

## Do You Want More New Customers ??

Friends ,

I really want to chat with you about our improved direct mail method . It is really doing great..... The method involves mailing to only 4 out the 65 very tight personality profiles to dramatically increase results like Walter writes about:

*For those of you which have been considering using direct mail to acquire a new customer, consider our experience*

*For several months, we have been doing direct mail using Mike Morosi of MultiMedia. First .. Mike had our current client base analyzed the result was that he identified the 10 most likely (out of 65) personality types to call us for service.*

*Then... We marketed those ten personality types for about 6 months and we were able to see 3 personalities that definitely got great results, and 2 more got good results responding to our post cards.*

*So far The result to date has been a new customer acquisition cost of only \$63.49 each. Now with a better idea of the type of personality to target, we should be able to reduce that cost even more as we narrow the target in the future.*

Walter Pickett, M4975

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HERE IS THE PROCEDURE:

- 1) We send your list to the Credit Bureau to be analyzed.
- 2) We send you a report that compares your customers personalities to the general public.
- 3) We send a test mailer out to the top 12 out of 65 personalities. (See customer study 3 on back)
- 4) We track back the sales from those 12 personalities to find the 4 best. (See test 3 on back)
- 5) For future mailings we only mail the 4 best and get more than 350% better results.

# CUSTOMER STUDY 3

# TEST 3

Strong National Mosaics (Ranked 1-12)  
Top Coupon Users (Ranked 1-4)

