

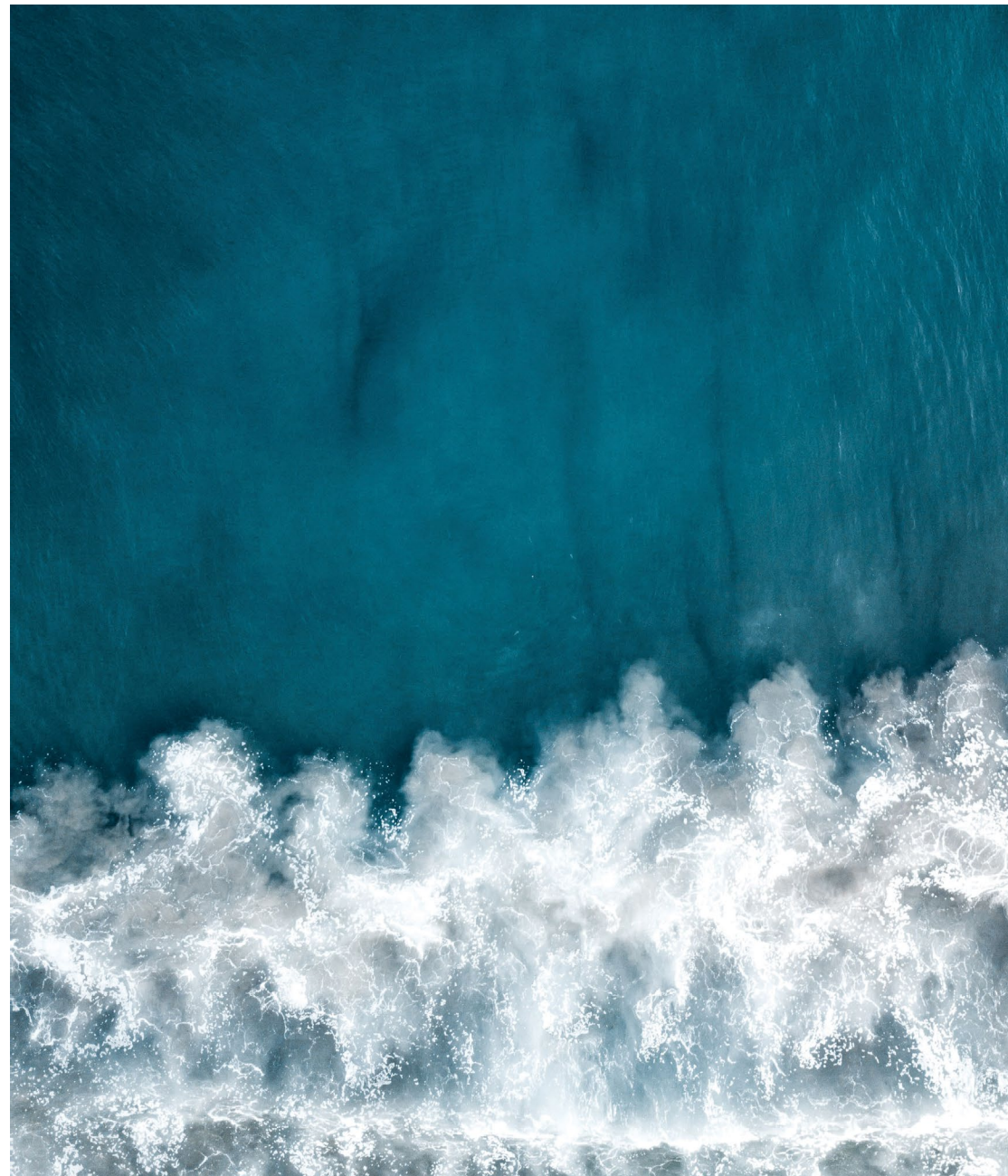
ZIPLINE

HINDSIGHT IS 2020



2021 VOL. 1

table of CONTENTS



04. A NOTE FROM
OUR PRESIDENT

26. POSTCARD
SUCCESS

06. LETTER FROM
OUR CEO

28. USPS PROMOTIONS
CALENDAR

12. SHARING LOVE
WITH ACCUGIVES

30. GIVE MORE
THAN YOU ASK

15. CELEBRATING
OUR ACCUSTARS

34. BE SMARTER WITH
SMART GOALS

18. SHOWCASING A
TEAM MEMBER

36. CONTINUE YOUR
EDUCATION

22. PHYSICAL MAIL
STAYS STRONG

38. PRODUCTIVITY
PRACTICES

24. EXPLORE OUR
LIVINGMAIL APP

40. DISCOVER
DULUTH



To say that 2020 was full of surprises is to put it lightly. While there were tremendous challenges, insurmountable losses, and hardship that must not be forgotten, there was also an astounding amount of resilience, strength, and innovation that surfaced in places that could not have been imagined. With great challenges comes even greater growth. I have experienced and witnessed both amongst our Team at AccuZIP and loyal customer partners during the last two decades of my tenure at AccuZIP, but especially throughout this past year.

As we launch into 2021, while it is important to reflect and learn from the past, it is also important to take what we have learned and turn it into something positive and meaningful. Since 1992, AccuZIP and our team have been called “pioneers of the industry,” and this year is no different. We are excited to share with you the launch of many new products and services such as the long-anticipated AccuZIP Mail Concierge Service - the strength of our collective network™ and our first ever Consumer facing application, LIVINGMAIL®.

We celebrate the launch of exciting new programs such as our AccuLearn and AccuView platforms (more about those in this issue) and our coming together as a community to support each other. We will highlight our newest Team Member Aurora Crouch who brings a fresh perspective and a brilliant mind to the group.

Instead of using this issue to reflect on 2020, we will celebrate and share with you exciting and fun articles about what is happening NOW and in the FUTURE. At AccuZIP, we are never the ones to get stuck looking in the rearview mirror. After all, hindsight is 2020!

As always, thank you for your continued loyalty, partnership, and trust in our brand.



Kristen McKiernan, President

PRESIDENT'S

CORNER

LOOKING AHEAD





LETTER FROM OUR CEO

For the last several years, AccuZIP has focused significant research and development on truly revolutionary technologies. We are excited to release these new technologies in 2021 and spur new growth in our industry, significantly reduce postage fees, and accelerate print and mail delivery.

