

# ZIPLINE

TOGETHER WHILE APART

2020 VOL. 2

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# LETTER

## FROM THE CEO



*Now. Today.  
At this moment in time,  
it is by far the biggest  
opportunity for your  
business to shine and  
become THE security  
blanket your customers  
need and expect.*

**D**on't waste this important window of opportunity. Those who do will be playing catch-up and will be less relevant than those who act immediately and positively to this crisis.

As a Print Service Provider or Mail Service Provider, you are looked to for your expertise. Thus, you are uniquely positioned to spread a meaningful and important message to your customers and create compelling content for your clients to mail to their customers utilizing the power of PRINT.

Get ahead of the curve and start working with your clients now, to plan comprehensive marketing campaigns that include PRINT alone or PRINT combined with a digital experience that will communicate a powerful and positive story. Read 'Direct Mail Statistics That Will Have You Running to the Post Office' in the previous edition of the zipLINE **VIEW HERE**. Get Personal! Pick up the telephone and begin contacting your customers one at a time to set meeting invites with them to discuss their concerns and ways you can help create consistent, proactive marketing campaigns. I strongly recommend that you do not send an email to set a meeting invite. Your email will get lost in the enormous volume of emails they are receiving already pertaining to the COVID-19 virus.

Assist your clients in telling a captivating story about their business, how it started, when it started, what their philosophies are, why they're proud of the community, and thankful for the patronage their loyal customers have

shown over the years. Create a convincing story with local pictures of the community, their establishment, and patrons. PRINT that on a vibrant, beautifully designed card or letter and get it mailed. Guess what? Many people are home now and will experience that heartfelt and captivating message! Humans are tactile by nature. Give them the touch they are craving at this unprecedented time of so much isolation. The direct mail marketing campaign should include multiple mailings with a related message that continues telling the story and encourages others to join your family of loyal customers.

The United States Postal Service® is an essential business for purposes of its compliance with federal, state, and local municipality shelter-in-place orders and other social distancing restrictions. Their unofficial motto is "Neither snow nor rain nor heat nor gloom of night stays these couriers from the swift completion of their appointed rounds."

It is predicted that there will be a spike in consumer sales once this crisis has passed. Help your clients now, at this moment in time, get their message out so they are at the top of mind and OPEN FOR BUSINESS! Thank you for taking the time to read this important letter. As we have for over 28 years, we are here for one purpose - to serve you, our valued customer partner.

Sincerely,

A handwritten signature in black ink, appearing to read "Steve Belmonte".

Steve Belmonte, CEO



# PRESIDENT'S CORNER

## FORGING FORWARD



**W**elcome to the latest edition of the zipLINE! Our team at AccuZIP hopes this issue finds you and yours safe and well. It is also our hope that this publication is a respite for you during this time and inspires you for a bright future ahead. That is where our sight at AccuZIP is focused and always has been set – ahead! From the onset, AccuZIP has seen this time in history as an opportunity. I have personally been impressed by the continuous movement and growth mindset of our customer partners and team during these last few months. The resilience I have witnessed with our team members, our communities, and our customer partners rallying behind each other has been inspiring.

As an essential business, AccuZIP's offices have remained continuously open to service new and

existing customer partners. Our commitment to our brand and our customer partners, never wavered, not for a second. We are your partner, and we do not take that responsibility lightly.

Since our start in 1992, customer service and support have been the number one priority for AccuZIP, not even a global pandemic has the power to change that. In fact, our customer support team has been more essential than ever. We are providing resources with a dedicated 'Standing Together' section on our website, authoring articles on how to pivot your business during this time, proudly supporting the Bounce Back USA initiative, and as always, answering the phone with a live voice to provide guidance and answer your questions. We are and will continue to be there for you.

Our steadfast belief is that we will come out of this greater and stronger than ever. In fact,

Direct Mail is key in keeping us connected during this time. We continue to send out regular communications, including USPS First-Class® Letters & Postcards and Marketing Mail® Flats from us to you, including this beautifully printed piece, the Fall 2020 issue of the zipLINE! Humans are tactile by nature. We crave touch. Thus, the power of the printed piece should never be underestimated, especially not now. Connection is everything. We are in this together. I am grateful that this time has forced us to find more ways to connect.

With gratitude,

Kristen McKiernan, President





# TOGETHER WHILE APART





# ARTICLE FEATURES

Client Feature

## CIO EXCHANGE

Our President, Kristen McKiernan, was featured in the February digital newsletter for our IT Partner, CIO Solutions.



**What is your company’s mission?**  
AccuZIP simplifies direct mail and data quality processes. This is accomplished by: innovative products, responsive service, reliable updates, efficient software, long range vision and commitment to loyal customer partnerships. Our Technology. Your Success.

**What’s your favorite company activity?**  
AccuFun events from Office Cruises to Holiday Parties to the World of AccuZIP – oh, and monthly office lunches!

**What’s your favorite thing about the work that your company does?**  
AccuZIP truly cares about their employees, their families and their customer partners – everyone feels like family!

**Anything else you’d like to add about your business?**  
We have been around since 1992 and have not raised our prices for those customers that have been with us for 28 years! We have an unprecedented price lock guarantee. AccuZIP values loyalty, trust and integrity in everything we do and everyone we work with.

[VIEW HERE](#)

Resource Feature

## BOUNCE BACK USA



AccuZIP is a proud partner of and has been a Minuteman Press Choice Mailing Software Vendor for decades. Their recent initiative, Bounce Back USA, is working to provide free tools to help businesses across the nation stay afloat during these unprecedented times. To aid in their efforts, we shared a resource from our CEO, Steve Belmonte, on ways to use direct mail to connect with potential customers. We wanted to share it with the entire Minuteman Press Network in the hopes that it brings them some ideas and optimism.

