

# Dimensional Package Puts An End To Gatekeeper Blues

Dr. Foster kept looking at the figures, but they wouldn't change. Her leads were falling and had been for months.

No matter what she did the picture never changed. She was using all the digital channels, but still no joy, she needed to stop the bleeding.

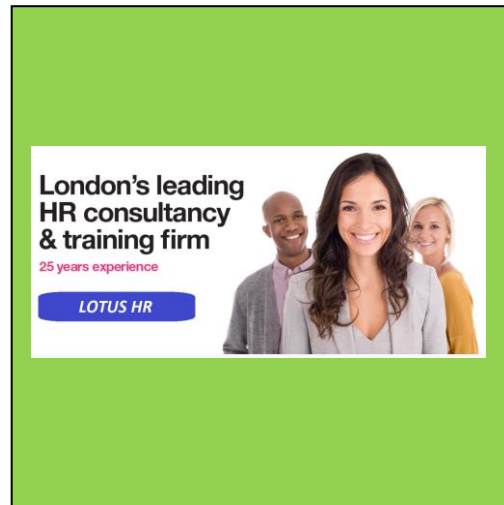
She had recently tried sending a letter to her prospects and after following up found to her dismay only a few of them had even seen the letter. Worst of all they had been delivered, but had been stopped by their assistants, as one said "it didn't seem important enough to pass through to her manager."

She realized the problem was getting her letter pass the gatekeepers and into the hands of the decision-makers?

Dr. Foster decided she would get two lead generation letters written, by two different copywriters. And test which one made it pass the assistants and got to the decision-makers.

John Emmanuel was one of the copywriters. John wanted to give his letter the greatest advantage of getting through to the decision-makers and also getting the highest response. For this reason, he chose to use a 3d package, with a bank bag, considered a large envelope by USPS.

Dimensional packages have been shown to consistently arouse the curiosity needed to allow the promotions to get to their intended prospects and read.



## CUSTOMER

LotusHR

## CHALLENGE

Reaching the decision makers

## SOLUTION

- 3 Dimensional Mail Package
- Bank Bag
- 2 Page Tri-Fold Sales Letter
- Estimated Postage (confirm with USPS): \$1.28.

## RESULTS

Package brought back a very healthy 11.38% response rate from a cold list.

According to the Direct Marketing Association's Response Rate Report, some business campaigns had yielded astronomical response rates close to 16 percent to cold prospects.

In putting his package together John analyzed what made the control successful, and integrated those concepts into the package.

Dr. Foster reported, "in testing, John's bank bag package with a two page sales letter won against a #10 format. His package brought back a very healthy 11.38% response rate to cold prospects against the other package's 2.53%."

John Emmanuel Copywriting, 112 Mendip Heights, Oxfordshire, United Kingdom, OX11 7TG. [john@johnemmanuel.com](mailto:john@johnemmanuel.com)

### ***Ready to find success in your business?***

Learn more about John and how he can help your business flourish.

[Direct Response Copywriter](#)