In this edition of our zipLINE, I am announcing some never before released information that we have held in strict confidence for many years. Thank you for taking the time to read and understand each of these new innovative technologies.

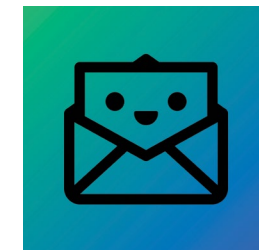


ACCUZIP MAIL CONCIERGE SERVICE

Some of you may already be aware of this new service, which is currently in pre-production in several cities in the United States. At a high-level, this is a Concierge Service designed to significantly reduce your annual postage fees and put that money back into your pocket to help increase your net profit. This service eliminates the need for your firm to load mail into your vehicles and enter it into the local BMEU or drop ship facilities. Instead, the concierge will pick up your mail and deliver it for processing. For over

29-years, the AccuZIP network of customer partners has grown significantly, and with that fortitude, AccuZIP has developed a unique technology that utilizes the combined AccuZIP network of customer partners within each designated geographic area to combine mail volumes and significantly reduce postage fees. Instead of relying on your individual daily mail volume, the AccuZIP Mail Concierge Service utilizes the strength of our collective network™ to reduces postage and improve mail delivery for everyone.

As we open up new geographic areas, we will reach out to you and provide the information you need to get onboarded to the AccuZIP Mail Concierge Service, so you can begin utilizing the strength of our collective network.



LIVINGMAIL® MOBILE APP

Our company has just released its first ever consumer application called LIVINGMAIL. It's available now and can be downloaded on Apple®

and Android® mobile devices. LIVINGMAIL is a postcard app that allows you to choose both pictures and videos, then select between many layouts that show all or some of the pictures and videos, add backgrounds and music, and then select recipients to print and mail the LIVINGMAIL to. You can add more than 50 photos and a number of videos to your LIVINGMAIL printed card. When the recipient receives the LIVINGMAIL printed card in the mailbox and points their mobile device camera at the LIVINGMAIL, the printed image will be lifted from the mail piece and magically come to life in a beautifully customized slide show with photos, videos, and music. This magical moment is called LIVINGMAIL.

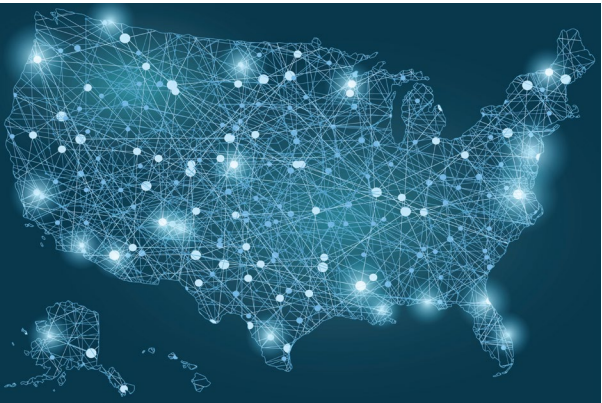
This is a creative way to send family and friends photos and videos printed on a postcard. The LIVINGMAIL can also be secured so that only the LIVINGMAIL recipient can see it come to life. LIVINGMAIL will create tens of millions of new printed pieces into the mail-stream and promote PRINT as a continued valuable asset that can deliver emotional interactions. Imagine the beautiful impact LIVINGMAIL will have on military families communicating with our heroes, wedding invitations, or a thank you card with a personal touch. Imagine those awesome vacations, sporting events, and parties combining with LIVINGMAIL to create the ultimate next-level printed postcard.



ACCUZIP DQ UI/UX

Our team has been hard at work on a brand-new user interface (UI) and user experience (UX) for our existing AccuZIP DQ service. The new UI/UX is free to all AccuZIP customers and can be seamlessly integrated into your website so you can capture more revenue nationwide. The newly static-designed AccuZIP DQ UI/UX allows your customers to upload a name and address file, generate a mailing list for consumers, new movers, new homeowners, businesses, and new businesses or create a saturated EDDM list. The customer can also add personalized maps with driving directions, process the list through change of address, deceased processing, apartment append, and DSF2 walk sequence. You can add presets to the UI/UX, including default presort settings, and allow your customer to make edits. The full payment process is also built-in and can be linked to your own bank account. The service will generate all the postal documentation, including the documentation that you will upload to PostalOne®. The AccuZIP DQ service will also

produce print ready output with intelligent mail barcodes. This is a great opportunity to expand your nationwide reach and integrate something great into your website to give you the advantage and let your customers have more direct input to help grow your business.



PRINTTHERE®

Our most impactful patent-pending innovative technology will change our industry the way we know it today. Introducing, printTHERE, the future of print delivery™.

At a high-level, our printTHERE technology allows anyone to take a production-ready PDF document and drop it onto our secure web portal, identify the address block and click print to have each individual page of the PDF printed at an AccuZIP certified print facility nearest to the location of the recipients mailing address.


Let’s say you have 5000 postcards, letters, or flats that will be printed and mailed across the country. The traditional way is to print the pieces at one print facility, place the pieces in a tray, sack, or pallet, then drop the entire job at the local BMEU for delivery. With the printTHERE technology, each individual mail piece will be extracted and physically printed at an AccuZIP certified print facility nearest to the location of the recipient’s mailing address. This works because of the enormous AccuZIP

nationwide network of print and mail service providers. Utilizing our printTHERE technology with your business will get your customers’ mail pieces printed closer to where they will be ultimately delivered, thus saving time and money on costly transportation fees. Our printTHERE technology is truly a game-changer and will significantly reduce the time it takes for the recipient to receive their mail and dramatically reduce your annual postage fees.

We recently sent out a [survey](#) requesting information regarding your mail preparation and printing capabilities. It is important that you take the time to complete the survey so that we receive it in a timely manner. The basic requirement for joining the AccuZIP printTHERE Partner Network is to obtain a G7® Master Facility Qualification with Idealliance®. If your facility has already achieved G7 Master Facility Qualification and you are a current AccuZIP customer partner in good standing, please send an email to printTHERE@accuzip.com. We will contact you about becoming part of the AccuZIP printTHERE Partner Network. If your facility has not achieved G7 Master Facility Qualification, please [visit Idealliance | G7](#) to learn how.