[VIEW HERE](#)



# EVENT SPOTLIGHT

Two of our team members, Eric Lambeth and Mathew Little represented AccuZIP at the XMPie User Group conference in Dallas.

Eric Lambeth is a Technical Support Director & Product Specialist (left). Mathew Little is a Customer Care Specialist & Associate Software Developer (right).

# CELEBRATING OUR ACCUVERSARY

AccuZIP always loves to celebrate each employee for their annual work anniversary when they started with the company. We call it our AccuVersary!

This beautiful plant was gifted by the team to Steve and Michele Belmonte for their 28th AccuVersary. Steve founded AccuZIP in February 1992.



# ACCUGIVES

## COMMUNITY SUPPORT



*AccuZIP is dedicated to bettering our communities. One organization that we continue to support is Interfaith Caring Ministries. This is a non-profit agency which assists those in need who live in the Texas Bay Area. We are grateful that we have been able to help their mission in the past and look forward to more ahead.*



INTERFAITH CARING MINISTRIES

## FESTIVAL OF TREES

DECEMBER 5, 2019

Last December, Steve and Michele Belmonte enjoyed a festive evening at the 26th Annual Festival of Trees Holiday Masquerade. We were proud to be a select Gold Sponsor and donated a live auction item. The fabulous night was one to remember!



INTERFAITH CARING MINISTRIES

## PANTRY DONATIONS

NOVEMBER 2019

In November, we donated monies towards the most needed holiday meal ingredients along with hygiene products. These were able to help families in need celebrate Thanksgiving.

INTERFAITH CARING MINISTRIES

## TOY STORE DRIVE

DECEMBER 2019

Interfaith Caring Ministries collects toys each December for local children in need. AccuZIP donated monies towards toys to brighten their holiday season.

INTERFAITH CARING MINISTRIES

## FUN RUN

FEBRUARY 29, 2020

We were proud supporters of the ICM Fun Run. In addition to our Super Strength Sponsorship, we donated AccuZIP bags for goodie bags, AccuZIP branded water bottles, granola bars, and waters for breakfast. Our team had a great time running for this cause!



Left to Right | Brock Belmonte, Kimble Steadman, Jill Crouch, Terry Crouch, Steve Belmonte



# ACCUGIVES

## COMMUNITY SUPPORT



VINA ROBLES AMPHITHEATRE

## CONTINUED SPONSORSHIP

Vina Robles Amphitheatre is located near our California offices and data center. We have been one of their main sponsors for a number of years. This contribution continued for the 2020 season despite the fact that all the events were canceled.

In 2019, AccuZIP's Account Administrator/Bookkeeper enjoyed the Cole Swindel Concert at Vina Robles within the AccuZIP VIP Executive Box Suite!

### KRISTIN SMART SCHOLARSHIP FUND

## DONUTS FOR A CAUSE

On February 19, 2020, we enjoyed donuts from SloDoCo for a great cause. These treats were created at our local donut shop to support the Kristin Smart Scholarship. Funded by the nonprofit organization Justice for Kristin, the Kristin Smart Scholarship is a way to celebrate and remember Kristin's life, hopes, dreams, and ambitions – by financially helping other young women realize theirs. AccuGives has provided these donuts for us to enjoy as a way of giving back. Visit [kristinsmart.org](http://kristinsmart.org) to learn more.



Left to Right | Pres. Kristen McKiernan, Sales Support Asst. Kelsey Hazelton

## HONORING OUR ACCUSTARS

### GOING THE EXTRA MILE



### GEOFF COOKE

#### SOFTWARE SPECIALIST

We want to congratulate Geoff on being an AccuZIP AccuStar! Geoff identified an issue with Search Engine presence and came up with a simple yet impactful solution. We appreciate Geoff's diligence, ability to openly communicate, and exceptional understanding of the value of the AccuZIP brand. Thank you, Geoff, for doing something above and beyond your regular duties at AccuZIP that makes you stand out as an AccuStar.

### DONNA TACKETT

#### FRANCHISE DEVELOPMENT MANAGER & CUSTOMER CARE SPECIALIST

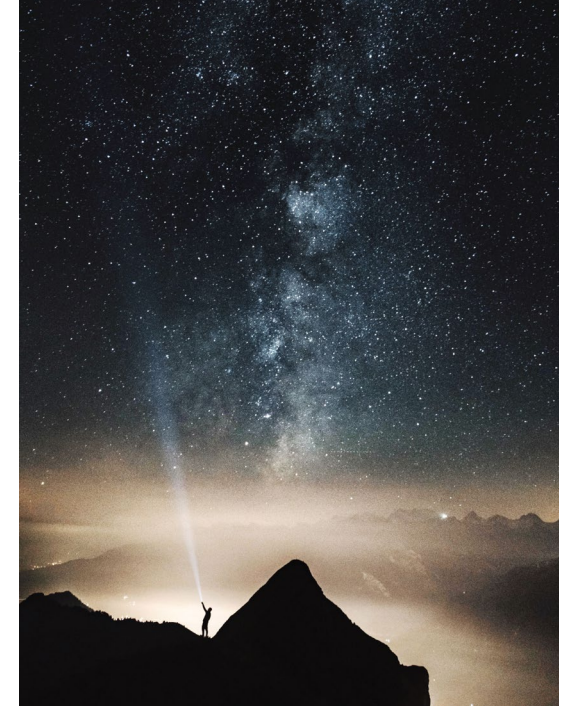
Donna was nominated for being instrumental in onboarding, training, and ensuring every franchise that has purchased AccuZIP is successful in their use of the software. She trains the franchisees with the utmost patience, professionalism, kindness, and sincere care; graduating each of them successfully through the AccuZIP Franchise Development Graduation Program. The non-stop rave reviews and unsolicited testimonials show how well Donna shines in her roles at AccuZIP. You can hear the smile through Donna's voice on calls with our customer partners and feel the joy and connection she has with them, and they feel it too! Donna, you are an absolute AccuStar!

