



Business Cards
Newsletters
Postcards
Client Follow-up

IMPORTANT NOTICE

Detachable Postage-Paid Business Reply Cards are an important part of your direct mail program. Convenient cards encourage your clients and prospects to request additional information directly from you. To fully automate your Business Reply Cards, please do the following:

Take the letter of authorization on page 2 to your local post office (your local post office is the one responsible for delivery of Business Reply Cards to your office).

- You are NOT required to purchase your own permit. The Personal Marketing Company authorizes you to utilize our permit.
- You will incur no charges to file this letter. You will only be responsible for the postage on the Business Reply Cards your customers and prospects return.

Each December you need a new authorization letter for the next year – note that this is an annual permit that you must renew each year. It is imperative that you file this letter with your local post office immediately!

Sincerely,

A handwritten signature in black ink that reads "Susie Carter". The signature is written in a cursive style with a large, prominent "S" and "C".

Susie Carter
Director of Customer Service

To Postmaster:

The individual shown below is authorized to use Business Reply Mail Permit Number 2056 (Shawnee Mission, KS 66201).

In accordance with Section S922.8.6 of the Domestic Mail Manual, this representative is not required to have a separate permit and the company name does not have to appear on the Business Reply Mail.

A copy of form 3544, showing payment for the calendar year 2010 is shown at the right.

Sincerely,

Susie Carter
Director of Customer Service
The Personal Marketing Company

LENEXA BRANCH POST OFFICE			
LENEXA, Kansas			
662159998			
2842230540 -0098		1/3	
12/30/2009	(913)888-0448	04:44:19 PM	
Sales Receipt			
Product Description	Sale Qty	Unit Price	Final Price
Fee Type:		BRM Permit	
Permit Number:		2056000	
Customer Name:		PERSONAL MARKETING CO (THE)	
Fee Amount:		\$185.00	
Confirmation #:		200936416425035F	
Fee Type:		BRM Account Maintenance	
Permit Number:		2056001	
Customer Name:		PERSONAL MARKETING CO (THE)	
Fee Amount:		\$585.00	
Confirmation #:		200936416435024F	
Total:			\$770.00
Paid by:		Personal Check	
			\$770.00
Order stamps at USPS.com/shop or call 1-800-Stamp24. Go to USPS.com/clicknship to print shipping labels with postage. For other information call 1-800-ASK-USPS.			
Bill #: 1000201275418			
Clerk: 09			
All sales final on stamps and postage Refunds for guaranteed services only Thank you for your business *****			

Name _____ Telephone _____

Address _____

City _____ State _____ ZIP _____