



**DOORS UP**  
SMALL BUSINESS RESCUE SQUAD  
**2025**

DFW Local

# 9X12 CO-OP MAILER SUCCESS KIT

9 STEPS TO 10,000 DOORS



# 10,000 DOORS IN 9 STEPS

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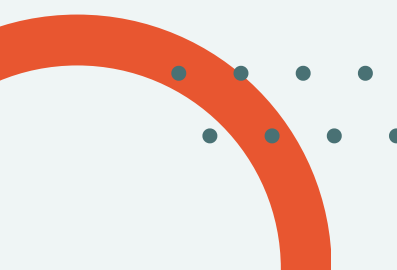
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Lock In Your Spot



# WHY THE 9X12 FOR LOCAL BUSINESS

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💡 What's in a word... "Sticky" Squad up with other local businesses and stick around longer. The 9x12 mailer has 100% visibility—there's nothing to open, no emails to get lost in spam, and no digital ads to scroll past. And the effect a HUGE full color card like this gives people is fun to see. "Wow that's huge" "I've never seen something like this" "How did you come up with this." It's Big, it's tangible, it sticks!

Co-Op is a cost-effective, high-impact way to reach 10,000 local doors, with a sticky, tangible piece that tends to park itself on the fridge and get passed to friends and family. This shared mailer guarantees 100% visibility—there's nothing to open, nothing to scroll past, and no competition for attention. Did I mention it's in your face... HUGE!!

- ✓ Mailed to roughly 10,000 targeted local doors.
- ✓ One business per category—no competition on the same mailer.
- ✓ A massive 9x12 postcard—impossible to ignore.
- ✓ Done-for-you design, printing, and mailing.
- ✓ Costs as low as \$0.03 per door—90% cheaper than solo mailers.
- ✓ Repeat exposure: Customers see your ad multiple times... Branded into their subconscious.
- ✓ Designed to generate customers through exposure.



# HOW IT WORKS

## SIMPLE EFFECTIVE

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**1 Reserve Your Spot** – I only allow one business per category, ensuring you don't have to compete with similar services on the same mailer. Spots fill up quickly, so act fast to secure your placement before a competitor locks in their ad.

**2 Ad Creation** – Whether you have an existing ad or need one designed from scratch, I will craft a high-converting, professional ad that captures attention and drives responses. I ensure your ad is optimized for maximum impact on the 9x12 format.

**3 Printing & Mailing** – Once your ad is finalized and approved, I will handle all printing, postage, and logistics. Your ad is professionally printed on a high-quality, oversized 14pt glossy full color 9x12 postcard and mailed directly to 10,000+/- carefully selected local doors to maximize exposure.

**4 Generate Calls, Sales & Brand Awareness** – Get real, local exposure and results! Optional QR codes, or promo codes, making it easy for your new customers to reach you.

# 10,000 PCS

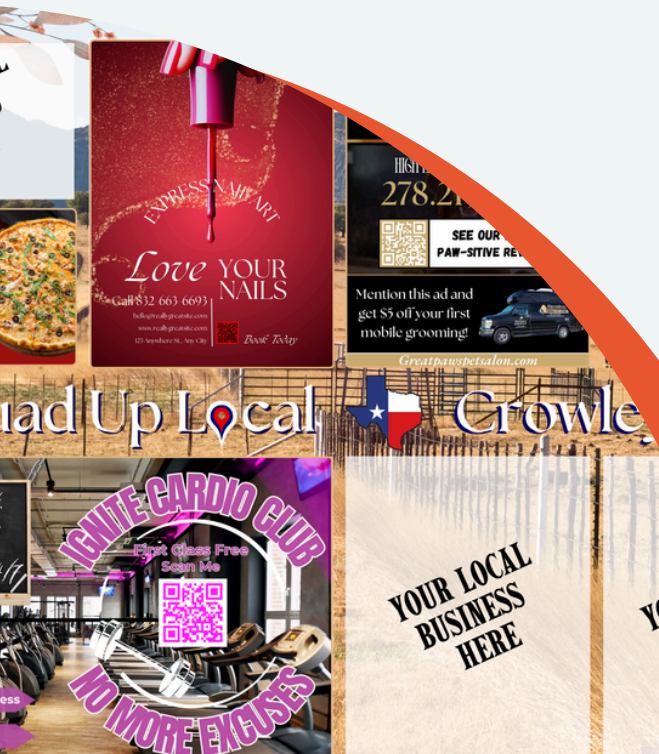
## 9X12 VS SOLO MAILER

<u>Expense</u>	<u>9x12 Co-Op Mailer</u>	<u>Solo Mailer</u>
<b>Design Cost</b>	FREE (included)	\$150 - \$500
<b>Printing Cost</b>	FREE (included)	\$800 - \$1,900
<b>Postage Cost</b>	FREE (included)	\$2,300 - \$7,300
<b>Mailing List</b>	FREE (included)	\$200 - \$500
<b>My Service/Total</b>	\$300 - \$950	\$3,500 - \$7,000 💰
<b>Cost Per Door</b>	\$0.03 - \$0.10	\$0.35 - \$0.73

