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603 E Fort King Street #1041 • Ocala, FL 34471

Telephone: 800-290-2817 www.DobermanDan.com FAX: 866-226-6122

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**“Most people would sooner die than think,
and often do.”**

– Bertrand Russell

Dear Knight of the Round Table,

Have you heard?

There's a war going on.

A war to conquer the collective human mind.

And right now, it appears that humanity is losing that fight.

Which leads to a question from a curious dude (that's moi, by the way.)

How do you get people to continue participating in an EXTREMELY broken -- and downright malevolent -- system that obviously doesn't serve them?

The answer is simple...

You Break The People By Turning Them Into Addicts!

You get them addicted to drugs and tell 'em it's medicine.

You get them addicted to propaganda and tell 'em it's news and entertainment.

You get them addicted to self-commodification. Which is defined as...

Treating oneself as a product or commodity, valuing one's self-worth based on how marketable they are within a capitalist system. This involves viewing oneself through the lens of consumerism, focusing on appearances, performance, and market value rather than intrinsic qualities. This can lead to a sense of alienation, as individuals prioritize external validation over genuine self-understanding and

fulfillment.

You indoctrinate them into an inherently self-loathing consumerist mindset and convince them it's empowering. You condition them to believe that they're hustlers, that they're free and breaking out of the matrix. You get them addicted to swipes and likes. Addicted to dopamine hits, to Netflix binges and Amazon next day delivery. To mile long candy (heroin) aisles at the grocery store.

You get them so accustomed to instant gratification, to easy quick fixes, that the idea of pursuing long-term depth or purpose never has time to occur to them. **And that's the real key...**

You Remove Purpose!

Nothing will turn a human being into a more predictably obedient robot slave consumer than a desperate need to fill a void. And a need for purpose that they have been tricked into forgetting. Or that they even had in the first place.

However, lucky for you, since the war is for your mind that means you have home court advantage. All you need to do to fight back is pay attention. Pay attention to what you consume. Does it serve you? Does it help you grow? Does it keep you sharp? Does it mean you well... or does it hurt you and take advantage of you? Does it dull you and slow you down? Does it lull you into apathy and emptiness disguised as comfort and convenience? Pay attention and only engage with things that do you good.

You see, ultimately YOU are the lens through which you experience EVERYTHING. Because everything is filtered through your own perception of you. And why is that important? The answer is simple my beloved, beautiful and occasionally befuddled banneret? Because...

Your Perception Creates Your Reality!

So that means this: if you change the relationship you have with yourself, if you truly wish yourself well, if you picture yourself as the person you truly wish to be... **you change the relationship you have with the world.** Which makes it a *whooooooooole* lot easier to engage with the world in positive ways. And the more people that do that, the

better the world becomes. And TPTB's (the powers that be) war on humanity is lost.

Yup, it's true. You don't need to protest, use violence or even attempt to change the system in any way whatsoever. Because fighting against something never changes anything. Well, actually, on second thought, it does. *It changes you.* And not in a good way. Because my six decades experiencing this *maya* dream world has proven *this* to me:

You Become What You Fight!

So you don't need to fight to change the system in any way. Because you CAN'T change the system. The ONLY thing you have to change to experience this miracle in your life is... **to change YOU**. By being aware of your thoughts and feelings. And consciously choosing what you think, focus on, and feel.

You see, as above so below. What goes on in that nutty noggin of yours ultimately, without fail, sooner or later gets created in your 'external' reality. Well, that's how it *appears*, at least. As external. **But in truth there's no 'external reality.'** It's all happening inside of you. It's just an illusion created by your nervous system. So, wouldn't you like the illusion of reality that YOU create to be one that's fun and exciting? One that serves you instead of one that slowly destroys you?

What's that? You say you'd like that? Oh goodie, goodie gumdrops. I was hoping you'd say that. Because that allows me to reveal a few things -- should you happen to actually DO them -- that will help you create that beautiful illusion of reality you've desired for sooooooo long. And we shall start with one of the things you've been working so hard at. Which is also probably the *numero uno* reason why you subscribed to this humble homily known as *The Doberman Dan Letter*. You wanna make...

Mo' Money!

