

## Beginner's Guide to Direct Mail by the USPS.

The United States Postal Services provides comprehensive, easy-to-follow plans to help businesses maximize the ROI of direct mailing. We all have much to lose when a direct mail campaign "fails."

USPS marketing representatives nationwide include the gurus on their recommended printer lists.

## Successful Direct Mail Marketing Starts With You!

Benjamin Franklin:  
Postmaster General, July 26, 1775



## Does Direct Mail Work?

“It takes many good ~~deeds~~ *mailing campaigns* to build a good reputation, and only one bad one to lose it.”

Enjoy Today,

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