*"I phoned support and spoke to a wonderfully pleasant woman who was extremely knowledgeable, polite and helpful. She is a treasure."*

–T.R., San Luis Obispo, CA

*"I just wanted to take a moment and let you know what an asset Donna Tackett is to your organization. She has definitely become my "go to" person when it comes to doing a mailing. Always professional and personable, I can't brag about her enough."*

–B.S., Fayetteville, NC





# PROFESSIONAL DEVELOPMENT

## RECENT EMPLOYEE CERTIFICATIONS

### SANDY GUNION

ACCOUNT ADMINISTRATOR  
BOOKKEEPER

Sandy recently completed the Professional Development SkillPath® course covering effective communication methods and styles.

### ERIC LAMBETH

TECHNICAL SUPPORT DIRECTOR  
WEBSITE COORDINATOR  
PRODUCT SPECIALIST

Eric completed the Mail Design Professional Certification Exam. He will join the ranks of several of our other AccuZIP Team members who are already certified MDPs.

# INTRODUCING ACCULEARN

## OUR LATEST EMPLOYEE PROGRAM

It's no secret that our focus at AccuZIP is on you, our customer partners. We have built an outstanding reputation for value, service, and innovation. Each day we work hard to maintain this while pushing ahead to be even better in the future. Three of our five core values are Service, Innovation, and Excellence. These pillars are enforced by finding the right team members and finding opportunities for them to become even better. We always encourage them to advance themselves to new heights. We are proud to announce the installation of one of our latest employee programs – AccuLearn.

With AccuLearn, our full-time employees will have the opportunity to receive financial assistance for continuing education programs. Potential programs include certificates, associates, bachelor, and master degree programs that are business or job-related. We believe these programs give them the tools to better serve our customer partners through Service, Innovation, and Excellence. That's why it is worth it.





# CELEBRATING OUR OUTSTANDING ACCUZIP TEAM



DAVE BELMONTE

SYSTEM-NETWORK ADMINISTRATOR  
SENIOR PRODUCT SPECIALIST

**O**ur team members play a crucial role at AccuZIP. Not only do they excel at their respective roles, allowing our business to forge ahead as industry leaders, but they also remain focused on being a resource and aid to our customer partners. We feature one of our team members each edition of zipLINE, so get ready to meet Dave. He has been an integral part of AccuZIP for the last nineteen years. We are grateful for his talent and dedication, and cannot wait for you to get to know him!

What's your favorite thing about AccuZIP?

I love what I do, I have always been good at computers, and computer related tasks. My position in IT has allowed me to do what I love.

What do you feel most proud of in your life?

My kids, it's always an accomplishment to myself and my kids when they grow and are self-sufficient.

What is your favorite travel destination?

The Caribbean, the beaches there are like no other anywhere I have traveled. The water is warm and completely clear, and the sands are powdery white as it should be.

What is your special talent?

I have a talent of being able to repair things. I can normally disassemble and resemble most anything with a little time.

What was your favorite subject in school?

Math, because it's an exact science.  
 $1+1$  always = 2

What are you excited about at AccuZIP?

The future. I think we have the most innovative minds in the industry taking the company to new levels every year.

What's the best career advice you could give someone?

Just do the right thing. If you are always honest and true to yourself and your job, you will succeed.

If you could have lunch with anyone, who would it be?

Dwayne "The Rock" Johnson. I have heard from a lot of people he is the nicest guy and very approachable. He is a legend in Football, the ring, physical fitness, and in movies. From poverty to multi-millionaire, he would have some stories, and probably some advice.



WE ARE HERE FOR YOU  
**CONTACT US TODAY**



We are always committed to providing you with the highest level of support. Please do not hesitate to contact us with any questions or need for assistance.

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#### PHONE

805 461 7300

WEEKDAYS 8AM TO 5PM CT

#### EMAIL

[SUPPORT@ACCUZIP.COM](mailto:SUPPORT@ACCUZIP.COM)

#### CHAT

[ACCUZIP.COM/CHAT](https://www.accuzip.com/chat)

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VIEW OTHER SUPPORT OPTIONS AT  
[WWW.ACCUZIP.COM/SUPPORT](https://www.accuzip.com/support)



# PRODUCT

## SPOTLIGHT

### MAIL CONCIERGE SERVICE

the strength of our collective network™



**T**he AccuZIP Mail Concierge Service is a free tool, seamlessly integrated into the AccuZIP6 product to maximize postage savings and increase the visibility of mail among AccuZIP customer partners. In a traditional Commingle Mail Service, price is based on the volume of a single organization. Our family of customer partners have the benefit of the AccuZIP Mail Concierge Service combined with “the strength of our collective network” to give them the maximum postage savings. The AccuZIP Mail Concierge Service is backed by our industry-leading logistics partner and powered by the AccuZIP network. The service is fully endorsed by the USPS®.