Yeah, I can help you do that. As a matter of fact, I can help you make as much as your greedy lil' heart desires. There's no limit to how much you can make. Well, I take that back. There is one thang that will limit it. **The limits you impose upon yourself.** However, if you do the

inner work to overcome those self-imposed limits, then the sky's the limit. 'Cuz, ya see, those limits are just like everything else in in the maya world... they're NOT REAL. The *only* thing that makes them real is your BS, your belief systems. Change your BS and you change your 'outer' reality. Which, as Neville always said, is just YOU pushed outwards. Because...

"We Don't See The World As It Is, We See It As We Are!"

Now, if you're one of the precious, darn near *infinitesimal* few folks capable of grokking this, that revelation alone will get you quite far. But based on my experience we still gotta do some stuff. It's the old "faith without works" thang, right? So I'm gonna ask you to take some actions to make your dream reality come true. And, since our time is infinitely valuable, we wanna make sure we're investing it in the most effective, most efficient things, don't we? Good! I thought you'd agree.

Look, if what you're currently doing is working for you and you're happy with the results, then by all means, keep doing it. Sure, we can probably improve your results but that's a topic for another time. This month I'd like to talk about you adding a few SUPER effective and efficient things to what you're already doing. "And *WHY*, pray tell, should I do that, Sir Dan of Doberman?" I'm glad you asked. I really am. And I shall oblige by sharing some interesting data with you. Let's take a gander at...

Direct Mail in 2025: Statistics and Superiority Over Digital Marketing

- **Direct mail delivers a 161% ROI** -- the highest of any paid marketing channel in 2025, outpacing email (93%) and even paid social, around 0.9% CTR. (Source: <https://www.triadexservices.com/uncategorized/why-direct-mail-still-works-in-2025-tangible-impact-in-a-digital-world/>)
- **Response rates for direct mail:** 3-5% versus just 0.6% for email. (Source: <https://www.directmail.com/blog/direct-mail-vs-email-marketing/>)
- **Smart and savvy marketers (and there are soooooo darn few of us left these days) are investing more:** 61-82%

of marketers and brands have increased their direct mail budgets this year and plan to do so even more next year. (Source: <https://www.lob.com/state-of-direct-mail/2025-report>)

Those three points alone would lead an intelligent marketer to just one conclusion: Only a "bovine, clod pated, citified moron" would ignore offline channels. Or, at the very least, they should give them a try. However, most marketers do it completely wrong. Then they claim that "direct mail doesn't work." Oh, it works alright. Some of the largest fortunes have been built *exclusively* with direct mail. And they're *still* being built that way today by the few remaining intelligent, open minded and savvy marketers. In future issues I'll show you the most common reasons why people fail with direct mail. So you can NOT do those things. However, based on my 30 years of experience working in the trenches as a direct response marketer, I'll let you in on a lil' ole secret. One that will put you on...

The FAST TRACK To Success With Direct Mail!

And once you know this secret you avoid all the common rookie mistakes. The mistakes that do nothing but burn through all your marketing capital and leave you feeling discouraged, depressed and dejected.

[Pregnant pause for effect.]

OK, wanna know the secret?

Hire An Expert Who Has Already Made All The Common Rookie Mistakes!

Yeah, this is a shameless plug. And I will NOT apologize for that. Because hiring me to manage your direct mail could be one of the most profitable things you've ever done in the entire *history* your business.

You see, I've launched a new business. A direct mail marketing agency. In other words, a direct mail *magician* (*that's moi, Sir Dan of Doberman*) will handle all of your direct mail FOR you. And, since I couldn't find any decent list brokers over the past few years, I now are one. (I are gud riter, too.) So, if there are lists available that have

potential to work for you, I'm gonna ferret 'em out for ya.

So yeah, from start to finish, I'll do all your direct mail for you. Including strategizing your best offers, helping you choose which ones we'll launch in direct mail... getting it printed, addressed, stuffed and sent to the USPS. The whole schmeer. With some mighty cool tracking so you'll know to the penny how much money your direct mail promotions are generating for you. And you'll know who's clicking on your link, calling or using your QR code.

And you gotta admit, having an 'A list' copywriter with three decades of experience working at the highest levels of marketing -- with some of the biggest companies in the biz... and the most famous marketers and copywriters who have walked this earth -- is a huge bonus. One that could help you stack up soooooo many shekels...

You Buy A New Yacht Every Time The Old One Gets Wet!

