

Build Your SUPERNATURAL BUSINESS

Direct Mail Resource Sheet

USPS Every Door Direct Mail

<https://www.usps.com/business/every-door-direct-mail.htm>

USPS Printer Directory

<https://printerdirectory.usps.com/listing/#/>

List Brokers

This is going to depend greatly on what you're looking for, but some are:

- <https://profit911.biz/lists/>
- <https://www.handymailing.com/>
- 3DMailResults.com
- www.elaunchers.com/mindmap
- <http://www.simpson-direct.com/>

Graphic Design

- Alice - www.kingdomcovers.com
- Canva (templates & DIY)
- VistaPrint (templates)
- Some of the printers on the USPS Printer Directory offer this

Average Cost to Acquire a Customer

To determine your average cost to acquire a customer, first decide on a time period to do your math. I use a year, but if you are just getting started, or things have gone through some drastic changes, you might want to use a shorter time frame to give a more accurate perspective. Figure out the number of new customers you gained in your selected time period. Next come up with the amount of money you spent on advertising. Advertising can be obvious things like your Facebook ad spend but it can also be what you spent so you could do "free" methods more efficiently like post scheduling tools for social media or SEO tools etc. Also include labor costs for these endeavors. Add all that up and divide by the number of new customers you acquired. That is your average cost to acquire a customer.

Customer Lifetime Value

CLV is not at all straightforward to calculate. How I do it, is probably not appropriate for many businesses, so I'll refer you to this article. <https://victoriousseo.com/blog/calculate-customer-lifetime-value/>