#### BENEFITS

01. Reduce Costs
02. Reduce Liability
03. Improve Accuracy
04. Increase Operational Efficiency
05. Grow Profitability

#### WHY IT WORKS

This white-glove service will utilize the massive national AccuZIP customer partner network to drive increased revenue and significant cost reductions for our customer partners. AccuZIP customer partners that take advantage of this powerful network will process and prepare their mail with AccuZIP6 as they usually do. Your AccuZIP6 product can upload the Mail.dat® files directly to our secure AccuZIP Mail Concierge Service portal, where you can schedule a pickup.

What’s left to do? Nothing. Now you can relax while our white glove AccuZIP Mail Concierge Service coordinates logistics to pick up and send the mail to a member’s Hub location where savings are generated.

All of this is achieved while maintaining or exceeding delivery expectations. As a result of our vast network of Small and Medium-Sized Businesses (SMB) and Small and Medium Enterprise Businesses (SME), AccuZIP customer partners will receive deeper saturations without having to tie up floor space and the resources to manage it. Our AccuZIP Mail Concierge Service provides a white-glove service of pickup and delivery of your mail to the United States Postal Service®.



Are you interested in learning more?

We don’t blame you!

**VIEW HERE**

|       |  |
|-------|--|
| CALL  | (800) 233-0555   |
| EMAIL | <a href="mailto:sales@accuzip.com">sales@accuzip.com</a>       |
| CHAT  | <a href="http://www.accuzip.com/chat">www.accuzip.com/chat</a> |



exceed in mail

# FRANCHISE

## DEVELOPMENT



**M**ailing services can become the cornerstone of your business. AccuZIP6 postal software saves you valuable time and money. Import your address lists and perform all the necessary steps to achieve a clean mailing list all from within the program in an easy-to-use interface. Reduce the number of returns you receive, and eliminate addresses that will never reach their intended recipient or location before that piece even hits the mail stream. Obtain the lowest possible postage rates by standardizing and presorting your lists. Print Intelligent Mail® Barcodes with your new, standardized addresses on all your mailpieces. Do all of this, and more, right in one program.

New software may seem like a daunting undertaking, but we assure you that you'll have it mastered in no time. Our Franchise

Development Program is here to help you feel confident and supported from day one and beyond. Together we will work through a training to get you up and running fast. From there, you will have resources to use to refresh yourself and free unlimited technical support. Our team is ready to work through any questions you may have.

AccuZIP is a Choice and Preferred software vendor by the industry's leading print and mail franchises. Partnering with you is not something we take lightly. Our dedication goes far beyond our cutting-edge software and reliable technical support. We want to see your business grow and succeed as you help your customers. We recently wrote an article filled with resources for Bounce Back USA by Minuteman Press. You can count on us to be here for you through it all.

### ALREADY A FAN?

Earn money toward your AccuZIP6 Renewal!

Refer a company that purchases AccuZIP6, and we will contribute \$995 toward the renewal of your next Annual Subscription for the AccuZIP6 program.

There are no restrictions to the number of referrals you can make. For each referral of another company to AccuZIP, Inc., when that company purchases an AccuZIP6 Package, your AccuZIP6 5.0 annual subscription will get extended absolutely free.

|       |  |
|-------|--|
| CALL  | (800) 233-0555   |
| EMAIL | <a href="mailto:sales@accuzip.com">sales@accuzip.com</a>       |
| CHAT  | <a href="http://www.accuzip.com/chat">www.accuzip.com/chat</a> |

## featured TESTIMONIALS

*"I just wanted to thank you all over there at AccuZIP. Just wanted to say it has been the best tech support I have ever used with any program I have purchased in my life. Chrissy, Vince, and Donna have all been great to work with even though we didn't even know what to ask, and they got us over the finish line with no problems. They are a true asset for your company, and I wish I could find people like that for my business."*

- B.F., MERIDIAN, ID

*"I call and somebody answers and that someone is very knowledgeable about the product. On more than one occasion, I've had technical support walk me through issues that I could not resolve. The support is without question a real plus."*

- A.H., MEMPHIS, TN

*"I have been a loyal customer for 14 years and love your products. During my career as a mailing professional, I have experienced that the mailing industry is in a constant state of change... I have always been able to trust and depend on AccuZIP software. It is evident AccuZIP is always at the forefront of these changes. When our team is having difficulty with a mailing, we know that we can rely on AccuZIP tech support to resolve any issue. We have always received excellent customer service. AccuZIP software, support, and expertise has helped me to develop a professional mailing operation at our University and I could not have done this without you. Your software makes my job successful and less stressful. Thank you! "*

-D.H., FOREST GROVE, OR



# How to Create Memorable DIRECT MAIL

## BY ACCUZIP CUSTOMER PARTNER SUMMER GOULD

So what do I mean by memorable and why should your direct mail be memorable? By memorable I mean direct mail that really resonates or makes an impression on your prospects and customers. When this happens they are more likely to respond to your offer. After your first hurdle of grabbing attention so that your mail piece does not end up in the trash, your next hurdle is drawing them into your messaging. This is where the memorable part takes place.

### HERE ARE 3 WAYS TO MAKE YOUR MESSAGING MEMORABLE:

#### TESTIMONIALS

People trust the opinions of others more than they trust companies. When you add testimonials to your direct mail you make your product or service more trustworthy and people are curious about what others say so they will take the time to read them. The testimonials provide you with an unbiased opinion of your products or services, this is powerful for people who are unsure if they should buy from you.