Man, I really gotta come up with some new "he's so rich" sayings. If you've got any, please help a brutha out and send 'em to me, will ya?

Oh, and by the way, hiring me ain't as expensive as you might think. In fact, compared to your ROI it's a mere pittance. **If you want more details, text me at 352-502-2214.** (I almost never answer calls from numbers I don't know. So text first, OK?) **You can also email me at support@dobermandan.com.**

Anyhoo, more exciting moneymaking data for ya. Let's talk about...

Engagement & Consumer Behavior

- **Undivided attention:** A typical direct mail piece holds a recipient's focused attention for 132 seconds, compared to 13.8 seconds for a TV ad and mere seconds for emails. (Source: <https://www.modernpostcard.com/blog/direct-mail-stats>)
- **Lasting impact:** Mail lingers in the home for an average of 17 days versus seconds for digital messages. (Source: <https://www.modernpostcard.com/blog/direct-mail-stats>)

- **Enjoyment and preference:** 53% of consumers look forward to receiving print mail ads, compared to only 38% for digital. 54% say reading print ads is enjoyable -- with the figure rising among millennial parents. (Source: <https://www.agilitypr.com/pr-news/marketing-news/tried-and-true-study-finds-consumers-have-an-emotional-connection-with-direct-mail-ads/>)
- **Mail is trusted:** 47% feel direct mail is more genuine than digital ads; 71% believe mail feels more personal. (Source: <https://www.agilitypr.com/pr-news/marketing-news/tried-and-true-study-finds-consumers-have-an-emotional-connection-with-direct-mail-ads/>)

Hmmmmmmmm. Do ya think we're onto something here? Something that could give you a nice ongoing boost in sales and profits? By simply and quickly adding this uber profitable medium to the channels you're already using. I think so. In fact, I KNOW so. And on that note, let's talk about...

Psychological & Cognitive Advantages

- **Deeper processing:** Scientific brain scans consistently show direct mail triggers greater emotional engagement and memory encoding than digital ads. (Source: <https://finelineprintinggroup.com/blog/why-your-brain-prefers-direct-mail-over-email/>)
- **Tangible memory effects:** Recipients are more likely to remember physical mail and connect with its message. Physical interaction requires more cognitive effort and engages the senses, leading to better recall and brand association. (Source: <https://www.designdistributors.com/blog/the-science-psychology-of-direct-mail>)
- **Emotional response:** Receiving mail excites curiosity and feels more special, creating positive emotions -- something digital rarely accomplishes. Over 54% of millennials and 61% of millennial parents say printed ads feel more personal than digital. (Source: <https://www.agilitypr.com/pr-news/marketing-news/tried-and-true-study-finds-consumers-have-an-emotional-connection-with-direct-mail-ads/>)
- **Wish for real mail:** As of 2025, nearly half of Gen Z, 41% of millennials, and 57% of baby boomers would be disappointed if they stopped receiving physical mail. (Source: <https://finelineprintinggroup.com/blog/why-your-brain-prefers-direct-mail-over-email/>)

Well butter my butt and call me a biscuit! Turns out this direct mail thang has some mighty big advantages, huh? So much so that only a bovine, clod pated... wait a minute, I already used that movie quote. So let me just say this: not figuring out how to incorporate direct mail in your business is a pretty big boneheaded mistake. One that's costing you an awful lotta lost loot. Day after day, week after week, month after month. And to rub it in your face even more, let's take a gander at this...

Competitive Advantage Over Email

	Average Response Rate	Average ROI	Attention Time	Permanence	Emotional Impact
Direct Mail	3-5%	161%	132s	17 days	High-memorable
Email	0.6%	93%	<5s	Seconds	Low-memorable

Sources:

<https://www.directmail.com/blog/direct-mail-vs-email-marketing/>

<https://www.nextdayflyers.com/blog/digital-vs-direct-mail/>

<https://www.modernpostcard.com/blog/direct-mail-stats>

<https://finelineprintinggroup.com/blog/why-your-brain-prefers-direct-mail-over-email/>

<https://www.triadexservices.com/uncategorized/why-direct-mail-still-works-in-2025-tangible-impact-in-a-digital-world/>

Not bad. Not bad at all. Now is this all to say that you should drop email marketing in favor of direct mail? Well, in some cases, maybe you should. But in most cases I'd say this: if email marketing, or any online platform is still working for you... even if it only brings in a teeny tiny trickle... you might just wanna keep doing that stuff, wouldn't ya? So I never said drop email marketing. I'm saying that by not *adding* direct mail -- in addition to your other channels -- you're leaving an awful lotta loot laying on the lecturn... month after month, year after year.

