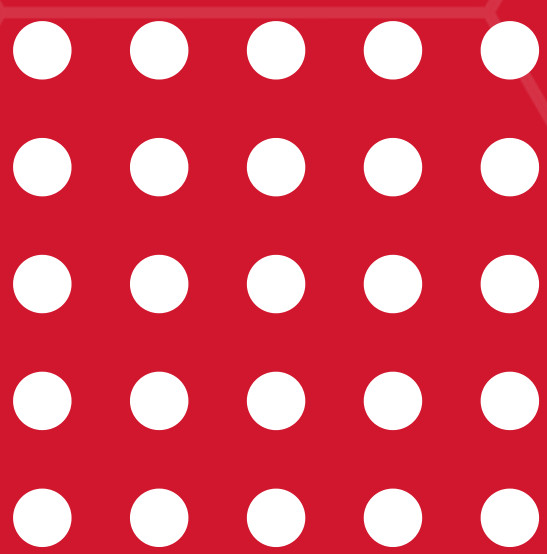




EVERY DOOR DIRECT GUIDE



Every Door Direct is a service provided directly by the USPS and it lets you choose a specific city, zip code even down to the exact street you want to send mail to.

This allows you to **get hyper focused targeted based on Demographics**, certain neighbor hoods obviously cost more money to live in, so if your practice offers services and treatments with aesthetics, hair, sexual wellness etc. these are perfect neighbor hood to market to.

You are going to need to create your mailer and have the copies sent to the post office of your choice.

Many of the companies that you create the mailers with will have mailing services like every door direct.

But using the actual post office and the service they offer is must more secure, and they have access to neighborhoods and communities that these companies do not.

Here are a few of the ***best rated companies for creating direct mail***

- **PostcardMania** — The best for multi-channel marketing campaigns
- **Vistaprint** — The most postcard designs
- **Gunderson Direct** — The best for hands-off marketing campaigns
- **PrintingForLess** — The best for targeting specific neighborhoods
- **NextDayFlyers** — The best for fast turnaround times
- **Cactus Mailing** — The best for coordinated Google Ad campaigns
- **SaaSQL** — The best for SaaS lead generation
- **PsPrint** — The most options for mailer type

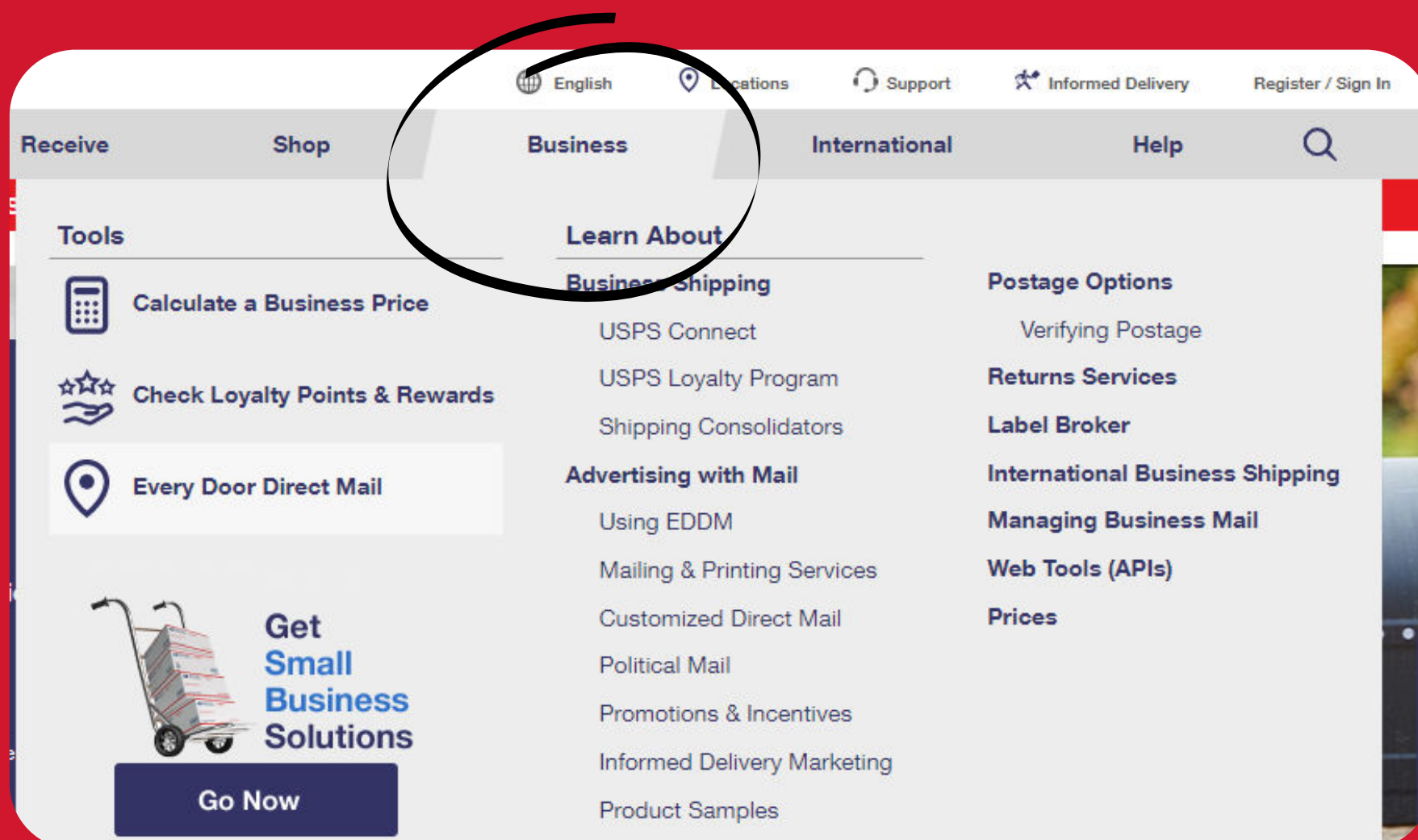
Once you have the mailers created, some of the companies will send them to the post office. But most of them you will have to mail to yourself or business and then drop them off yourself at the local post office.