#### STORIES

People enjoy stories. When you create direct mail messaging with a story concept you draw in the reader. In order to keep them interested you need to have a good story. Build up curiosity so they want to know what will happen. Of course your story needs to fit in with your brand and product or service, just adding any old story is not going to help you. Everything in the direct mail needs to tie together to be effective.

#### EMOTIONAL

Emotion is a powerful memorable point. When nonprofits tug at heart strings to get donations it works! Use emotion to draw people in. Even others can do this. Think of ways that your product or service can create an emotional appeal. You don't have to focus on just sad emotions try out each one to see what will work best for you by testing ideas with a focus group of clients or people outside of your organization.

No matter what the format of your direct mail piece is such as a letter, postcard or self-mailer the stickiness of your messaging matters. On postcards you will have to be very concise while still drawing them in. Letters give you plenty of space for messaging, keep in mind that people like to read the P.S. lines so have a great memorable message here.

Images can also help your direct mail be memorable. When you are able to convey your message through powerful images, it creates a great way to draw people in. Make sure that you are not using language to disengage people. Stay away from clichés, boasting, and arrogant messaging. No one wants to read that. Open honest language is the best.

Consider the messaging you have used on past direct mail pieces. What could you do with that

messaging to make it even better? Do you find any of it to be boring? One thing you can't do is have boring messaging in your direct mail. That is a sure way to get it thrown into the trash.

If you know you have used good messaging in the past use it again but not word for word. Change it up to keep it fresh. If you use testimonials, don't always use the same ones switch them out. Interest in your direct mail pieces over time tapers off so freshen up not only your look, but your messaging too.

Create your memorable direct mail now to increase your 2020 results. When you send mail to the right people, create an impression and provide a good offer, you will get results.

*Are You Ready to Get Started?*



### SUMMER GOULD PRESIDENT, EYE/COMM INC.

Summer started at Eye/Comm in 1991 in mail production. She has worked in many different positions since then, from the front office to data processing, then moved into customer service for over 10 years. Summer, started as president in 2013 and takes great pride in providing her employees and clients with superb service. She is active in several industry organizations, including the East County Chamber of Commerce. She is a board member for the following local associations PIA San Diego, PCC San Diego and SD Direct. With her many years in the industry, Summer is an excellent resource for all of your questions whether it's marketing, production, social media or postal issues. Check out her blog on Target Marketing Magazine, Direct Mail for the Modern Marketer. She also writes the blogs for Forbes and Eye/Comm Inc. In her spare time Summer enjoys hiking, fishing, reading and crafting. Idealliance chose her for induction into the Soderstrom Society 2016 in recognition for contributions to advance the graphic communications industry. You can find her at Eye/Comm Inc's website: [eyecomm.org](http://eyecomm.org), email: [summer.gould@eyecomm.org](mailto:summer.gould@eyecomm.org), on LinkedIn, or on Twitter @sumgould.



Google ran a Google Doodle series thanking coronavirus helpers and essential businesses for two weeks in April. April 15th was "Thank you to Packaging, shipping, and delivery workers!"

AccuZIP, Inc. is thankful and proud to be a partner in this essential industry!





# CUSTOMER CONNECTION

## take their word for it

Any investment is an investment – big or small. Your potential customers want to make sure they are making the right decision when choosing which business is best for them. You know that you're the best option and your sales information may help convince them of this. However, it might not be enough. In the digital age, people have begun to consider the opinion of peers rather than just turning to the experts. PowerReviews conducted a study that shows the impact this can have on your inquiries.

97% of consumers consult product reviews, while 85% of consumers seek out negative reviews before making a purchase.

The majority of consumers read between one and 10 reviews before making a purchase.

Over one-third of shoppers won't purchase products in a brick-and-mortar store without first consulting reviews.

Looking to peers for purchasing advice is more important than ever before. Potential customers can look to testimonials for reassurance that what you're offering will fix their relatable needs. Follow along to learn how you can collect and implement a testimonial program to make your business look as credible as you are.

### WHEN to Ask

As you begin to collect your testimonials, send out an email to faithful past customers. They understand your business and know the benefits your offering provides. The relationship between you will make them happy to help in your success. You may have already received unsolicited appreciation from your customers. Reach out to them and ask if you can use their words for promotional purposes.

Moving forward, work to get your client's testimonials right away. For service-based businesses, ask for feedback upon completion of the project while they are excited about your work. For product-based businesses, wait until the customer gets value and sees the benefits for themselves.

### HOW to Collect

Your customers don't owe you a testimonial, so be respectful and grateful for their time. Work through the process to ensure this is as seamless for them as possible. Collecting testimonials can be done via mail, email, website submission form, or a review platform.

Make sure they know and give consent for their feedback to be used for promotional purposes. We do suggest getting it in writing in case there are any questions regarding its validity in the future.

Does asking this favor for praise seem uncomfortable? Create a templated email request once that you can reuse to ease the process. Doing so will also be more efficient, so what's not to lose?

### WHAT to Include

Let's dive into what we are looking for. Before we get to the testimonial itself, we need some basics. Have your customer share their name, business, website, location, offering purchased, and a photo of their headshot or logo. We

suggest asking for all of these items but sharing that they are more than welcome to leave out what they'd like. If it takes them too long to get a headshot, they may not provide a testimonial at all if it seems required. They also may prefer to keep theirs vague for privacy reasons, and that's fine. A testimonial without some of this information will still make an impact.