We have been hard at work on these new technologies and look forward to your continued success. I want to personally and humbly thank you, our valued customer partners, for your loyalty and trust in our brand. Happy New Year.



Sincerely,

Steve Belmonte, CEO





HINDSIGHT IS 2020

PROGRAM GIVES HOPE

PROVIDING SCHOLARSHIPS FOR MINDFUL EXPLORERS PROGRAM

President, Kristen McKiernan, recently signed up her family for the “Mindful Explorers” program, and was impressed by its impact. With her guidance, AccuZIP has donated scholarships for 20 families to enjoy a six-month membership to the Mindful Explorers program. Below are some notes from those awarded the scholarship.

“I have a child with general anxiety disorder (and see traits of this come up in us all). Both us parents have lost our jobs due to pandemic, and I know this opportunity will help the whole family navigate life in these trying times.”

“About 3 years ago, our family was rocked by my terminal cancer diagnosis, soon changed to S.T.U.M.P. It began a roller coaster of confusing diagnoses, with recurring tumors that led to five open abdominal surgeries. Uncertain malignant potential has dogged [my son] since he was 6 years old. Now, I’m working from home, my husband out of the home, and I’m homeschooling [my son] to give us the flexibility we need to juggle it all. [He] is an emotional kid, full of big feelings, big fears, big love, and a huge heart. I want to give him (all of us) as many tools as possible to thrive in this complicated world.”

“As a result [of childhood trauma], I ended up dealing with my emotions in an unhealthy way by suppressing them and trying to pretend that they never existed. [As] a mother, it is a struggle to teach my child about mindfulness and dealing with emotions in a healthy way (as I am still struggling with a healthy way to deal with mine). The gift of the scholarship to participate in this life-changing program is priceless. I have barely scratched the surface of the program and have already picked up some amazing tools that I can start using already with my child.”

THE FUTURE IS BRIGHT

PARTNERSHIP WITH IDEALLIANCE FOR UNIVERSITY OF HOUSTON

AccuZIP is proud to partner with Idealliance® and sponsor a membership for the University of Houston for the second year in a row. The Idealliance Higher Ed Membership program is specifically designed for Higher Education organizations that offer degrees and programs in graphic communications. The membership provides extensive educational programs to build the next generation of industry leaders entering the workforce, and offers additional aid to staff of higher educational institutions, keeping them up-to-date on leading edge practices that support the industry. All students and educators will have access to all Idealliance membership benefits plus over 80 hours of leading certification training and exams. Below is an article by the University of Houston titled *Digital Media Student Masters Idealliance Courses*.

Through a collaboration with Idealliance, digital media students have the opportunity to take training courses online. Idealliance is a graphic communications organization that serves brands, content and media creators, creative agencies and design teams, and innovators and developers worldwide.

With the closure of the UH College of Technology digital media labs due to COVID-19, equipment was unavailable to the students. Jerry Waite, professor and coordinator of the digital media program and lab manager Mike Dawson decided to assign the online Idealliance courses to their students. Kristen McKiernan, a member of Idealliance and president of the software company AccuZIP, Inc., paid for the membership fees, allowing students and educators access to the Idealliance benefits plus over 89 hours of leading certification training and exams.



Kelis Woods, an aspiring creative strategist, has taken full advantage of these courses by becoming the first student to complete all the required color management professional “master” courses. Enjoying the depth of the Idealliance courses, Woods is now CMP Master certified. He said that the color management professional course helped him to explore color management and the terminology used in the print industry. “The Idealliance courses have helped me gain more insight into color theory,” Woods said. “Now, I know how to check color, how inks are made, how to acquire specific colors, and the importance of analog and digital printing. Knowing the limitations and possibilities of color in printing, I can make better decisions in my future projects.”

ACCUGIVES
COMMUNITY SUPPORT

CELEBRATING ACCULEARN

TEAM MEMBERS EXPAND THEIR KNOWLEDGE WITH ACCULEARN

Our Admin and Support Teams attended a webinar course on customer service by Skillpath as part of their ongoing professional development.



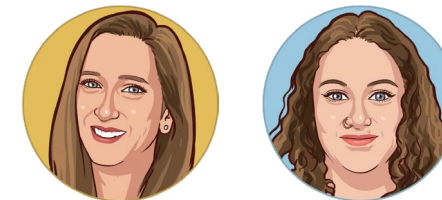
Congratulations to our President, Kristen McKiernan on completing the Leading High Performing Teams Program! This Graduate level course was an approved AccuLearn program and taken through enrollment and acceptance at the prestigious UCLA Anderson School of Management. "Taking this course reminded me how important continuing education is, especially during these ever changing times. I learned new leadership and communication skills that I will utilize in my role as President of AccuZIP. As a UCLA undergrad alumna, it was fun and exciting being 'back in the classroom' as a student and learning skills that I will be able to apply in my real-life work experience at AccuZIP. The AccuLearn program is a fantastic resource for our management staff and for the entire AccuZIP Team!" - Kristen McKiernan



Kelsey Hazelton completed two courses through our AccuLearn program. This last fall semester she took Introduction to E-Commerce and E-Commerce Social Media Marketing through Cuesta College. Here are some of her comments about the experience. "At AccuZIP, we are always learning and growing. It is my AccuLearn Goal to continue taking courses to obtain my AA Degree in Business Administration and my Certificate of Specialization in Marketing. I will be taking three courses this spring towards my degree, as well. It is my goal to grow in my professional development and I am so thankful to AccuZIP for creating the AccuLearn Program to help me."

OUR LATEST ACCUSTARS

CELEBRATING OUR TEAM MEMBERS THAT GO ABOVE AND BEYOND



JILL CROUCH & LARISSA BARRIOS

Jill and Larissa were nominated and chosen as AccuStars as they both go above and beyond in being AccuZIP's 'face' and 'voice,' answering the front desk phones. They always remain calm under pressure even during exceptionally busy times. Larissa and Jill support our team with continual communications internally while never sacrificing service and always putting the customer partner first. These are two AccuStars worth recognizing!



