

SAVING THE WORLD FROM POOR-PERFORMING DIRECT MAIL

SCRIBBLEMail

SCRIBBLEMail

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SAVING THE WORLD FROM POOR-PERFORMING DIRECT MAIL

REQUEST YOUR HANDWRITTEN SAMPLE PACK

THE UK'S LARGEST GENUINELY HANDWRITTEN MAILING HOUSE

VOLVO

COACHING
CULTURE

MANCHESTER
1824
The University of Manchester



Augustinus Bader

Virgin

BBC

- **2023-24:** 6.6 billion addressed letters.
- **2004-05 (peak):** 20 billion letters.

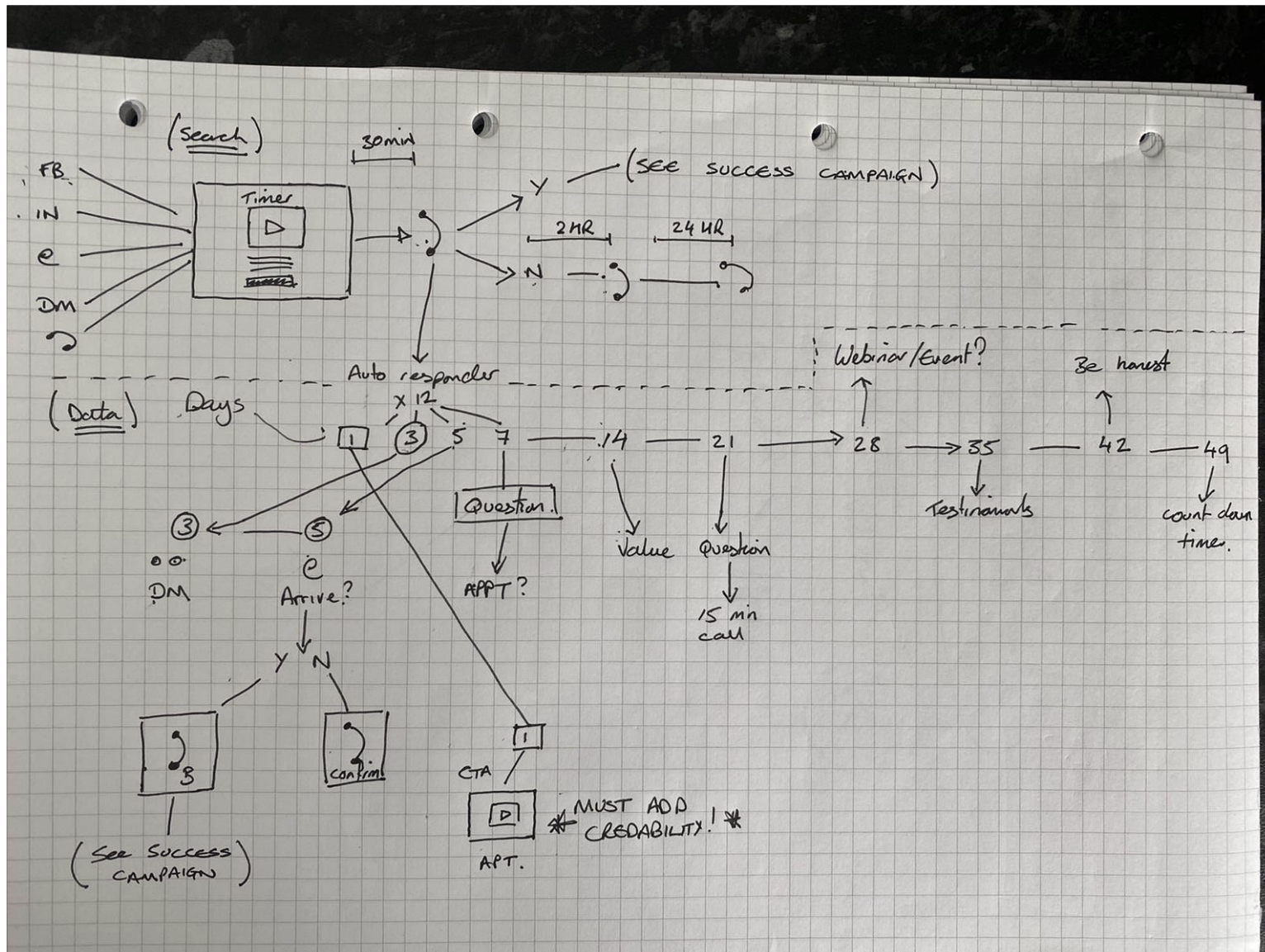


Factors Contributing to the Decline:

- **Changing usage:** People are sending fewer letters.
- **Financial impact:** Declining letter volumes have increased the cost of delivering each letter and led to significant financial losses for Royal Mail.
- **Price increases:** Despite rising stamp prices, Royal Mail recorded a loss of £348 million in 2023-24

Where it all starts....







SAVING THE WORLD FROM POOR-PERFORMING DIRECT MAIL

SCRIBBLEMail

posthub
part of the Widal Group



Return Address
The Gurkha Welfare
Bumpers Way Bumpers
Chippingham
Wiltshire
SN14 6NG

01422
Mrs
The
AN
St
A
L

ROYAL MAIL

PAID GB



Lee Callender
The Poplars
Annwell Lane
Smisby
LE65 2TA.

Delivered by
CB 10017



Wanted!!

Just 6 Business Owners who are looking to take advantage of their current position and SUPERCHARGE their sales and marketing in the last 6 months of 2025

Dear Lee

So let's be honest the last couple of years have been incredibly tough as a business owner, we've had COVID, cost of living crisis, energy crisis, interest rate hikes, new legislation and changes from Government making it harder than ever to run a profitable business in the UK.

My question to you is...

'What are you going to do to capitalise on the opportunities that are presented to you over the last 6months of the year?'

We all know that insanity is defined as doing the same thing over and over again and expecting different results' and that's certainly the case in business. If you just do the same things year on year, what's going to change really? Yes you will have offers, promotions, campaigns that work well but how often do you try something from outside the box.

Brilliant
DECORATORS LTD

Lee

Do you find it challenging to keep standards high, while juggling everything that comes with running a high-quality hospitality venue?

It's often not the service, the location, or even the price that costs venues their five-star reputation — it's the decorating.

When it comes to guest reviews, there are :

The kind that costs you stars:

"Outdated décor."

"Amateur decorating in our 'luxury hotel room.'"

"A very tired hotel in need of redecoration."

And the kind that wins you more bookings:

"Absolutely beautiful décor."

"Incredible attention to detail."

"Every room styled to perfection."

The difference?

One kind leads to refunds, complaints, and empty rooms. The other leads to referrals, upgrades, and repeat stays..

So the question is — what kind of reviews do you want?

Of course you want the amazing reviews! Well you are in luck...

For standout venues like yours, we've created something special:
Our **Hospitality VIP List**.

This is a small, handpicked group of hotels and accommodation businesses offered **priority access** to our January and February decorating slots — reserved specifically for any **Decorating projects** you may have that keep getting pushed back or haven't been done to your standards so...

If you've been thinking about rebranding...

Upgrading the guest experience...

Or finally transforming a hallway, staircase, or set of rooms to the level you expect...

This is your invitation.

Your chance to get it done right — with a team who specialises in working to brilliant standards



*Scan me now to
join the list*

We only have limited space in January & February 2026 so once the spaces are gone, they won't open again until 2027

Yours brilliantly,

Jordan



Jordan Eaton

Director, Brilliant Decorators Ltd

P.S you can also visit hotels.brilliantdecorators.co.uk to claim your slot and explore the next steps.



'How great was the feeling of having a spotless oven in December?'

No smoke or nasty smells when you were cooking the turkey, being able to see through the glass door and watch the Yorkshire puddings rise safe in the knowledge that your oven is not only clean but hygienic and safe to cook in once again.

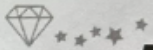
Over the festive break I was having a think about Diamond Ovens and how we can better serve our customers and I want to share a couple of ideas I have with you.

The first one I think is going to be AWESOME, but I need to explain where it came from. Back in November I was up in Warrington visiting Adam a good mate I've known for years but don't see often enough. Adam is into his cars and upon arriving in Warrington I already knew he was going to rib me for my current car choice but even more for the state of it. As I drove into his village I saw a hand car wash I dived in - where I saw a sign £35 for the deluxe wash or £350 for unlimited washes over a 12month period.