The testimonial needs to help you sell. After all, that's why we're collecting them. Have your customers focus on your partnership benefits and the results your offering provided and continues to provide them. Think of questions that inquirers may have and make sure they are answered in the testimonials. Your customers can also add in reservations they had with hiring you or purchasing your products and services. Just ensure they also include how these were overcome once working together. This is relatable and what inquiring viewers want to know. As you get your collection, you may see some holes of information form. Keep these in mind as you collect new ones. You can provide your customer with a prompt of questions to guide them to fill these holes with their experience.

### WHERE to Use

Once a few of the notes singing your praises arrive, it's time to put them to work! Consider creating a dedicated testimonial page on your site that houses the entirety of them. You can link to this or add the webpage in your collateral. Then, sprinkle them throughout your marketing materials. Find the most powerful ones for each topic and add them to give credibility. Some may focus on the success of your offerings, while others may focus on the benefits of your customer service. These endorsements will start doing the selling for you in no time!

Looking for some examples?  
We have you covered!  
[VIEW HERE](#)



**WE'RE ALL IN THIS  
TOGETHER.**



**OUR TECHNOLOGY.  
YOUR SUCCESS.**





# REFRESHING YOUR BRAND

auditing current materials

Set it and forget it. As businesses begin, there are a few things most implement to start their growth. Websites are designed, business cards are printed, and now social media pages are created. Then, these platforms are often overlooked. Before you know it, your marketing materials will be out of date, leaving your potential customers confused or uninterested. Let's review your presence to make sure you're putting your company's best foot forward.

The items that are often altered and make the biggest negative impact are the basics. One small change may seem like a quick edit, but it's easy to forget that every location needs to be updated.

You can find ways to streamline this process to make this easier for you in the future. At AccuZIP, we opt for sharing a line such as, 'In Business Since 1992' rather than 'In Business for 28 Years.' The latter would require an annual update that may be overlooked.

Nobody likes it when directions lead you to the wrong address. When conducting your audit, check all links on your digital platforms. Make sure the links are not only connected but send your viewer to the correct location. Doing so will avoid any frustration from those looking to reach out to you.

Now we know all of our information is correct, so our audit is complete – right? Not so fast. Just because all of the information is true, doesn't mean it is serving you as best as it can. Reflect on the information about your business, your team, your offerings, and more to make sure it is compelling verbiage. Will this information convert curious inquiries into faithful customers? Let's make sure it does!

Have you added all recent certifications, awards, and accomplishments? You should! We make sure to share on all materials that AccZIP is rated A+ by the Better Business Bureau. An achievement like that is sure to catch the eyes of prospective customers and ease their minds about this investment.

## WHAT to update

- Phone Number
- Street Address
- Email Contact
- Website Address
- Business Hours
- Years in Business
- Team Members
- Services or Products

Each added year in business means you are gaining experience and credibility that will help you provide a better product or service for your customers. Use this. Learn more about how to use testimonials to attract customers in the article 'Customer Connection' on Page 28.

These added years also come with an evolution. Examine your visual brand to ensure it fits with what your company is now and the customers you are working to attract. Read about how color impacts your brand in the article 'Judging a Book by Its Cover' on Page 34.

We now are left with a refreshed brand that is putting your best foot forward. So we are all set, right? Not quite. This will leave us in the same situation we found ourselves from the last time you created these marketing pieces. Plan on working through this plan every six months. You will be surprised at what changes you discover need to be made.

## WHERE to update

- Website
- Business Cards
- Promotional Materials
- Business Voicemails
- Social Media
- Email Signature
- Business Signage
- Advertisements

Don't Overlook Your Most Important Selling Features! Keep an eye out for accomplishments that can be mentioned in your sales materials. For AccuZIP, that means mentioning that we have a place in the Smithsonian National Postal Museum! This trivia is added throughout our site and materials.

*"AccuZIP's significant contributions to the mailing software industry secured AccuZIP, Inc. a place in the Smithsonian National Postal Museum. See how AccuZIP's founder and CEO, Steve Belmonte, pioneered Mailing Software and established industry standards for mail processing & compliance, mail tracking, data hygiene, and address validation used by the USPS and in all mailing software packages today."*

[LEARN MORE](#)



# JUDGING A BOOK BY ITS COVER

GOOD THING  
WE ARE IN THE  
PRINTING INDUSTRY



We’re human. We can’t help it. Consumers shop mainly based on decisions made right away from color, design, texture, and smell. Of these snap judgments, 90% can be based simply on the color according to a study titled “Impact of Color on Marketing.”

Each color brings something different to the table. Explore what emotions each color conveys and some of the major brands utilizing them. At AccuZIP, we use a variety of blue hues with an accent of tan and green. Learn more about the role that blue plays in our previous article highlighting the PANTONE Color of the Year [VIEW HERE](#).

What did you think? Was there a color with characteristics that fit your brand a little better? Don’t worry! This isn’t an exact science. Try looking at colors to see if they are an ‘appropriate color’ vs. the ‘right’ color. Each brand should have its own personality from the emotions it emits to the ideal audience you wish

to entice. Make sure your color can embrace this personality and fit what you are selling.

In fact, we have one reason you might want to avoid the color that best fits you. Check the market to see what colors your competitors are using. Consider going with one outside of the box to set you apart. Think about Target – they surely set themselves apart from Walmart by going with the signature red rather than blue. Home Depot, Lowe’s and Ace Hardware all opted for a classic color different from the others. Each major mobile phone company uses a unique color ranging from red to blue to yellow and even pink!