KELSEY HAZELTON

Kelsey goes above and beyond to help the AccuZIP Team and our customer partners by organizing each bi-monthly AccuZIP6 DVD mailing and leading the team by ensuring each mailing is prepped, labeled, and prepared properly for the USPS. She takes extreme pride in these mailings, and does it all with a positive attitude despite any challenges that may come up. Kelsey shines in her mailing duties with grace, patience and a smile every-single-time.



HAVING SOME ACCUFUN

BIRTHDAYS ARE OUR FAVORITE EXCUSE TO CELEBRATE

Our team decorated the office to add some cheer to Larissa Barrios' special day.



Our West Coast Office celebrated President, Kristen McKiernan's birthday with a delicious treat.



REASON TO CELEBRATE

Congratulations to AccuZIP Customer Care Specialist Geoff Cooke and his wife on their 3-year anniversary! We cherish our clever AccuZIP Team and their supportive families. Check out the shirts!

LAUNCHING ACCUVIEW

CREATING OUR NEW TEAM REVIEW PROCESS

Led by Michele Belmonte and Jill Crouch of our HR Department, AccuZIP has moved away from formal annual performance reviews and now uses the AccuView Snapshot process. This follows the "Agile Methodology" with consistent feedback and coaching conversations throughout the year. It emphasizes principles like collaboration, self-organization, self-direction, and regular reflection on how to work more effectively while responding in real time to customer feedback and changes in job requirements. AccuZIP is interested in the personal development of our team and we want everyone to succeed.

CELEBRATING OUR OUTSTANDING ACCUZIP TEAM



AURORA CROUCH

CUSTOMER CARE SPECIALIST

We pride ourselves in providing exceptional customer service to you, our customer partners. This wouldn't be possible without our caring customer service team ready to help you with any question that may arise. One of the lovely members of that team is Aurora. She is a new addition to our AccuZIP family but knows the company well. Both of her parents have worked at AccuZIP for many years. We are excited to highlight her in this edition of zipLINE and get to know her a little better. Welcome to the team, Aurora!

What is a skill you would like to master?

I would like to master programming. I could not only help with development here in AccuZIP but also create programs in my free time.

If you could have any superpower, what would it be?

While people usually say something like flight or invisibility, I wouldn't want either of those. I would want heightened intelligence. With this superhuman intelligence, I could invent devices to help me become invisible, fly, and copy other superpowers.

What's your favorite memory from AccuZIP?

My parents have worked at AccuZIP for as long as I can remember. Some of my favorite memories from when I was younger are coming into the office with them and getting to know everybody. It's crazy that I am now working with some of the people I knew when I was growing up.

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

I would probably have lunch with my best friend, Cadence, because she still lives in California, and it is hard for us to see each other. Plus, California is my favorite place to travel!

What is your special talent?

My special talent would probably be my ability to read pretty quickly and the amount that I read. My favorite subject in school was English because of my love for reading and writing stories.

What's your favorite quality about yourself?

My favorite quality about myself is my loyalty and honesty. I take pride in being loyal to friends and being honest when it counts. I feel that it is important to be loyal and honest to those you trust.

What's your favorite thing about AccuZIP?

My favorite thing about AccuZIP is the environment. It really is like a big family.

What single food, song, movie, and book would you want for the rest of your life?

I would probably have fish 'n' chips for food, The Macarons Project's cover of "Fly Me to the Moon" as my song, the 2004 edition of The Phantom of the Opera as the movie, and the Harry Potter series as the books. I cannot just pick one book since they're all so good.

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.

PHONE

805 461 7300

WEEKDAYS 8AM TO 5PM CT

EMAIL

SUPPORT@ACCUZIP.COM

CHAT

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

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

WE ARE HERE FOR YOU
CONTACT US TODAY



BENEFITS OF PHYSICAL MAIL

Attitudes Toward Mail and
the Postal Service Remain
Consistent During Pandemic

BY USPS

During the pandemic, Americans continue to express gratitude and appreciation when receiving cards and letters from friends and family members.

The Postal Service first surveyed consumers in April 2020 regarding their sentiments on receiving mail during the pandemic. A survey conducted in November indicates that in the months since the initial survey, little has changed in consumer feelings regarding mail and the USPS overall. As the health crisis wears on, the survey highlighted the importance of personal correspondence in helping Americans stay connected during a time of social distancing and heightened stay-at-home mandates.

The survey of more than 1,000 adults was conducted online during November 16–18, 2020, with demographics matching weighted census data. The majority, or 59%, of respondents, continue to support the USPS during this time and agree that receiving mail lifts their spirits. Another 58% strongly agree that it means more to them to receive a card or letter than an email.

More than half – 52% – of respondents find they have a more meaningful connection to those they send mail to, and 40% say they are more reliant on mail due to social distancing.

[CLICK HERE FOR THE COMPLETE SURVEY](#)

PRODUCT SPOTLIGHT



Create digital experiences on postcards with **LIVINGMAIL**

LIVINGMAIL® is an exciting new technology that allows you to create and interact electronically with physical postcards! Using our LIVINGMAIL mobile application you can create and send personalized postcards that include exciting and interactive digital experiences that Bring Your Mail to Life!

CREATE YOUR **LIVINGMAIL** POSTCARD IN 3-EASY STEPS

01. Design personalized postcards by selecting your photos and videos from your mobile device using the LIVINGMAIL App.
02. Customize the postcard and slideshow however you would like using our professionally created templates and themes, including background music.
03. We will print and send the physical postcard to whomever you want throughout the United States for only \$1.99!

Just like that, you have sent a physical postcard to friends and family sharing the exciting and tangible experience of receiving a physical piece of mail combined with a digital experience.

Once the postcard arrives, the recipient can “Bring The Mail to Life” by scanning the Unique QR Code on the postcard and watching the slideshow of your photos and videos while listening to the background music. By scanning the QR Code on the postcard, the recipient experiences the wonderful slideshow you created for them adding excitement, creativity and a true elemental experience to mail!

LIVINGMAIL combines many things you already know and love into one easy, seamless and unforgettable experience. LIVINGMAIL bundles the joy of mail, slideshows, videos, and creativity into one FREE app.

