

3. Lumpy mail method (cheatsheet)

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What is it?

Lumpy mail is physical postal mail that you send to people you believe are a good fit for your consulting services but it has a unique twist, it's lumpy. In the modern internet age most people don't use physical mail and this makes it an easy channel to get attention with since it's less crowded. Lumpy mail is one of our organic client attraction methods.

When should we use it?

If you're in a niche where you can easily find people's physical addresses/location lumpy mail is ideal. Lumpy mail is a great way to prove to somebody that you're serious, willing to put in some effort to get their attention and different from the rest of the market who all look the same.

What are it's pros and cons?

Pros: Pinpoint exactly who we want to target and get our message read by them.

Cons: Requires consistent effort to do each day, gets complex and time consuming with scale.

What's the process/workflow?

1. Search for people in your niche using Google and build up a list of potential clients in excel
2. Use one of the provided lumpy mail templates or create your own one with your own angle
3. Create the physical lumpy mail packages for each person you want to mail
4. Create your landing pages and online scheduling system
5. Send the lumpy mail packages to your prospects via post

What resources support this method?

- Lumpy mail templates: Trash can template: [word gdoc](#) Magnifying glass template: [word gdoc](#)
- Sites to buy lumpy items from: Option one [here](#). Option two [here](#).
- Site for mail forwarding if outside of USA: Shipito [here](#).
- Landing page templates and scheduling system: Available [here](#).
- Instructional video showing how to set everything up: Available [here](#).
- Program content: Week four - Organic attraction methods: Available [here](#).