# LOCAL SMALL BUSINESSES



# CAN FINALLY COMPETE



# HOW TURNKEY IS THIS

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Running an ad with our 9x12 mailer is 90% hands-off for you. Once we get your request instructions, we take care of everything so you can focus on running your business while new customers come to you.

- ✓ **Turnkey Solution** – I handle design, printing, and mailing, making it a stress-free advertising solution.
- ✓ **No Design Hassle** – I create a professional, high-value ad for you (or use your existing one).
- ✓ **No Printing or Mailing Headaches** – I handle all printing, postage, and logistics.
- ✓ **Hands Off** – With zero effort on your end, your business reaches approximately 10,000 local doors with a high-impact ad that gets local exposure.
- ✓ **Massive Cost Savings** – 80% - 85% LESS than the cost of a solo mailer campaign.
- ✓ **Guaranteed Visibility** – No envelopes to open, pages to flip through, or the ability to scroll right past your ad. This HUGE 9x12 is front and center, in your Face, 100% visible.
- ✓ **No Competition** on the Same Mailer – One business per category per card, so you get undivided attention.
- ✓ **Multi-Touch Marketing** – A large, high-quality postcard ensures customers see your business multiple times.



# IF YOU'RE LOCAL...

## EXPOSURE WORKS

### 💡 Businesses that see the best ROI from direct mail:

- **Home Services** – HVAC, Plumbing, Roofing, Pest Control, Landscaping, Garage Door Repair 🏠
- **Auto Services** – Auto Repair Shops, Mobile Detailing, Car Washes, Window Tinting 🚗
- **Health & Wellness** – Dentists, Chiropractors, Med Spas, Gyms, Personal Trainers 🧘
- **Restaurants & Local Eateries** – Coffee Shops, Bakeries, Catering 🍴
- **Professional Services** – Realtors, Insurance Agents, Accountants, Lawyers 💰

🎯 **If your business depends on local customers, this mailer will get your brand in front of them!**

# HOW A 9X12 LAYOUT LOOKS

DFW Local

AD FRAMES CAN BE ADJUSTED TO PURCHASE LARGER AD SPACE





# HOW A 9X12 LAYOUT LOOKS

DFW Local

AD FRAMES CAN BE ADJUSTED TO PURCHASE LARGER AD SPACE

**YOUR LOCAL BUSINESS HERE**

Squad Up Local
ARLINGTON, TX

**YOUR LOCAL BUSINESS HERE**

**YOUR LOCAL BUSINESS HERE**

Squad Up Local
Crowley, TX

**YOUR LOCAL BUSINESS HERE**

**YOUR LOCAL BUSINESS HERE**

# MAIL ROUTES

## CURRENT FOCUS & WHY

Households in these areas have a median income exceeding the area average, but below the top, with a higher percent of homes being owner-occupied and also a high percentage of husband-and-wife households. This combination creates a financially stable and community-invested audience—prime conditions for a high response rate to direct mail marketing.

<u>City</u>	<u>Zip Code</u>	<u>Housing/Income</u>
<b>Crowley</b>	76036	<u>Demographics</u> 💰
<b>Burleson</b>	76028	<u>Demographics</u>
<b>Mansfield</b>	76063	<u>Demographics</u>
<b>Arlington</b>	76016	<u>Demographics</u>
<b>Grand Prairie</b>	75052	<u>Demographics</u> 🏠
<b>Benbrook</b>	76126	<u>Demographics</u>

💡 Don't see your area listed here?

We are expanding throughout Greater DFW area! As soon as we gather enough interest for a new location, we will fill a mailer for that area. Get on the waiting list now to ensure your business gets a prime spot when we launch in your service area!