Make sure to remember how quickly the customer makes their decision on what color to pick. Skip the overthinking and go with your gut, like they do. If that seems like it won’t happen, lean on your current customers for reassurance on what color is appropriate for your brand. Stand out. Don’t stick out.

|                 | YELLOW                        | ORANGE                                      | RED                            | PURPLE                        | BLUE                                  | GREEN                               | GREYSCALE                           |
|-----------------|-------------------------------|---|--------------------------------|-------------------------------|---------------------------------------|-------------------------------------|-------------------------------------|
| COMMON EMOTIONS | Optimism<br>Warmth<br>Clarity | Confidence<br>Cheerful<br>Friendly          | Excitement<br>Youthful<br>Bold | Calming<br>Creative<br>Wise   | Dependable<br>Strength<br>Trust       | Peaceful<br>Growth<br>Health        | Balance<br>Neutral<br>Calm          |
| POPULAR BRANDS  | Hertz<br>IKEA<br>UPS          | Harley Davidson<br>Home Depot<br>Shutterfly | YouTube<br>CocaCola<br>Target  | Taco Bell<br>Welch’s<br>Yahoo | American Express<br>Walmart<br>Lowe’s | Whole Foods<br>Starbucks<br>Spotify | New York Times<br>Mercedes<br>Apple |



## GET PRODUCTIVE WITH THE BIG 3

BY KELSEY HAZELTON



*We all know what responsibilities and tasks we are expected to complete at the start of our day, yet sometimes we get to the end feeling like there is not enough time. This is where productivity comes in. Getting into the practice of productivity takes time and consistency. These tips can help you focus through the day and crush your to-do list.*

**T**he Morning Buzz suggests you start each workday by defining your “Big 3”. These are the three most critical tasks that need to get completed. Tackle these items during your most productive work hours and be amazed at how accomplished you feel. Once the Big 3 tasks are identified, break them down into smaller, more manageable tasks. “When you look at your Big 3 list as a whole, the items may look too big to handle right now, so break them down into smaller, more manageable pieces,” the Morning Buzz Study says. Time Blocking helps me work through these smaller tasks under the larger three goals. I put my tasks, including my Big 3, into hour or half-hour time blocks to complete by the end of the day. If I have a big task that will take an hour, I break it into little tasks I can complete in 15-minute blocks. This method helps me stay on track without getting intimidated by what’s ahead.

Distractions happen, but I have learned that minimizing the chance for distractions helps me stay on task and complete projects in record time. Office distractions are inevitable, such as phones ringing, office pop-ins, and unexpected meetings. I use our internal messaging system

to update my status. This lets my co-workers know if I am working on a project before visiting my desk, so I am likely to be distracted less. When interruptions happen, allow yourself to stop, breathe, address the situation, then move back to the task.

Like my inbox, my computer screen and desk can get crowded and disorganized, leaving me feeling overwhelmed. Tidying up on Friday afternoons before I leave for the weekend, allows me to start Monday morning with a clean space so that I can focus on the new day and my Big 3 tasks. My computer desktop also gets quite cluttered with icons, attachments, documents, and more. Part of my Friday cleanup includes deleting or organizing these items off my desktop. Doing so lets me only see the items I am working on so I can address them one at a time, minimizing the chance of tasks getting lost.

The Morning Buzz also suggests we take small breaks and meal periods to have a productive workday. I set an alarm for every two hours to ensure I am taking time for mid-day breaks instead of getting wrapped up in a project for hours. During these breaks, I try not to look

at screens, including computer and phone screens. This helps avoid eye strain and lets my mind reset. When my break time is over, I find it is easier to go back to my tasks and continue to be productive.

Like many in our busy printing and mailing industry, my email inbox seems always to be filling up. These notes can be about upcoming projects, assignments, or team notifications. Emails have been a significant distraction for me, so I have found ways to avoid the interruption. I have a unique tone for emails that sounds when one comes in. This allows me to glance over to see if it is urgent and handle accordingly. Also, I added an email time block into my schedule, so my priority of completing my Big 3 stays on track.

By implementing these simple steps, you can increase your productivity at work. It’s no secret that our industry is built around a fast-paced work environment, and there can be many distractions that pop up. Still, I believe these tips and tricks will help you succeed in pushing your business forward by putting productivity first!





# SAY THE UNSAID

**UPLIFT OTHERS WHEN  
PUTTING PEN TO PAPER**

**J**ust because something is understood, doesn't mean it needs to stay unsaid. Who doesn't love an unexpected note of encouragement or an 'I'm just thinking of you' message? They seem to come on the days we need them most. We're working towards being more mindful about pausing, reflecting, and sharing our feelings with those around us. Join us in this journey to spread some joy!

Whether little has changed for your workday or you now find your team spread apart as you work from home, we all enjoy new ways to connect with our coworkers. Did someone's work on a project impress you? Praise them for the accomplishment. Is someone always there to help when it's needed? Share your gratitude. Can you see someone that is having a hard time? Give them a note of encouragement. Anything you share with your coworkers may seem obvious, but the fact that you noticed is sure to make an impact. At the beginning of the year, we launched our AccuStar program. Team members and customer partners can nominate AccuZIP employees that go above and beyond. Taking a moment to recognize their efforts uplifts our entire company. Learn more from an article on the program in the last edition of zipLINE **[VIEW HERE](#)**.