This is an unparalleled digital and mail experience like never before. This experience is what we call LIVINGMAIL!

BRING YOUR MAIL TO LIFE
AND TRY IT OUT TODAY!



LEARN MORE AT [LIVINGMAIL.COM](https://livingmail.com)

12 ELEMENTS OF A SUCCESSFUL POSTCARD

ARTICLE BY POSTCARDMANIA

Your campaign success is our main concern! We've collected the results of thousands of campaigns. After analyzing what works and what doesn't, we created this guide for designing a successful postcard. This is simply a guide for success and not every point is relevant for every business, but we highly recommend you ensure your design contains all or most of these points.

01. A CLEAR & BOLD HEADLINE

The headline must instantly communicate what you're selling or what problem your product or service solves and be large enough to be seen at first glance.

02. RELEVANT IMAGES

The graphic should be very easy to understand and complement the headline. For instance, to promote dentistry, use an image of a smiling person with beautiful teeth.

03. COLOR THAT POPS

Make the headline and other text stand out by using contrasting colors. Your copy should stand out right away.

04. SPECIAL OFFER

With so many valuable freebies out there (Google and Facebook to name two), a great offer is necessary for your card's success! Offer something that has a high perceived value but doesn't cost you very much!

05. SUBHEADLINE ON BACK

A subheadline gives people a place to start reading, acts as a guide, and entices people to read more. If you only have paragraphs of text with no lead-in, there's nothing to draw people's attention.

06. BENEFITS, BENEFITS, BENEFITS!

Bullet point the benefits of choosing your business. A feature is something about you, your product, or your business (ie. a new piece of equipment), whereas a benefit is something that helps the client (ie. No Insurance - No Problem! Financing available!)

07. YOUR COMPANY NAME & LOGO

This is important, but shouldn't overshadow your offer or your message!

08. CALL TO ACTION IN A BRIGHT, NON-MATCHING COLOR

Tell prospects exactly what you want them to do. For example, "Call today to make an appointment" or "Visit us online." Drag the reader's eye involuntarily to it by making it a completely different color than any other color on your card!

09. CONTACT INFO & WEB ADDRESS

Provide your phone number and web address directly following the call to action.

10. RETURN ADDRESS

A return address ensures you'll get returned mail from the post office and shows you have a physical location, which sends a message that you're an established professional.

11. 5 STAR REVIEW

Include a 5-star graphic (with Google-like golden stars!) with your testimonial to instantly SHOW prospects you're a credible, trustworthy business.

12. MAP OF YOUR BUSINESS LOCATION

If you're a local business, use a map image on your postcard to show area prospects where you're located (aka, that you're close to them!).

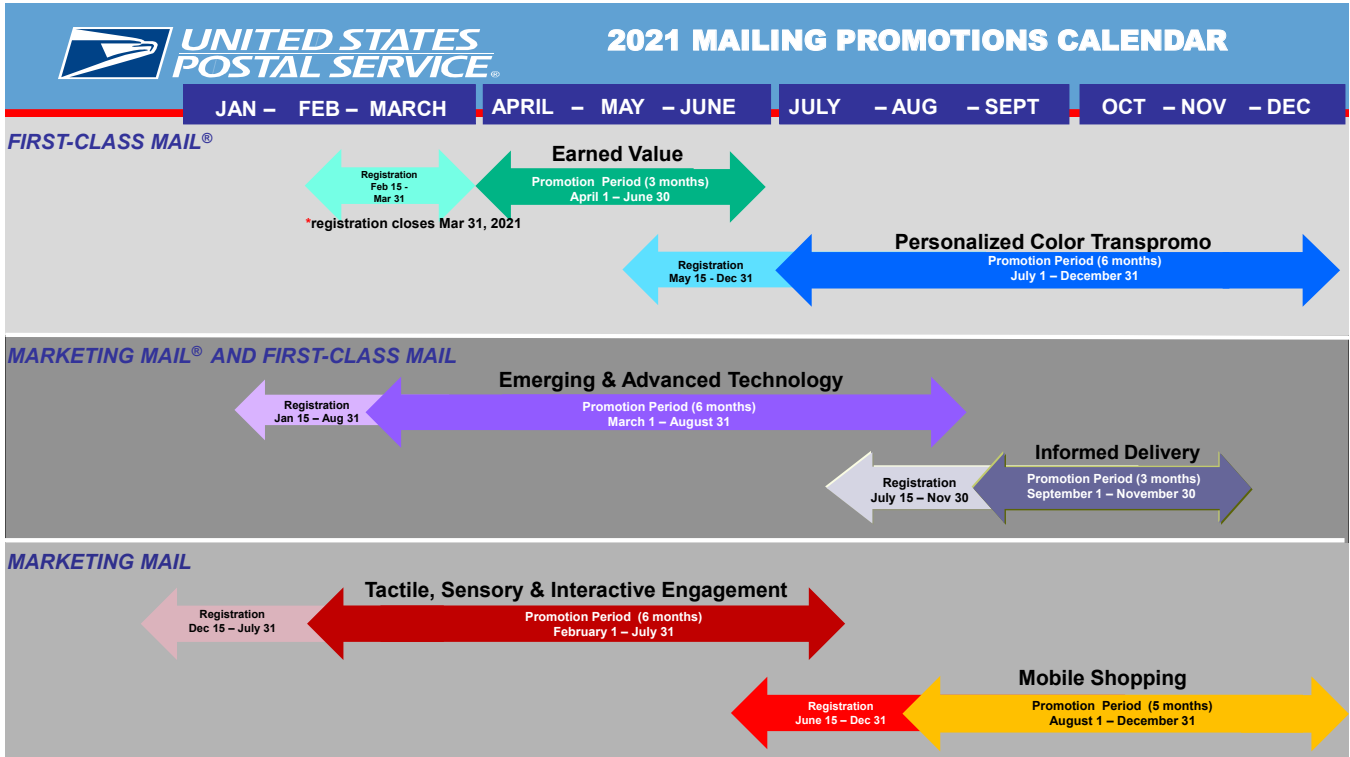
BONUS. PHOTO OF YOU & YOUR STAFF

When you're in an industry where trust is a big deal, putting your photo on your postcard goes a long way toward building that credibility with your prospects. When they see what you look like — see the real people behind the business — it helps create a sense of familiarity that makes them more likely to choose you!

