Preparation Instructions for Mailing “D” Leads

1 – Save leads (in batches) to desktop icons

A – Equis D leads – Identifying as #501-#587, #601-#700, ….

B – Mail Co leads – Identifying as Batch A, B, C, ….

2 – Print leads onto colored paper

3 – Print “Final Notice/COVID-19” letter onto white paper

4 – Print “COVID-19” labels onto Avery #5260. Yellow highlight “OPEN IMMEDIATELY”

**Equis D Leads:**

5 – Identify each lead in red pen, with 501, 502, 503,or 601, 602, 603, etc … Corresponding with that person on the lead within their assigned “batch” within the desktop icon

**Mail Co Leads:**

5 – Identify each 50th lead in a batch, onto scratch paper, to compare with numbers in red pen written on each lead ie: 4301, 4302, 4303, etc

6 – Stamp Batch code (ie: MC AZ A, B, C, …) and number onto each lead in red pen

7 – Staple letter to the back of lead & sort into stacks by “style” of lead

8 – Fold leads to fit into window envelopes & seal

9 – Type addresses onto windowless envelopes for leads with address formats that won’t fit into window envelopes (USPS acknowledges that addresses with street, city, state, & zip code all on one line, may not be read properly by the scanner and may get kicked out.)

10 – Attach postage stamps & COVID-19 labels onto envelopes

11 – **MAIL EM!**

Costs for Mailing “D” Leads

As of 10/07/2020

Colored paper: “Crackling Canary” by Boise Fireworx purchased from officesupply.com $7.99/ream 500 sheets

White paper: HP Office 20 purchased from Amazon $37.00/case 10,000 sheets

Avery labels: #5260 purchased from Amazon $9.00/750 packet

Window #10 Envelopes: Purchased from Blue Summit through Amazon $24.00/500 box

Windowless #10 Envelopes: Purchased from Blue Summit through Amazon $21.00/500 box

Stamps: $ .55 (Anything but ‘flags’)

“D” Leads: $ .50

Total cost per lead = $1.13 (not including labor)