

Consultation Packs are sold in groups of 25 at three service levels.

**DIRECT MAIL /  
SEMINAR OPTIONS**  
**Mailer Examples**

Plum



[plumdirectmarketing.com](http://plumdirectmarketing.com)

Contact: Jennifer Bova

[jennifer@plumdirectmarketing.com](mailto:jennifer@plumdirectmarketing.com) | 774.425.3489

**Direct mail option for seminar marketing and presets.**

**Dinner seminar response rate is something like .75 to 1%,  
generating 25-35 people over two nights.**

**Pre-set response rate is 2-3 appointments per thousand  
mailers (so 10-15)**

**No presentations.**

Leading Response



leadingresponse.com

Contact: Jennifer Ward

[jenniferw@leadingresponse.com](mailto:jenniferw@leadingresponse.com) | 813.543.9018

**Direct mail option for seminar marketing, presets, and more.**

**As far as the pre-set campaigns, for a self-mailer with data variables throughout the mailer, it's \$.66 including the upgraded IPA list and call center with appointment scheduling.**

**If one wanted to do that as wed style, it will be \$.70 cents including upgraded IPA list and call center with appointment scheduling.**