Onward.

- **Digital fatigue:** Consumers are increasingly ignoring email due to overloaded inboxes and skepticism about

online offers -- a major obstacle email struggles to overcome in 2025. (Source: <https://www.directmail.com/blog/direct-mail-vs-email-marketing/>)

- **Direct mail integration:** Combining mail with email can result in a response rate lift of up to 27%. ([https://www.modernpostcard.com/blog/direct-mail-stats%.](https://www.modernpostcard.com/blog/direct-mail-stats%/))
- **Mail volume uniqueness:** The average household receives 7,750% more emails than physical mail daily -- a reminder that physical mail stands out. (Source: <https://www.postcardmania.com/blog/direct-mail-statistics/>)

Can you see why the smart marketers already using direct mail are doubling down in it? The reasons are obvious...

- **Strategic targeting and personalization:** Advances in data and automation allow highly individualized campaigns, making mail even more effective in 2025. (Source: <https://www.lob.com/state-of-direct-mail/2025-report>)
- **Cutting through digital clutter:** Lower mail volume (due to rising postage) means marketing messages get noticed--especially as regulations curb some digital outreach. (Source: <https://www.triadexservices.com/uncategorized/why-direct-mail-still-works-in-2025-tangible-impact-in-a-digital-world/>)
- **Purchase influence:** Half of consumers say they've chosen to buy after seeing a direct mail ad--compared to 43% for digital. (Source: <https://www.agilitypr.com/pr-news/marketing-news/tried-and-true-study-finds-consumers-have-an-emotional-connection-with-direct-mail-ads/>)

Listen, contrary to what most of the online marketing "experts" claim to know, in an era of digital fatigue... **direct mail is THRIVING!** For one simple reason: it has...

The Highest ROI And Engagement Of ANY Major Channel!

AND... it beats everything on attention, memorability, trust, and emotional connection. Which makes it a powerful marketing tool for 2025 and beyond.

Yup. Direct mail is making a comeback. My friend, Luke Jaten, who has his own direct mail marketing agency, said that people are more interested than ever. And he can't even keep up with the flow of people wanting to become

clients. So I think you should seriously consider testing it. But you better be prepared to invest in at least three to five tests initially. They don't have to be big quantities. It can be as few as 1,000. Or even less if we're talking about back-end offers.

Speaking of back-end offers, let's talk about how you can start using direct mail. Because most people new to it get it all backwards. And if it's not done the right way... and in the right order (well, the order that *I* prefer) then your results could be less than stellar. And you might even be one of those myopic, impatient and not persistent folks who gives up after one measly test and says, "Well, direct mail doesn't work."

Here's how everybody wants to start with direct mail...

Customer Acquisition

I discourage that.

For a couple o' reasons.

The first one is a selfish one. If it's a good fit I can almost always get a big win right from the beginning with a back-end direct mail offer. That will bump up sales and profits fast. And I like producing significant -- and unexpected -- cash flow surges. It's soooooooooo much easier to do than customer acquisition. And once a direct mail newbie sees the results he or she can get using direct mail for back-end offers, they usually just focus on that.

But before we get to direct mail for customer acquisition, there's still some more low hanging fruit you can grab. I like to look at an online business's lead flow. Where they're coming from, who they are, what are they offered, how are non-buyers followed up on... stuff like that. Because oftentimes the email open, read and click rates from their prospects is pathetically low. So if you keep following up by email only, you're not reaching MOST of your prospects.

But just for example, let's say you have a stellar high email delivery and open rate. Let's say that's it's as high as 50 percent. (Which is quite rare to achieve these days.) But that still means that HALF of your prospects

never saw your offer. And even amongst the ones who opened, read and maybe even clicked, very few of them actually gave it much, if any, attention. Maybe a 5 second scan and then "delete." So that all means this: A big win for you could be incorporating automated direct mail that goes out concurrently with your email follow ups. That would be my preferred Step Two. Because you can see some amazing results fast. And when you increase conversion from the already existing lead flow, you'll be a hero. That makes a BIG impact on the bottom line. *Especially* if you're using direct mail for back-end offers, too.