| Mosaic                                | General Public<br># of Households | Customers<br># of Households | General Public<br>% of Total | Customers<br>% of Total | Customers vs.<br>General Public |
|---------------------------------------|-----------------------------------|------------------------------|------------------------------|-------------------------|---------------------------------|
| Aging in Place J34 "                  | 8049                              | 8                            | 2.29%                        | 1.97%                   | 86.03%                          |
| Aging of Aquarius C11 Ž               | 21297                             | 18                           | 6.05%                        | 4.42%                   | 73.06%                          |
| American Royalty A01 Ž•               | 6328                              | 4                            | 1.80%                        | 0.98%                   | 54.44%                          |
| Asian Achievers B10 •                 | 21                                | 1                            | 0.01%                        | 0.25%                   | 2500.00%                        |
| Babies and Bliss ¶                    | 18505                             | 20                           | 5.26%                        | 4.91%                   | 93.35%                          |
| Birkenstocks and Beemers H27 ¶        | 5764                              | 8                            | 1.64%                        | 1.97%                   | 120.12%                         |
| Blue Collar Comfort I31               | 1575                              |                              | 0.45%                        |                         |                                 |
| Bohemian Groove K40                   | 5381                              | 4                            | 1.53%                        | 0.98%                   | 64.05%                          |
| Boomers and Boomerangs C14 Žf         | 12508                             | 21                           | 3.55%                        | 5.16%                   | 145.35%                         |
| Booming and Consuming L41 Œ,          | 2476                              | 2                            | 0.70%                        | 0.49%                   | 70.00%                          |
| Ciudad Strivers P60                   | 1608                              |                              | 0.46%                        |                         |                                 |
| Colleges and Cafes O53                | 272                               |                              | 0.08%                        |                         |                                 |
| Countrified Pragmatics N47            | 374                               |                              | 0.11%                        |                         |                                 |
| Couples With Clout A05 •              | 10542                             | 12                           | 2.99%                        | 2.95%                   | 98.66%                          |
| Cul de Sac Diversity D17 Œ•           | 25151                             | 37                           | 7.14%                        | 9.09%                   | 127.31%                         |
| Dare to Dream R66                     | 757                               | 1                            | 0.22%                        | 0.25%                   | 113.64%                         |
| Destination Recreation H29 ',         | 5193                              | 4                            | 1.48%                        | 0.98%                   | 66.22%                          |
| Diapers and Debit Cards M45           | 783                               | 2                            | 0.22%                        | 0.49%                   | 222.73%                         |
| Digital Dependents O51                | 4057                              | 2                            | 1.15%                        | 0.49%                   | 42.61%                          |
| Enduring Hardships S70                | 55                                |                              | 0.02%                        |                         |                                 |
| Everyday Moderates H28 ŒŒ             | 22887                             | 34                           | 6.50%                        | 8.35%                   | 128.46%                         |
| Families Matter Most F23 "            | 4969                              | 5                            | 1.41%                        | 1.23%                   | 87.23%                          |
| Family Fun-Tastic B09 "               | 7492                              | 10                           | 2.13%                        | 2.46%                   | 115.49%                         |
| Family Troopers O55                   | 862                               |                              | 0.24%                        |                         |                                 |
| Fast Track Couples F22 •              | 11971                             | 12                           | 3.40%                        | 2.95%                   | 86.76%                          |
| Footloose and Family Free Q63         | 12896                             | 49                           | 3.66%                        | 12.04%                  | 328.96%                         |
| Full Pockets, Empty Nests E19         | 7014                              | 2                            | 1.99%                        | 0.49%                   | 24.62%                          |
| Full Steam Ahead O50                  | 1953                              | 1                            | 0.55%                        | 0.25%                   | 45.45%                          |
| Generational Soup B07 Ž•              | 12773                             | 19                           | 3.63%                        | 4.67%                   | 128.65%                         |
| Golf Carts and Gourmets Œ,            | 4964                              | 7                            | 1.41%                        | 1.72%                   | 121.99%                         |
| Gospel Grits N48 „                    | 113                               |                              | 0.03%                        |                         |                                 |
| Hard Times S71                        | 277                               |                              | 0.08%                        |                         |                                 |
| Hispanic Harmony I33 ŒŒ               | 13095                             | 8                            | 3.72%                        | 1.97%                   | 52.96%                          |
| Homemade Happiness L43                | 543                               |                              | 0.15%                        |                         |                                 |
| Hope for Tomorrow R67                 | 38                                |                              | 0.01%                        |                         |                                 |
| Humble Beginnings P61                 | 680                               |                              | 0.19%                        |                         |                                 |
| Jet Set Urbanites A06 ',              | 313                               |                              | 0.09%                        |                         |                                 |
| Kids and Cabernet A03 ¶               | 5509                              | 7                            | 1.56%                        | 1.72%                   | 110.26%                         |
| Latin Flair I32                       | 244                               |                              | 0.07%                        |                         |                                 |
| Metro Fusion K39                      | 1193                              | 1                            | 0.34%                        | 0.25%                   | 73.53%                          |
| No Place Like Home E20                | 3672                              | 2                            | 1.04%                        | 0.49%                   | 47.12%                          |
| Nuevo Horizons P59                    | 19968                             |                              | 5.67%                        |                         |                                 |
| Picture Perfect Families A04          | 2838                              | 2                            | 0.81%                        | 0.49%                   | 60.49%                          |
| Platinum Prosperity A02 Ž•            | 9765                              | 10                           | 2.77%                        | 2.46%                   | 88.81%                          |
| Progressive Potpurri H26 ',           | 217                               |                              | 0.06%                        |                         |                                 |
| Reaping Rewards Q62Œ Œ,               | 5976                              | 20                           | 1.70%                        | 4.91%                   | 288.82%                         |
| Red, White and Bluegrass M44          | 227                               |                              | 0.06%                        |                         |                                 |
| Rolling the Dice P56                  | 14043                             | 8                            | 3.99%                        | 1.97%                   | 49.37%                          |
| Rooted Flower Power L42               | 19886                             | 22                           | 5.65%                        | 5.41%                   | 95.75%                          |
| Rural Escape J35                      | 32                                |                              | 0.01%                        |                         |                                 |
| Senior Discounts Q65                  | 2557                              | 11                           | 0.73%                        | 2.70%                   | 369.86%                         |
| Settled and Sensible J36              | 698                               | 2                            | 0.20%                        | 0.49%                   | 245.00%                         |
| Settled in Suburbia D16               | 617                               |                              | 0.18%                        |                         |                                 |
| Silver and Sophisticated C13 ¶        | 4604                              | 4                            | 1.31%                        | 0.98%                   | 74.81%                          |
| Small Town Shallow Pockets S68        | 2155                              | 1                            | 0.61%                        | 0.25%                   | 40.98%                          |
| Soul Survivors S69                    | 661                               |                              | 0.19%                        |                         |                                 |
| Soulful Spenders D18 „                | 1015                              |                              | 0.29%                        |                         |                                 |
| Sport Utility Families D15 "          | 1021                              |                              | 0.29%                        |                         |                                 |
| Status Seeking Single G24 •f          | 8718                              | 7                            | 2.48%                        | 1.72%                   | 69.35%                          |
| Stockcars and State Parks I30         | 62                                |                              | 0.02%                        |                         |                                 |
| Striving Single Scene G24 •f          | 2114                              | 3                            | 0.60%                        | 0.74%                   | 123.33%                         |
| Town Elders Q64 „                     | 4920                              | 7                            | 1.40%                        | 1.72%                   | 122.86%                         |
| True Grit Americans N46               | 101                               |                              | 0.03%                        |                         |                                 |
| Unspoiled Splendor E21 ",             | 1372                              | 6                            | 0.39%                        | 1.47%                   | 376.92%                         |
| Urban Ambition O52                    | 20                                |                              | 0.01%                        |                         |                                 |
| Urban Edge G25 •f                     | 439                               |                              | 0.12%                        |                         |                                 |
| Wired for Success K37 ', „            | 3819                              | 3                            | 1.08%                        | 0.74%                   | 68.52%                          |
| Work Hard, Pray Hard N49              | 33                                |                              | 0.01%                        |                         |                                 |
| General Public Total Matching Charact | 352032                            |                              |                              |                         |                                 |
| Customers Total Matching Characteris  | 407                               |                              |                              |                         |                                 |

|       |    |        |            |
|-------|----|--------|------------|
| A01   | 0  | 842    | 0          |
| A02   | 0  | 842    | 0          |
| A03   | 1  | 842    | 0.00118765 |
| A04   | 1  | 741    | 0.00134953 |
| A06   | 3  | 842    | 0.00356295 |
| B01   | 2  | 841    | 0.00237812 |
| B07   | 3  | 874    | 0.00343249 |
| C14   | 1  | 875    | 0.00114286 |
| D17   | 0  | 875    | 0          |
| H28   | 5  | 875    | 0.00571429 |
| Q62   | 1  | 684    | 0.00146199 |
| Q63   | 6  | 868    | 0.00691244 |
| TOTAL | 23 | 10,000 | 0.0023     |

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