

# HOW TO OPEN A SHOP AND EARN \$100K IN SALES IN 3 MONTHS

Advertising Mailing Schedule – Direct Mail (Mudlick Postcards) 6x11			
<b>Pre-Store Opening</b>			
1 Week BEFORE Opening (All profiles)			
<b>Month 1</b>			
	<b># of pieces</b>	<b>Cost</b>	<b>Mailing Instructions</b>
<b>Week 1</b>	10K – 18K	\$3,300 – \$6,600	Opening Week – Mail ALL
<b>Week 2</b>			
<b>Week 3</b>	10K – 18K	\$3,300 – \$6,600	Mail ALL Profiles
<b>Week 4</b>			
<b>Total</b>	<b>20K – 36K</b>	<b>\$6,600 – \$13,200</b>	
<b>Month 2</b>			
	<b># of pieces</b>	<b>Cost</b>	<b>Mailing Instructions</b>
<b>Week 1</b>	10K – 18K	\$3,300 – \$6,600	Mail ALL Profiles
<b>Week 2</b>			
<b>Week 3</b>	10K – 18K	\$3,300 – \$6,600	Mail ALL Profiles
<b>Week 4</b>			
<b>Total</b>	<b>20K – 36K</b>	<b>\$6,600 – \$13,200</b>	
<b>Month 3</b>			
		<b>Cost</b>	<b>Mailing Instructions</b>
<b>Week 1</b>		\$1,100 – \$2,200	Mail Profile 1
<b>Week 2</b>		\$1,100 – \$2,200	Mail Profile 2
<b>Week 3</b>		\$1,100 – \$2,200	Mail Profile 3
<b>Week 4</b>			
<b>Total</b>		<b>\$3,300 – \$6,600</b>	
<b>After Month 3</b>			
Mail Every Month: \$3,300 – \$6,600			



**MUDLICK  
MAIL**

THE AUTOMOTIVE DIRECT MAIL EXPERTS