Your loved ones may live around the corner or states away. Either way, it will warm their heart to get a note from you. Express gratitude for your closet friends and family. These are often the people we overlook because these feelings seem implied. You also can connect

with those that you have grown distant with. Often, we find the business of life gets in the way, and before you know it, it has been far too long since the last time you've talked. A note from you will remind them of the fun you have together and rekindle the relationship. In addition to reaching out 'just because,' send a card to celebrate significant milestones. From birthdays to anniversaries, they will enjoy opening the envelope much more than seeing a post on their Facebook wall.

Not sure what to write? Share a favorite memory you share. We know just what to add if you want to take this to the next level. Without adding any extra postage, you can include simple items like photos or a favorite recipe. These easy additions will share the effort you put into this.

So, let's get to work! Grab a set of note cards or even a simple piece of printer paper. Write down your sentiment and drop the note in the mail – it's that simple. Work to send four letters out a month. You can either start off the new month by reflecting, send one a week, or write them organically as things come to mind. You may even be surprised that your single note turns into a continuous pen pal.

These notes are sure to brighten their day, and could be something they hold onto that will cheer them up for years to come. Not only will they appreciate the care, but we have a feeling taking a break to reflect and say the unsaid will lift your day, too.

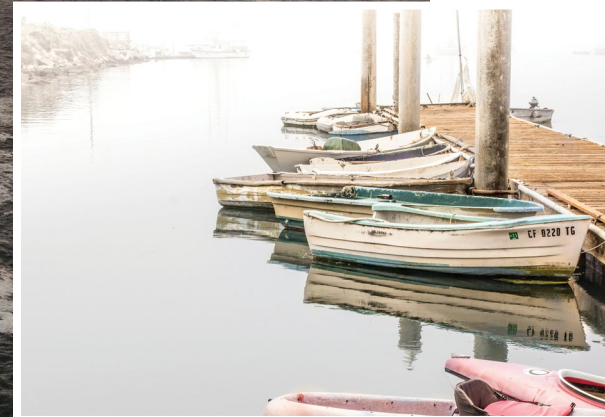


# PLACES TO JOURNEY

## EXPLORE MORRO BAY BY LARISSA BARRIOS



35.3694° N, 120.8677° W



It's a clear day, the salty breeze sweeping over as the tide rolls in. Over the crashing waves, seagulls call to one another as they fly overhead. You gaze out into the bay, spotting otters lazily riding the waves and boats coming in to sell their haul for the day. Before you sits the enormous Rock, this iconic landmark is inhabited by birds who tucked their nests along its craggy surface. Behind you blares a conch shell. You turn to see a man dressed in full pirate regalia greeting passersby. Anywhere else such a character would stand out, but not in the quirky town of Morro Bay.

The peaceful beach community is aptly named after the massive Rock, El Morro, which in Spanish means "crown-shaped hill." The Rock is a volcanic plug of a volcano whose magma hardened inside the vent and became dormant.

Now marked as a State Historic Landmark, the Rock serves as a bird sanctuary and a town icon. Besides the Rock, the power plant and its three 450-foot stacks are easily recognizable from the highway. Once a source of energy for the Central Coast, the plant closed in 2014, its fate mimicking that of the defunct volcano. Locals often refer to Morro Bay as 'Three Stacks and a Rock,' a nod to their humorous outlook on their town.

Like most beach towns, Morro Bay offers plenty of outdoor activities. Watch surfers brave the cold water or go scavenging for seashells that wash up on the shore while looking for whales beyond the Rock. For the more adventurous, hike along coastal trails or rent a kayak to explore the bay. Locals recommend going across to the sand spit, a secluded six-mile

stretch of sand that separates the bay from the Pacific Ocean. Bring a picnic, find a spot on top of the sand dunes, and watch the blue sky turn orange as the sun sets at the horizon.

Looking to do some shopping? Take a stroll along the Embarcadero, the strip that runs along the edge of the bay. In the shop windows, you'll find souvenirs featuring the Rock or the adorable otters that make the bay their home. You'll also discover art and clothing boutiques. Be sure to head up Main Street where you'll find antique and thrift stores stocked with one of a kind wares.

With all the activities the town offers, you're sure to work up an appetite. Lucky for you, Morro Bay has a wealth of dining options. Restaurants along the Embarcadero offer delectable meals

with a view of the bay that cannot be matched. Some of the best food comes from the small, out of the way locations. The Little Hut, located across from the former power plant, serves the best fish and chips. Along Highway 1, Taco Temple makes exceptional Mexican food with California influence. For drinks, stop by the Libertine Pub, a hotspot known for their unique sour beers. Or visit Legends, a local favorite with a Cheers-like atmosphere. If you stick around in the evening, head to The Siren, a bar that doubles as a concert venue, bringing in both local talent, as well as, top-charting acts of all genres.

Morro Bay hosts festivals throughout the year, and as with everything the town does, they are quite unique. A favorite is the Avocado and Margarita Festival, a weekend event that features local food trucks, refreshing drinks, live music, art, and of course, as much guacamole as you can enjoy. The Harbor Festival signals the end of summer with a three-day-long celebration featuring an oyster eating contest, live music, and a Hawaiian shirt contest. In December, the holidays are rung in with the Lighted Boat Parade. Private and commercial boats of all shapes and sizes deck themselves in lights to compete for prizes as they cruise up and down the Harbor. It's well known throughout the Central Coast that nobody celebrates quite the way Morro Bay does.

Morro Bay continues on as a small beach town that embraces its fun, humorous essence. It's a town with pride, but also doesn't take itself too seriously. If you come for a visit, be sure to stick your toes in the sand, take in the salty air, and let out your fun, quirky side. You'll fit right in.

[LEARN MORE](#)



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## THE ZIPLINE

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