

# WHAT SIDE ARE YOU ON?

## HELLO MUDLICK MAIL CLIENTS AND PROSPECTS,

This is a time for self-inventory, so we need to ask ourselves:  
Which side of our industry do we fall into?

### THE DARK SIDE

One side is the doom and gloom company that continues to operate without making any changes, cuts back on their staff to save money but wonders why their sales are down, cuts back on their advertising to save money but wonders why their car count is down, and that focuses on the things that made them successful 10 years ago versus understanding the changes that are happening in our industry that affects how we sell service.

### THE LIGHT SIDE

The other side is an adequately staffed, well trained, intelligently marketed company that focuses on driving good, consistent, profitable business of new and existing customers. This company treats each customer that walks through the door like it will be their last customer of the day.

### BECOME A JEDI MASTER

Our industry has changed and we must change with it. Dealerships are closing down, poorly run independent shops are going out of business, and national chains are losing money. A combination of a strong and consistent marketing plan with good execution at the front counter will yield you very profitable and sustainable results.

Please take this time to review your marketing plan and make the changes you have been putting off. The months of May – September is the best months of the year and Greg makes a lot of his money during these lucrative months. The new customers and existing customers that come back to our stores in these busy months will help sustain us through the slower months.

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If you are mailing 5,000 pieces, add a few thousand pieces and mail 7,000 pieces in two 3,500 piece mailing dates. If you are able to mail two 5,000 piece mailings over two mailing dates, make the change. If you have other marketing that is not working, drop that marketing and make some additions to your direct mail program. We have several clients that are mailing three 5,000 piece mailing dates (first three weeks of the month) and are seeing huge returns. Whatever you are doing, take a few minutes to make the changes. It could put thousands in your pocket.

**Greg will be mailing the first three weeks of August – Aug 3-5 / August 10-12 / August 17-19 – around 5,000 pieces each drop. We are seeing \$100k + sales at each store and strong car counts over 450 – 550+ car per store (based on 18 stores in three states). We will be mailing the same ad in August that we mailed in July (see attached).**

We really appreciate your business and look forward to helping you grow your business. I am available anytime to discuss your individual situation if you are having some issues that you need help with.

Take care,  
Tim Ross



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