Go to www.usps.com



Hover over **BUSINESS** at the top.

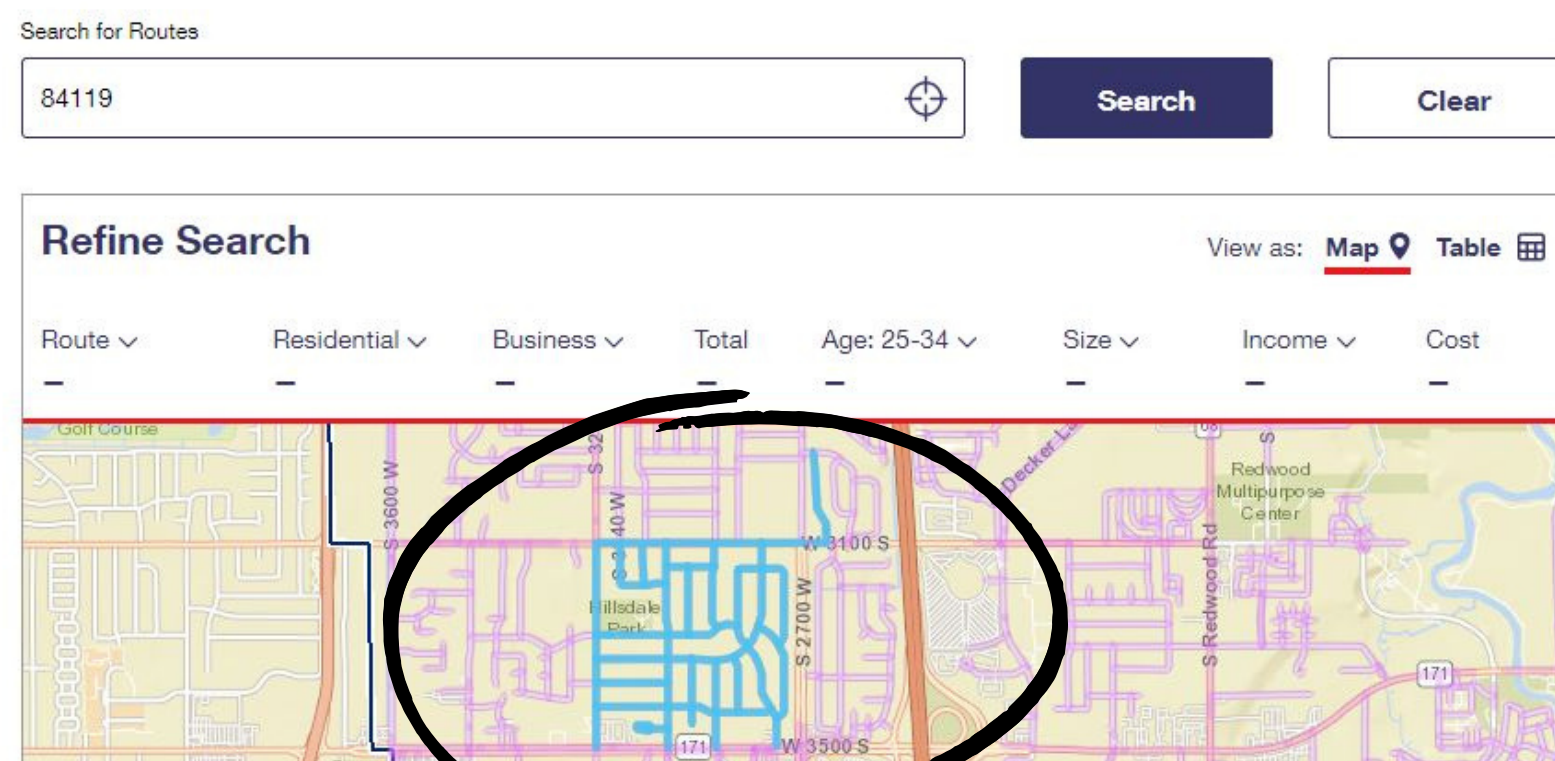
On the left side click **EVERY DOOR DIRECT**