The final thing is to test direct mail for customer acquisition. Because at that point you could simply reinvest some of the money generated from Step One and Step Two into testing. And test you must. You should be prepared for five tests before you get it right. Or *start* getting it right. And even then, you stand a good chance of not getting it right after five tests. We just never know exactly. There are too many variables.

Look, as far as creating direct mail for customer acquisition, I gotta tell ya this:

It's My Least Favorite Thing To Do!

Because it's hard. And it requires a lot of testing to get it to work. Look, I don't mind hard work. I'm used to that. But a lot of business owners don't have the patience, persistence and pluck to see it through. They expect to send out one mail piece and get an avalanche of new leads. Which is why I don't see many who truly want to commit to the process of getting front-end mail to work. But I'll tell ya this:

Even though my experience shows that the client will probably give up before I do, if you work with me, I'll stick with it for as long as you do.

Another thang... with customer acquisition mailings your success is dependent upon which lists are available that might be compatible with your offer. Or if ANY lists are available that are compatible with your offer. And if there are potential lists, are there enough names available to make it worth your while should you decide to roll out? So you gotta look at all that stuff before you can decide if front-end direct mail is worth you testing. A lot of

smart marketers are happy using it for back end offers only and they never test it for customer acquisition. Different strokes for different folks.

OK, let's get into the practical. Wanna see a cool way to generate leads for high ticket back end offers? Here's one I got recently from one of our very own, Sir Doc of Carney. It's a subtle pitch for his coaching program. I love his creativity. He basically wrote what looks like an email and printed it out in hard copy. And adding some handwritten notes in red. He also included a handwritten cover letter and his Dr. Ivan Gale Carney American Express card as a grabber. Here's the envelope:



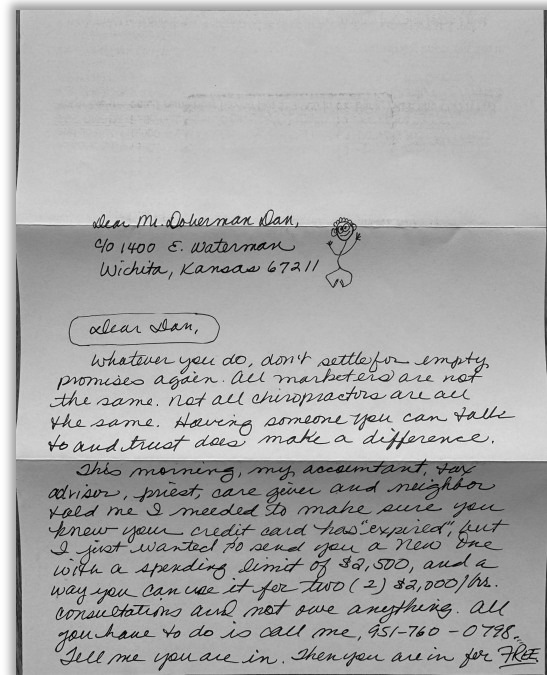
Unique, right? Does it get attention? And more importantly, does it get opened? Ask Doc. He'll tell ya. He's making a small fortune for himself sending out small quantities of mail. Like 50 pieces or less. And when you have a high-ticket offer, you can make a good chunk of change with small mailings. Doc also does these for clients and they get excellent results, too.

This is a less overt sales promotion. It's basically an email newsletter sent in hard copy with casual mention about Doc's coaching service. He's SHOWING -- by eating his own cookin' -- that he has some unique, attention grabbing and effective ideas. Which is the best way to show what you can do for people. Instead of just yakking about it...

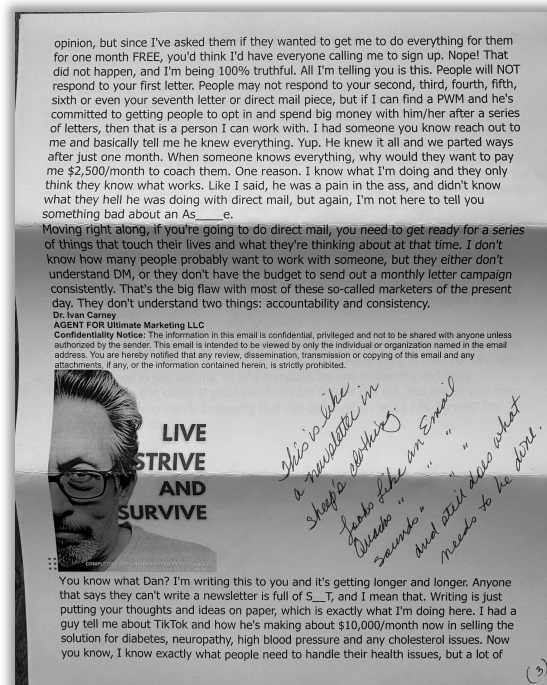
Demonstrate It!

