

TEN WAYS TO GET FREE POSTAGE

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TEN WAYS TO GET FREE POSTAGE

1. Weigh mail carefully. Never try to guess the weight of letters and parcels as you will probably over estimate the weight. The money you save is the same as getting free postage for other uses.
2. Buy postal cards from your Post Office, Rubber stamp, write or type your message on the back. Alternatively, have the cards printed. Postcards travel for about 50% less than regular letters. Since you save on paper and envelopes, this is the same as getting free postage and envelopes.
3. Use standardised envelopes as far as possible for the dispatch of letters, i.e. envelopes that are at least 90 x 140mm and do not exceed 120 x 235mm with a maximum thickness of 5m. The envelopes must also be sealed and the weight may not exceed 50gm. The saving is 50% at present...free postage for better uses.
4. It is cheaper to send goods by ordinary (non standardised) mail than by parcel post. If possible, send orders by second class mail and save between 28% and 58% and up to 78% on packets containing books. Put these in your piggy bank as free postage.
5. Use 'bulk rate' postage. Sort your envelopes into bundles of one hundred and secure them with elastic bands. Hand them to the Post Office clerk and you will save 20% on postage. The 'free postage' allows you to mail one out of five letters free. You also save on labour too since you don't have to stamp the envelopes.
6. Always request a Stamped Addressed Envelope (S.A.E.) in all your advertising offers. You then get both free stamps and envelopes for the return trip.
7. Print your own 'Adsheet'. You can make money, get free advertising and your readers do most of the mailing for you. (Free postage and envelopes).
8. Establish an 'Exchange Mail' programme. Tell other dealers that you will mail certain quantities of their circulars with your outgoing mail if they will do the same. You cut your expenses.... like getting free postage and envelopes.
9. Print both sides of your circulars, you can then get twice as many offers in the same envelope for the identical amount of postage as you would if you printed your circulars on one side only. This is the same as getting twice as much postage at half the cost... free postage.
10. Offer a 'freebie' such as a 'One Page Report' which everyone will want to read. It will cost you only a few pence to print. Run adverts offering the report... 'Free for an S.A.E. & loose stamp'. Fill the orders with the free report PLUS some of your regular offers. You get free stamps and envelopes and your materials travel free. You also receive a fresh name to add to your Mailing List.