit deeper.

Tom Tenaglia: Go dive deep.

Travis Lee: You got it. Awesome. Thanks for having me.

Tom Tenaglia: I love to do more series of these. These are awesome. Thank you, thank you.

Travis Lee: Cool. Thanks so much.

Tom Tenaglia: And with that, *Aloha; a hui hou*. I'll talk with you again soon.

Outtro: Thank you for listening to The Empowered Entrepreneurs Show.