Enter **Zip Code** You Want to Target

Step 1: Search for Routes

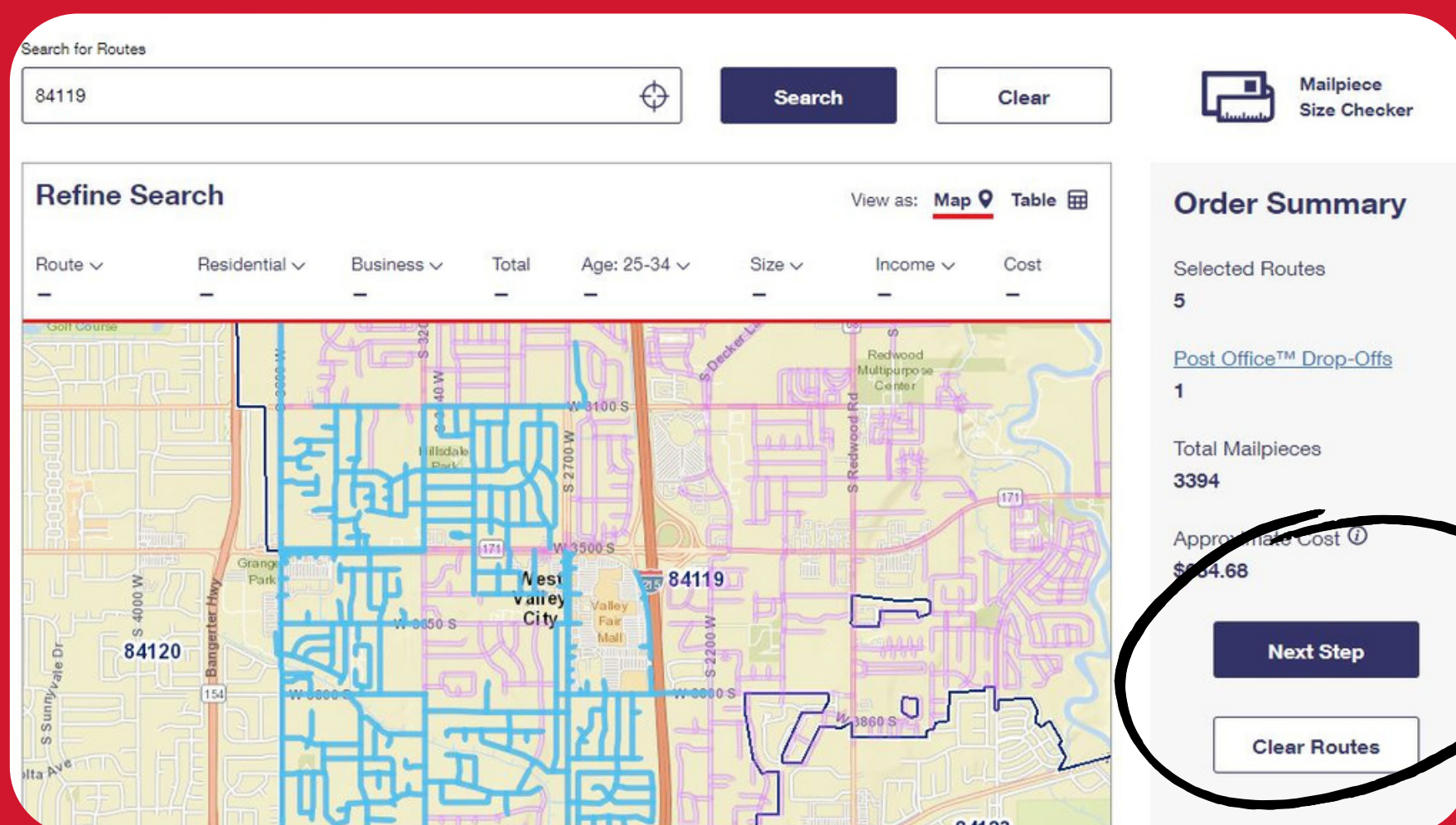
Use the EDDM® Online Tool to search for neighborhoods where your customers live. Then, use the filters to target customers by specific demographics such as age, household size, and income.