It got me thinking, if we offered you unlimited oven cleans throughout 2025 for a set fee would you be interested? A whole year of having a clean oven whenever you need it, kids stick pizza to the racks - no problem, cheese boil over in your lasagne - no problem, wreck the oven doing the crackling on your pork - no problem. Simply call us and we will book you in and you'll have a oven that's like new again.

This package includes a few additional bonuses including if you act before the end of January, we will degrease your BBQ racks (you know the ones you promised to never put away dirty again but are covered in mould in spring, a golden ticket to donate a clean to a friend or relative and a Guaranteed Premium Slot before Christmas next year.

How much would this cost...


Diamond
 professional oven cleaning

'How great was the festive cleaning
 and...

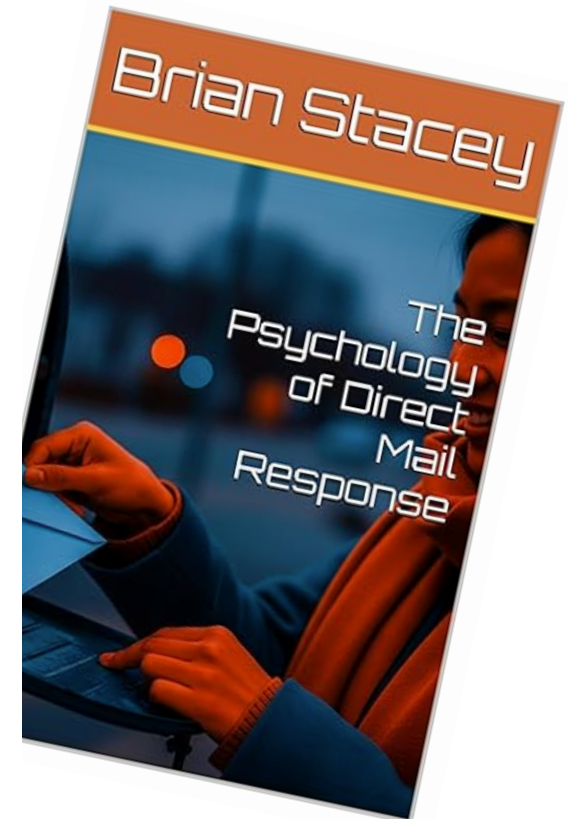
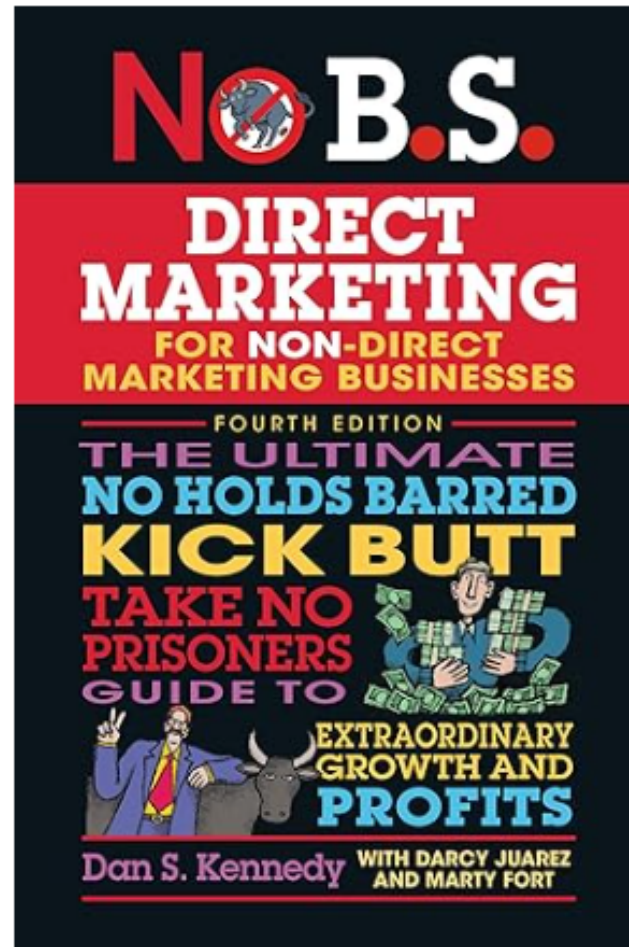
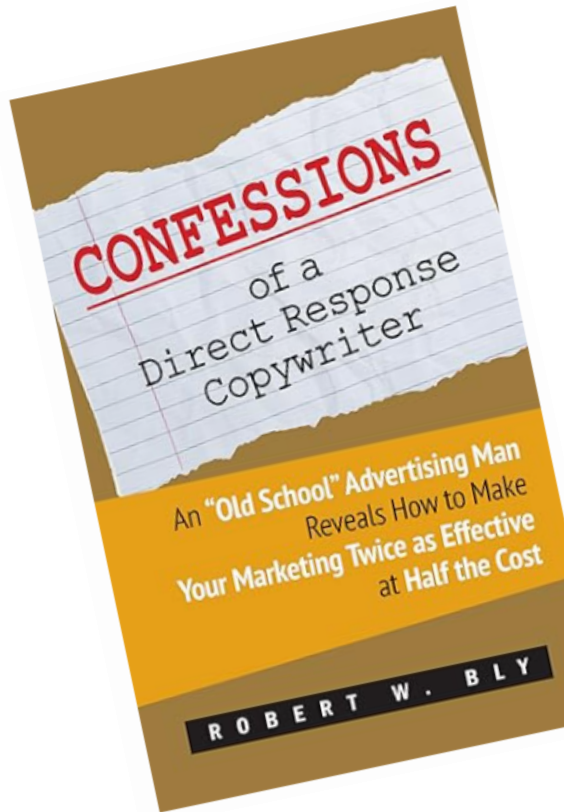
No smoke
 able to
 puddings