Let's take a gander at the cover letter. It was handwritten just for me. With stuff he knows about me. Do

ya think that'll get a prospect's attention?



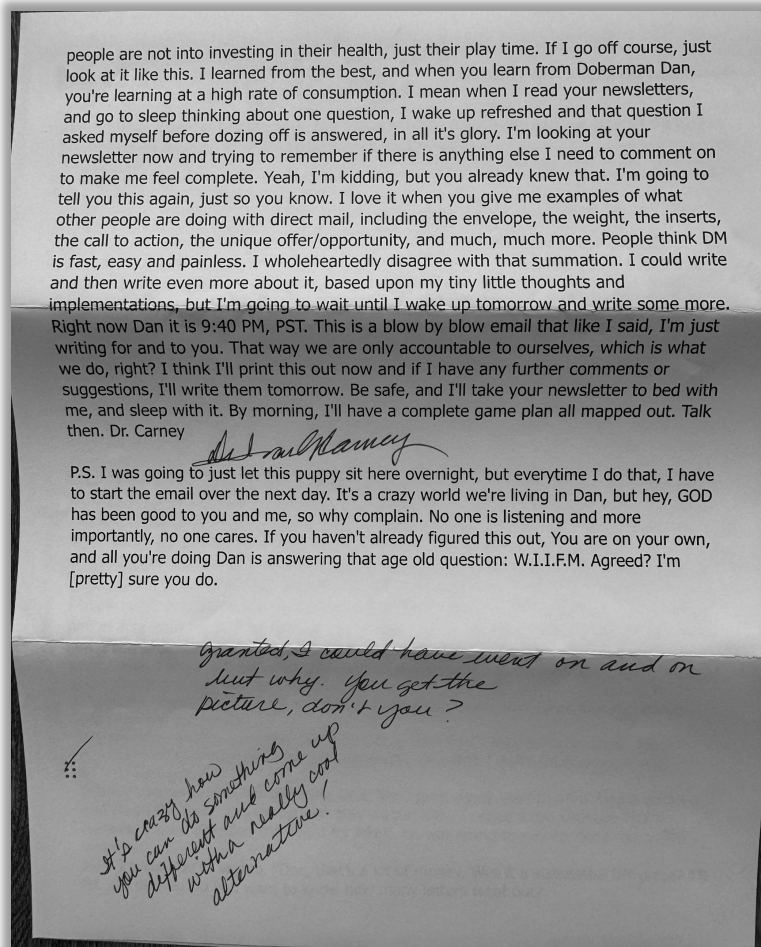
In the email newsletter he keeps it interesting with little handwritten notes all over the page. Like this:



Those are nice little touches. Personal touches.

Because Doc does a lot of this by hand. It creates a nice emotional response. And people buy by emotion, not logic.

One more example:



Pretty cool, huh? Just giving you some ideas. You don't have to do direct mail that's this 'hands on.' You can send a simple postcard or letter and all the prep work will be done by the lettershop. Doc's method involves a more 'hands on' way. That might not be your thang. You might just want to send a PDF file to the lettershop and have them take care of everything. I get that because that's my preference.

Now, in the time we have left, I wanna share a recent FAX from Sir Dan of Kennedy. If you want some amazing direct mail examples -- ones that are working *right now* -- Dan has a great idea for ya. Do this and you'll start getting plenty of swipes. From some of the most successful direct mailers around.

6-12-25, from Dan Kennedy

Me again. Just read your newsletter and I had *an epiphany*. A blinding flash of the obvious. A way we are both idiots.