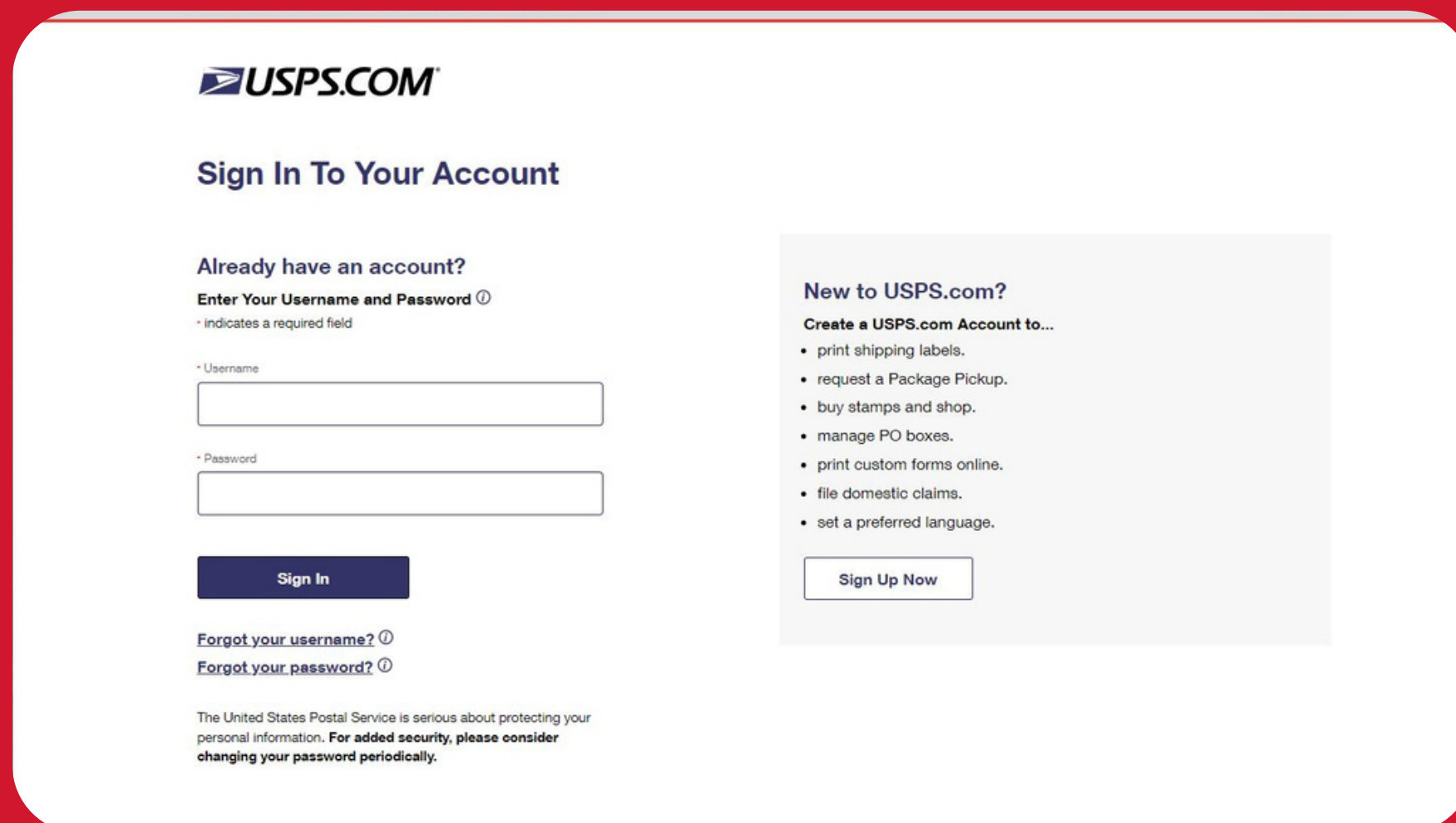
Find an **area on the map** you want to send and click that area.