Over the festive
 we can better
 have with you

The first one was AWESOME, but I need to explain where it
 came from. Back in November I was up in Warrington visiting Adam a good
 mate I've known for years but don't see often enough. Adam is into his cars
 and upon arriving in Warrington I already knew he was going to rib me for

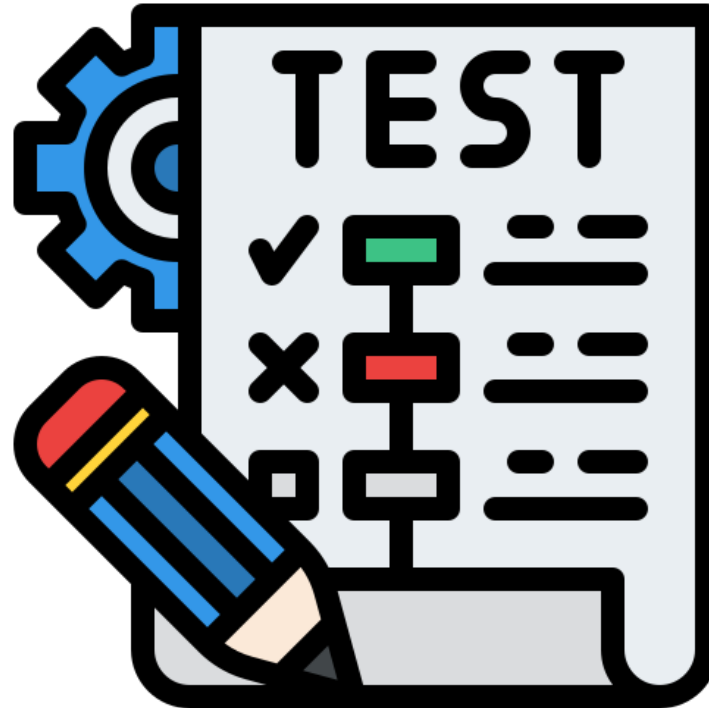
Lilly,
 It was great to meet you, hope
 you had a brilliant Christmas.
 I'll give you a call in a few
 days to see what you think of
 this AWESOME offer. Harry
 01530 215121

Don't under estimate powerful copy



Takeaways...

- Pick your target market carefully
- Be personal
- Remember people are lazy make it as easy as possible for them to respond
- Give them multiple ways to reach out to you
- A DEADLINE IS MISSION CRITICAL
- Follow up your campaign





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