A reason it is so hard to interest marketers in doing direct-mail might be that THEY don't get any. THEY don't see it. THEY don't know what the hell we are talking about! If they live digitally, online, they get mountains of email, texts, X's, etc., but very little real mail. There's a saying about impoverished, Mom but no Dad, stuck in ghetto kids: they have to see it, to be it.....and the only success they see is drug dealers or basketball players. Similar problem for the girls in same situation, but it's impolite to list what examples they see. Think that Carnie B. beast. So, maybe the reason we can't communicate here is that our "kids" never see successful direct-mail, let alone so much of it they can't deny its reality.

Yes, I have a remedy. We need to get them to get on a few lists in different categories, so they will start receiving their mail plus the mail from all others renting those lists. The multiplier effect will soon have them receiving HUNDREDS of good direct-mail pieces every week just like I do.

I advise:

- Donate \$50 to \$100 to TunnelToTowers. T2T.org
- Buy something from National Collectors Mint, 2975 Westchester Ave. #300, Purchase, NY 10577. Phone 1-800-452-4381
- Buy from PCS Stamps & Coins, Box 4900, Norwalk, CT 06860
- Subscribe to a health newsletter like Dr. Frank Shallenberger's Second Opinion. SecondOpinionNewsletter.com

Note: some of these companies do NOT have websites.. To get on lists/buy, you have to write or call. They're all highly successful, driven by d.m. Shallenberger has over 50,000 paying subscribers who also buy his supplements. T2T is HUGE. The collector coin marketers are in the 100,000+ customer range.

Agatha Christie's detective Hercule Poirot talks about getting his "little grey cells" going. Maybe getting a giant stack of really good, smart, interesting direct-mail will wake up some little grey cells. For the same purpose, looking

Good advice, Sir Dan of Kennedy! Thanks for allowing me to share it. Here's...

The Bottom Line, My Cherished Chevalier...

After three decades in the trenches watching marketers chase every shiny digital object that comes along, I can tell ya THIS with absolute certainty: **Direct mail isn't dead. It's alive and kickin'**. In fact, it's the SECRET WEAPON that's making smart marketers RICH. While everyone else fights over digital table scraps. Ya know what gets me fired up? When I see one of my Knights implement what I've shown you this month. And then email me six weeks later saying, **"Dan, I sent out 200 pieces and landed THREE high-ticket clients worth \$75,000!"** That's not fantasy, my friend. That's what happens

when you zig while the digital zombies zag. Here's the thang:

The Window Of Opportunity Is WIDE OPEN Right Now!

But it won't stay that way forever. Your competitors are so hypnotized by their Facebook ads manager and Google Analytics that they've completely forgotten how to reach actual human beings in the real world. They're literally leaving MILLIONS on the table because they think direct mail is "dead" or "too expensive." Too expensive? HA! Tell me what's more expensive: Spending \$2,000 on a direct mail campaign that brings you \$25,000 in new business... or burning \$10,000 a month on Facebook ads that Mark Suckaturd's algorithm destroys overnight? But ya know what REALLY gets my blood pumpin'? It's not just the money (though the money is pretty darn good). **It's the CONTROL you get back.** No more algorithm changes. No more account suspensions. No more begging for permission from Silicon Valley sociopaths who hate you and everything you stand for. With direct mail, YOU are the master of your destiny. YOU control the message. YOU decide who sees it. And most importantly... YOU get to build a REAL business that can't be destroyed by some twenty-something programmer having a bad day. **So here's my challenge to you, my beloved banneret:** Stop making excuses. Stop waiting for the 'perfect time.' Stop overthinking it. Pick ONE strategy from this issue --just ONE -- and implement it in the next seven days. Send that BAB (big ass box.) Mail those postcards. Test that sales letter. DO SOMETHING! Because while you're taking action, your competitors are still scrolling through another "revolutionary" digital marketing webinar that'll be obsolete before they even finish watching it.

The future belongs to the brave Knights who dare to be different. The ones who understand that in a world gone digitally insane, **the physical mailbox is where fortunes are made.** Remember: You're not just a marketer. **You're a DIRECT RESPONSE WARRIOR.** And warriors don't wait for permission. They take what's theirs. Now get out there and make it happen!

All the best,



P.S. Next month, the "Nuclear Portfolio" strategy. It's letting smart marketers dominate entire markets... with just 100 perfectly targeted pieces. Plus, the psychology behind why CEOs will read a lumpy mail package but won't even open your email. You won't want to miss this one. Pax vobiscum.