VIEW MORE OF THEIR RESOURCES postcardmania.com



2021 MAILING PROMOTIONS CALENDAR



TACTILE, SENSORY AND INTERACTIVE MAILPIECE ENGAGEMENT PROMOTION

Promotion Period: 2/1/21 – 7/31/21
Registration Period: 12/15/20 – 7/31/21

Encourages mailers to enhance customer engagement with the mail through the use of advanced print innovations in paper and stock, substrates, inks, interactive elements, and finishing techniques. Regular and nonprofit Marketing Mail letters and flats that meet the promotion requirements will be eligible for an upfront 2% postage discount during the promotion period.

EMERGING & ADVANCED TECHNOLOGY PROMOTION

Promotion Period: 3/1/21 – 12/31/21
Registration Period: 1/25/21 – 12/31/21

Encourages mailers to incorporate emerging technologies such as AR, VR/MR, NFC, Video in Print, multichannel mail integration with digital assistants/smart speakers into their direct mailpieces. Regular and nonprofit Marketing Mail letters and flats, and First-Class Mail letters, cards, and flats that meet the promotion requirements will be eligible for an upfront 2% postage discount during the promotion period.

EARNED VALUE REPLY MAIL PROMOTION

Promotion Period: 4/1/21 – 6/30/21
Registration Period: 2/15/21 – 3/31/21

Encourages mailers to continue to distribute Business Reply Mail (BRM), Courtesy Reply Mail (CRM) and Share Mail envelopes and cards by providing a financial benefit when their customer puts those pieces back into the mailstream. All participants will earn a \$0.02 credit per counted reply and share mailpieces between April-June of 2021. Credits may be applied to postage for First-Class and Marketing Mail letters & flats, and must be used by December 31, 2021.

PERSONALIZED COLOR TRANSPROMO PROMO.

Promotion Period: 7/1/21 – 12/31/21
Registration Period: 5/15/21 – 12/31/21

Enhances the value of First-Class Mail by encouraging mailers of bills and statements to incorporate color marketing messaging in order to foster a better connection and response from their customers. First-Class Mail presort and automation letters—bills and statements—that meet the updated dynamic print and personalization requirements will be eligible for an upfront 2% postage discount during the promotion period. First-time participants must meet only the dynamic color print messaging requirements.

MOBILE SHOPPING PROMOTION

Promotion Period: 8/1/21 – 12/31/21
Registration Period: 6/15/21 – 12/31/21

Encourages mailers to integrate their direct mail pieces with mobile technologies that facilitate a convenient online shopping experience for consumers during the holiday season. There are many new mobile technologies that can be leveraged to qualify for this promotion to facilitate a seamless shopping and purchasing experience. Regular and nonprofit Marketing Mail letters and flats that meet the promotion requirements will be eligible for an upfront 2% postage discount during the promotion period.

INFORMED DELIVERY PROMOTION

Promotion Period: 9/1/21 – 11/30/21
Registration Period: 7/15/21 – 11/30/21

Encourages mailers to continue to adopt use of the USPS' omni-channel feature, Informed Delivery. Participants may create Informed Delivery campaigns through the portal or submit elements through their eDoc submission, and develop campaigns that meet best-practice requirements. Regular and nonprofit Marketing Mail letters and flats, and First-Class Mail presort or automation letters, cards, and flats that meet the promotion requirements will be eligible for an upfront 2% postage discount during the promotion.



Instead of getting in the rut of self-promotion, try making most of your content focused on your client's problems and needs. This approach will not only help them but, in turn, makes you look better than ever. Coming from an authentic place of wanting to give, you are sure to be viewed as a trusted partner rather than a salesman.

This approach is something we are very familiar with at AccuZIP. Our valued customer partners are our focus. We make a point to provide valuable resources that will help them take their business to the next level. To ensure we are meeting all expectations, we send surveys and make adjustments as needed.

Gary Vaynerchuk explores this idea in his book "Jab, Jab, Jab, Right Hook." This successful marketing expert has seen incredible results in his campaigns when using this method. The 'Jab' refers to giving, and the 'Right Hook' is the pitch. We should shoot for sharing advice, expertise, and problem solving 75% of the time and trying to land the sale 25%. This approach puts the customer first and lets the pitch come from a place of trust after all tips you've given.

This method can be applied to inquiry calls where you are generous with the answers you provide, a traditional sales interaction with a fresh take, or even in marketing like promotional cards. When your prospective and

returning clients see the nuggets of information you're giving away for free, they'll be excited to partner with you—a proven expert.

Marketing channels these days seems to be as busy as they've ever been. Now more than ever is when you want to be standing out from the competition. All the content feels like it is yelling at the reader to buy from them. Stand out above the noise by reworking your messaging to market your offerings as solutions to the client's problems.

Sharing only self-promotional content may work for the short term, but if they don't need what you're offering today, chances are the collateral will be thrown away. However, if

you are sharing some great tips for them to implement in their business, chances are they will stash your piece away for later reference. You now are staying in their lives longer with a lasting impact, so they'll be giving you a call when they need your services down the road. With how fast content is expiring these days, who wouldn't want a longer lifespan on a campaign?

So, now you're ready to try giving some great content to your audience but don't know what to share. That's where we come in. Think through your frequently asked questions to get a good idea of what your audience wants to learn about. Pair those ideas with our prompts below to get your title!

A STEP-BY-STEP GUIDE TO _____

LEARN FROM AN EXPERT! HOW TO _____

TIPS FOR CHOOSING THE RIGHT _____

A BEGINNERS GUIDE TO _____

SIMPLE WAYS TO IMPROVE YOUR _____

FOOLPROOF TIPS TO _____

A CHEAT SHEET FOR _____

TOP 5 WAYS TO USE _____

WAYS TO INCREASE YOUR _____

A CHECK LIST FOR _____

Turn this new idea into a winning postcard using the article on page 28



**THE BEST
IS YET TO COME**

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WORKPLACE WELLNESS



THINK SMARTER NOT HARDER

BY KELSEY HAZELTON

A new year comes with new goals, projects, and tasks to complete. Your growing to-do list can quickly become overwhelming. By using the S.M.A.R.T. Goals Setting Process, you can plan and achieve your objectives in a more streamlined manner with optimal time efficiency.

