

Cost Breakdown

This section shows you what it costs to put the whole package together, so you can get a good idea of the type of investment you'll need to make to create a similar package.

Costs shown here are retail prices, before taxes, and in Canadian dollars, which are roughly equivalent to U.S dollars at time of publication of this book.

| Item: | Cost: |
|--|--|
| Weyerhaeuser First Choice® Premium Ink Jet Paper (98 Brightness, 24lb Heavyweight) | \$11.94 for one package (500 sheets) |
| Kraft 6" x 9" Bubble-Lined Envelopes (9 packs of 12 envelopes @ \$4.96 per pack) | \$44.64 for 108 envelopes |
| #9 Statement Double Window Security Envelopes | \$30.76 for 500 envelopes |
| Labels Avery® size 5162™ /8162™ and Avery® size 5160™ /8160™ | \$14.96 for 350 labels \$14.96 for 750 labels |
| Printer Ink Colour HP Inkjet Cartridges (Cyan, Magenta & Yellow @ \$30.64 each) Black HP Inkjet Cartridge | \$ 91.92 \$ 45.70 |
| Postage (\$1.15 per envelope; Canada Post rates) | \$ 115 (rounded up to 100 envelopes) |
| Shoe Polishers (\$1.50 ea for 500, plus \$50 imprint fee) | \$ 800 for 500 |
| Folding Bone | \$9.00 |

So, all told that adds up to a total cost of about \$1,179. But considering I over-bought on many of the supplies (like return envelopes and shoe

polishers) the cost per 100 packages is closer to \$ 481. Cost per package, therefore is \$4.81.

Note that these costs include higher-than-standard postage costs (due to the bubble-envelope and include a cost allocation for pretty much everything that went into the package... right down to printer ink!)

Other Related Costs:

* Before I did this direct mail piece, I didn't have a colour printer, so I bought an HP OfficeJet K550 on sale for \$199. It did a spectacular job.

* Once your report is written, you might wish to have a freelance designer lay out your report for you. The designer I used spent a few hours doing so, for which I paid about \$200.



Quick Tip: You'll likely save money if you have the same graphic designer do all of your design work.

If you don't know any designers, you might try finding one at Elance.com. However, I would strongly advise that you invest some time and effort into building up a relationship with a great freelance graphic designer. Start asking friends and neighbours if they know anyone who does freelance design and I bet you'll find someone before too long.

You can trade services with one another for free, or at a discount, and you might even establish a great business relationship that leads to some copywriting work coming your way!

Note: It's important that your designer understand the principles of direct response, so that their design helps rather than hinders your copywriting.