**Add your Business to the waiting list today.**

[CLICK HERE](#)



# SUCCESSFUL AD CHECKLIST

## Approximately 10,000 doors 9x12 Co-Op Mailer Ad Submission Checklist

Use this checklist to ensure your ad is optimized for success on our monthly 9x12 co-op mailer. We guarantee EXPOSURE, and with repeated mailings Branding. Results or ROI is offer dependent (this is where you come in). A strong offer and call to action will increase a successful campaign. Please provide the following information (only include items applicable for your ad): Note: If you already have an ad you would like to use, please forward that to me and disregard this checklist. See Sheet 2 for acceptable ad sizes and file types prior to submission.

### 1. Business Information

Business Name: \_\_\_\_\_  Phone Number: \_\_\_\_\_ Do you want the phone # listed on the ad \_\_\_\_\_?  Website URL: \_\_\_\_\_ Do you want the website listed on the ad \_\_\_\_\_?  Physical Address and Hours (if relevant for ad): \_\_\_\_\_

### 2. Branding Assets

High-resolution logo (PNG or JPG)  Preferred Brand colors (if applicable) Are they on the website? \_\_\_\_\_  High-quality images, (products, services, team, etc.) if you would like one incorporated in the ad.

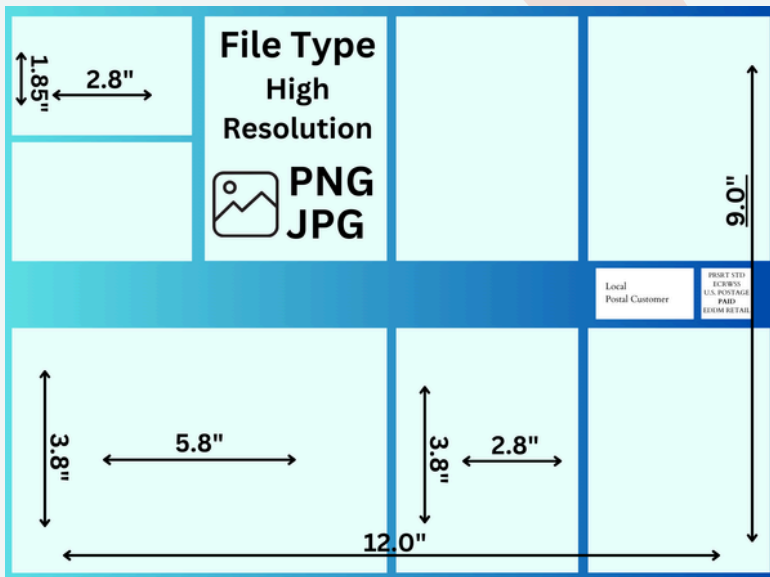
### 3. Offer & Call to Action (CTA) (A Strong Offer and CTA will increase the success of a campaign)

Clear & compelling offer (discount, free trial, limited-time deal) \_\_\_\_\_  Strong call to action (Call Now, Visit Today, Scan QR Code, etc.) \_\_\_\_\_  Expiration date (if applicable) if used please note start of promotion must be mailing date of card or after: \_\_\_\_\_

### 4. QR Code Link (Optional)

Would you like a QR code in the ad? \_\_\_\_\_  Where would you like the QR code to direct customers (Website, Facebook page, Instagram, Menu, Sales Page)? \_\_\_\_\_

### 5. Competitive Advantage



**DOWNLOAD  
THE FULL AD  
CHECKLIST**

[CLICK HERE](#)

**OR... COMPLETE  
THE CHECKLIST  
ONLINE**

[CLICK HERE](#)



YOUR LOCAL  
BUSINESS  
HERE

Discover Your Style  
**603.441.7910**  
Downtown Portsmouth's  
Premier Hair Salon  
**salt-salon.com**

THE  
DETAIL  
"QUALITY SERVICE"  
MARK  
207  
AD

DFW Local

ad Up Local ARLINGTON



# YOU'RE STILL HERE


## FAQ THOUGHTS



[OPEN VIDEO IN YOUTUBE - CLICK HERE](#)

[FULL FAQ - CLICK HERE TO VISIT THE WEBSITE](#)


 **Exclusive:** Only ONE business per category per mailer. Don't let your competitors take your place!

 **Call/Text:** [346-491-9862]

 **Email:** [ShaneandNayeli@gmail.com](mailto:ShaneandNayeli@gmail.com)

 **Visit:** [Bossupmedia.com](http://Bossupmedia.com)

Or Like and Follow the New [Small Business Rescue Squad FB Page](#)

 Act now to get your business in approx. 10,000 local doors for just pennies per door! Don't forget to [add yourself to the wait list.](#)