01. SPECIFIC

Make your goals as specific as possible so your planning can be precise and lead you to a clearly identified goal.

02. MEASURABLE

Identify what metrics you will analyze to measure your progress towards your goal. This can be a checklist, tasks completed, or dollar amount made by a certain date. This part of the goal-setting can be evaluated at different phases of the project and adjusted accordingly.

03. ATTAINABLE

Make sure to be realistic. Reaching for something out of reach will waste your time. Make attainable steps towards your larger goal.

04. RELEVANT

The goals you set should be relevant to your values and objectives. They should relate to your big picture vision. This could be that you want to grow your business by a certain percent by yearend or that you want to make more this month than you did last month.

05. TIME BASED

When setting your goal end date, be realistic yet ambitious. This will keep you on target and accountable. You will know you did your best to reach the goal by that timeframe.

These S.M.A.R.T. Goal Setting Guidelines help me stay on track and enhance my productivity. I like to add an E and an R on the end of SMART to make it a SMARTER goal. In my mind, the E stands for Evaluate. At the end of a big project, I evaluate what I have completed and assess what I could do to improve moving forward. For me, the R is Reward. If it's a walk after work, a piece of chocolate, or a nice dinner, a reward is important! When you have successfully set your goal the SMART way and achieved it the SMARTER way, don't forget to reward yourself. I hope these helpful tips and tricks help you achieve great success!



HEAD BACK

to the classroom

Education doesn't have to stop when we get our diploma. Learning can extend beyond the first two decades of our lives. We hold continued education close to our hearts here at AccuZIP. That's why we created our AccuLearn program. Team members have opportunities to earn formal degrees, complete technical certifications, or expand their soft skills through a course. This not only helps AccuZIP provide exceptional innovation and customer support to our customer partners but allows our team members a chance to advance themselves.

We challenge you to open your mind and learn something new this year. This doesn't mean you have to go back to the classroom. We now have access to so many tools to better ourselves without the time commitment of going back to school. These options can keep you company on your daily commutes or can be added as a treat in the evening to cap off your day. Explore a few of our favorite educational resources. We have a feeling they will bring you joy, get you thinking, and even inspire you to try something new. Enjoy!

STRENGTHSFINDER

StrengthsFinder is a personality test and book created by Gallup. First, start by taking the quiz

and then dive into your different strengths explained in the book. Unlike other black and white systems, StrengthsFinder focuses only on your strengths so that you can use them to your advantage. Do the exercise with your coworkers or family to see how to best pair your strengths together!

SKILLSHARE

Become an expert by an expert. Skillshare offers courses to help you level-up your work, take on a new hobby, or better your lifestyle mindset. Some of the many topics covered include animation, illustration, marketing, and productivity. From 20 minutes to 20 hours, there's a course for those interested in a new topic or those that want to be an expert. Try out some of their free courses to expand your knowledge and put your creativity to the test!

TED TALKS

Switch up your nightly tv programs for some TED Talks! These quick videos are sure to push your thinking and open your mind to others' experiences. The TED organization is a nonprofit that has made it their mission to give the public access to thought leaders. Standing for Technology, Entertainment, and Design, TED Talks focus on these topics and many more. Check them out on ted.com or YouTube!



SPRING CLEANING

organizing for efficiency

Do you start the week already feeling behind? Or get to 5 o'clock and wonder where the day went? It may feel frustrating, but know you are not alone. There are a lot of strategies you can add to your efficiency toolbox, but one of our favorites is SOPs.

An abbreviation for Standard Operating Procedure, these documents can make your reoccurring work second nature. Creating personal SOP documents for your weekly, monthly, or even quarterly tasks is a surefire way to be more efficient and decrease your stress. A straightforward roadmap will guide you through these tasks. Before you know it, following your SOPs will be second nature. As duties are delegated amongst your team, these documents can then be easily used as onboarding tools.

So, we challenge you! Think of some of those reoccurring projects you could create SOPs for to help you move forward. Our steps will guide you through the process. Good luck!

ONE

Create a folder to house your SOP documents. They need to be organized and accessible to be helpful. A go-to folder is a perfect way to keep them in one place.

TWO

Title your document with the name of the project. We suggest using the document title in the file name for easy locating.

THREE

Explain the frequency of the project. Does it need to be completed on the third Friday of the month? Include for easy reference.

FOUR

Outline the major categories of the project. This helps you view the tasks ahead in phases rather than an overwhelming list.

FIVE

Fill in the subtasks under the categories for all the steps that need to be completed. Don't assume that you will remember any of the seemingly easy tasks – include them all.

SIX

Reference this document every time you tackle this project moving forward. Doing so is a sure way to turn this new routine into a habit.

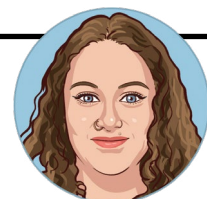
BONUS POINTS

Utilize a software platform to make this process even more seamless moving forward. Many offer a free option that includes all the features you would need.

PLACES TO JOURNEY

DISCOVER DULUTH

BY LARISSA BARRIOS



With the last remnant of winter riding on the wind that sweeps over you, spring is here. Ahead lies a watery expanse, large enough to mistake it for the ocean were it not for the lack of seagulls and salt in the air. In the distance, you hear the horns of ships as they make their way in and out of the harbor. You marvel as an enormous bridge lifts to allow a thousand-foot freighter to pass underneath. Welcome to Duluth, Minnesota.

Located on Lake Superior's north shore, Duluth is the largest metropolitan area and second-largest city on the lake. The Port of Duluth is accessible to the Atlantic Ocean 2,300 miles away via the Great Lakes Waterway and St. Lawrence Seaway. It is the world's farthest inland port accessible to oceangoing ships called "salties" and services some of the largest freshwater freighters called "lakers."

One of the most striking features of the harbor is the Aerial Lift Bridge. Built in 1905, it was known as the United States' first transporter bridge—only one other was ever constructed in the country. In 1929, the span was converted



to a vertical lift bridge. The bridge was added to the National Register of Historic Places in 1973. To this day, the lift operates, allowing ships to pass under and cars to traverse to Parks Point, the world's longest freshwater sandbar.

A tourist destination for the Midwest, Duluth offers attractions year-round. In the spring and summer, visit the Leif Erikson Park and Rose Garden, which features a variety of roses, a fountain, a marble gazebo, and in the near future, a recreation of a Viking ship. Take a stroll down Brighton Beach and collect colorful beach glass, weathered rocks, and driftwood.

In autumn, marvel at the fall colored leaves as you cruise along the North Shore, a scenic drive that takes one all the way to Ontario, Canada. For an up-close view of fall foliage, ride on the Summit Express Gondola, an aerial gondola that takes one to the top of Moose Mountain 1,000 feet above Lake Superior.

Not one to shy away from the cold, Duluth offers fun even during the coldest winter months. Try your hand at ice fishing, curling, skiing, snowboarding, or tubing. For the more adventurous, try dog sledding, ice climbing, or skijoring, a sport in which a person on skis is pulled by a horse, a dog, or a motor vehicle. Visit Downtown Duluth's skywalk system to warm up in climate-controlled comfort while you shop and dine.


No matter what time of year, Duluth has staples that can't be missed. From Bayfront Festival Park, head up to the Great Lakes Aquarium, the country's only all-freshwater aquarium. Cross the Minnesota Slip Bridge to the William A. Irvin Museum that features tours of historic freighters. Further up the Lakewalk, you'll find Bob Dylan Way, a street dedicated to the Duluth native, that leads to Fitger's Brewery Complex. An expansion on the original brewery, Fitger's boasts the title of the oldest pub in Minnesota. Finally, stop by Enger Tower, a five-story watchtower created in honor of Bert Enger, who donated money to the city and its parks. Today, the park includes the American-Japanese Peace Bell, a gift from Duluth's sister city of Ohara-Isumi, and serves as a popular location for weddings.

Duluth offers a unique experience each visit. Whether frolicking in the snow or walking along the harbor under the summer sun, there's a little bit of magic to be captured. Duluth is a place that celebrates city life and the beauty of nature. One trip, and you'll be sure to come again.

LEARN MORE [visitduluth.com](https://www.visitduluth.com)

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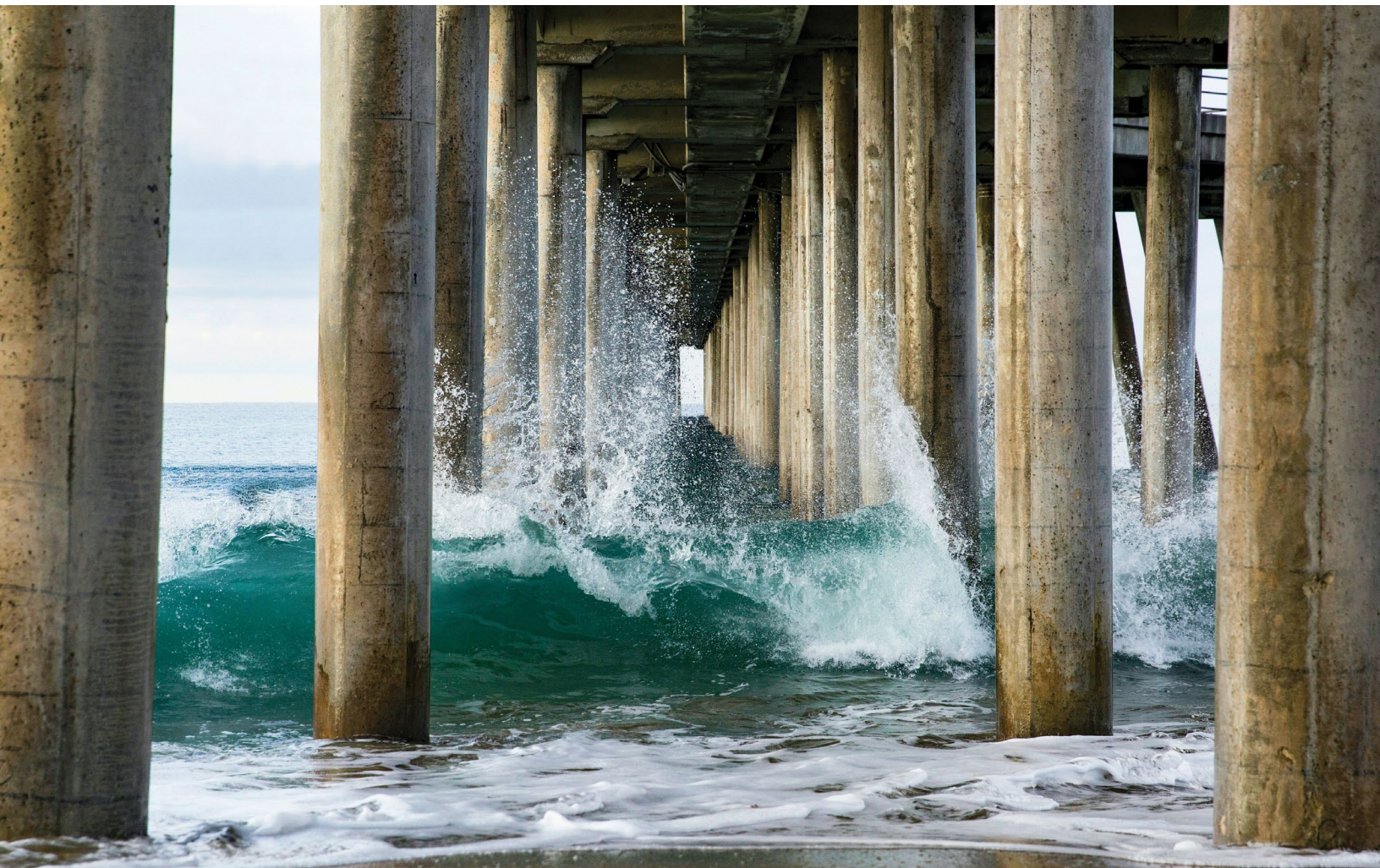
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