You can click **multiple areas** on the map, the price will adjust.

Click '**Next Step**'

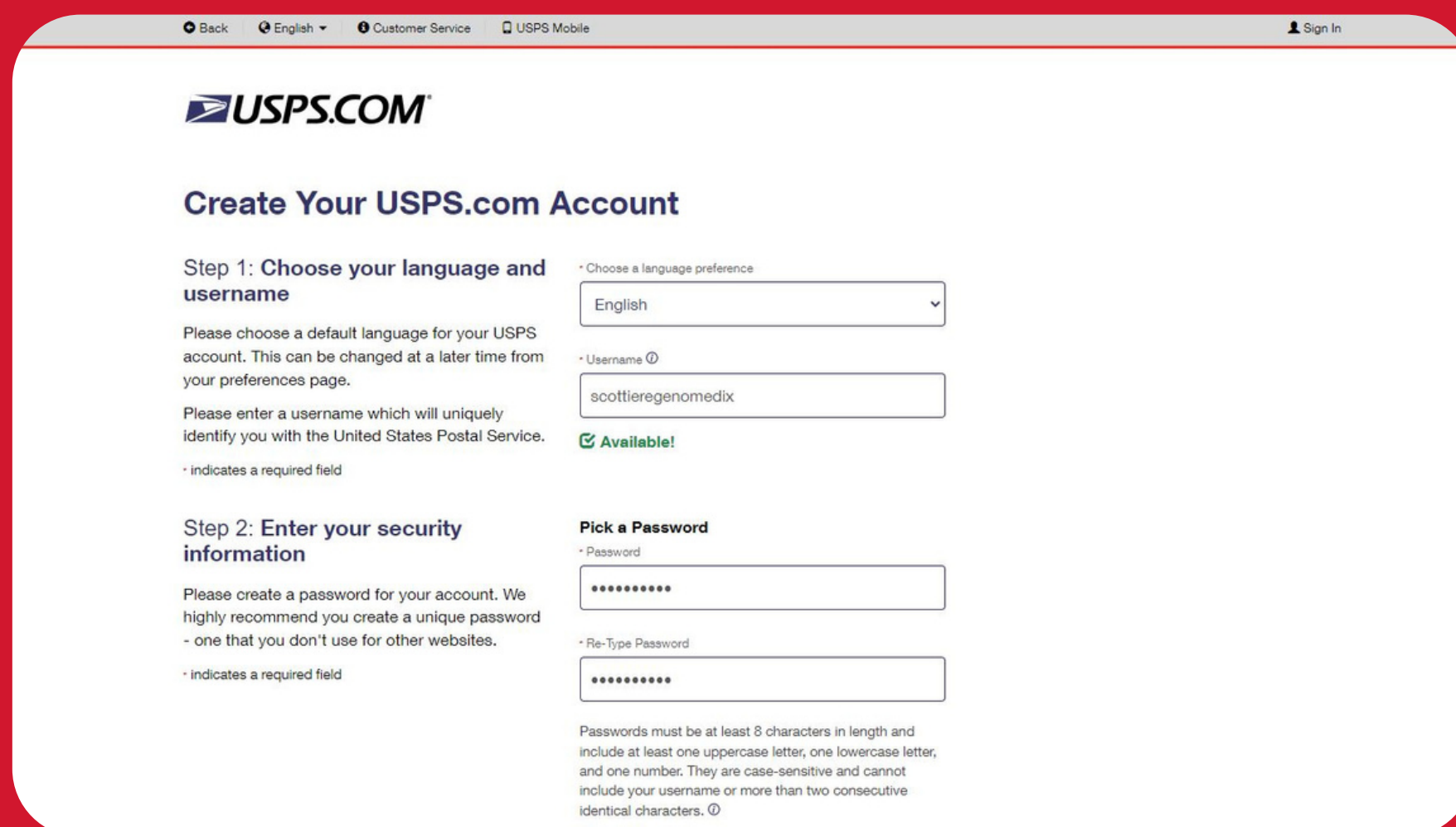


Click **Sign Up** Unless you already have an account with your business and usps



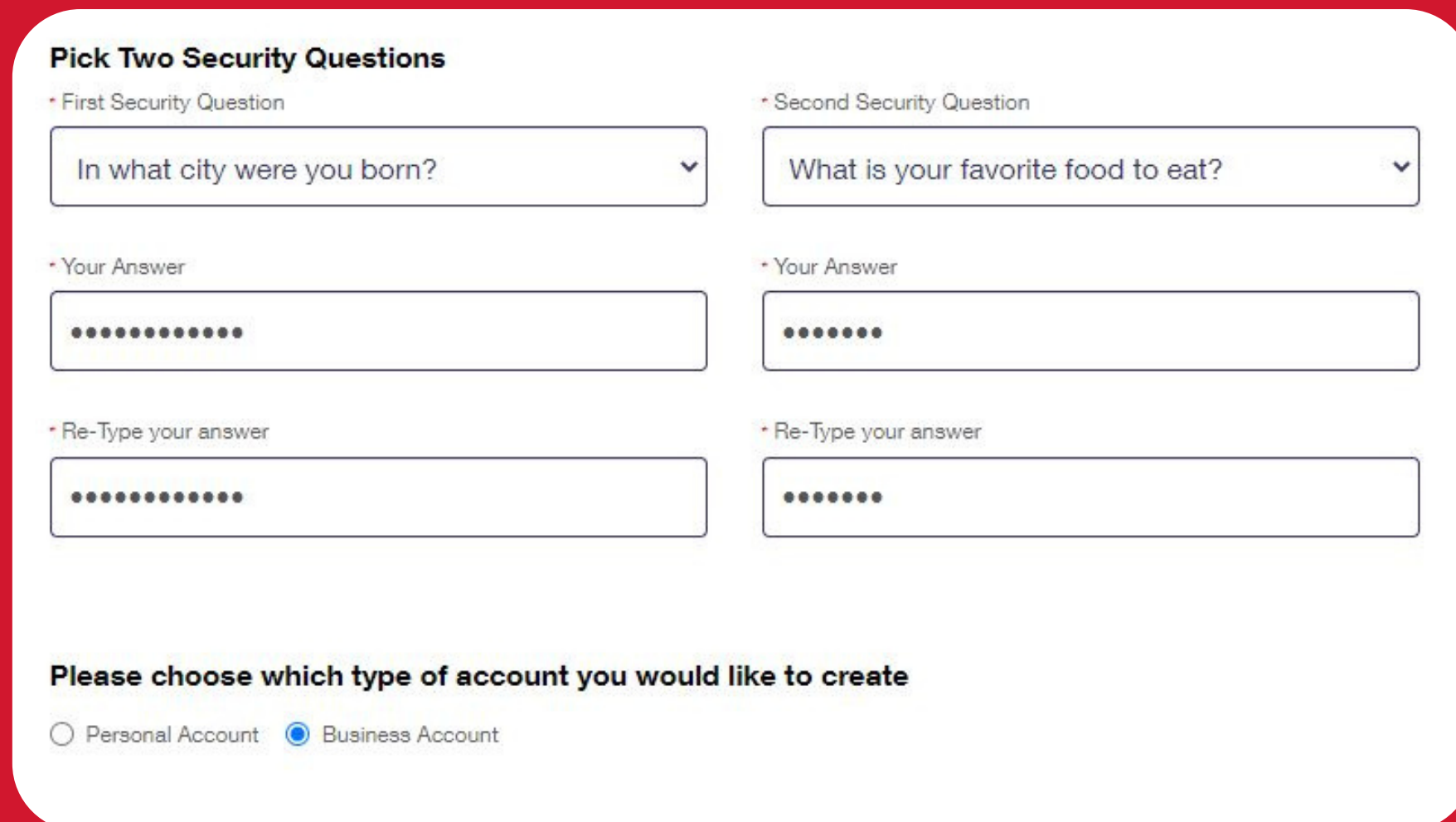
The image shows the USPS.COM sign-in page. At the top is the USPS.COM logo. Below it is the heading "Sign In To Your Account". There are two main sections: "Already have an account?" and "New to USPS.com?". The "Already have an account?" section includes a sub-heading "Enter Your Username and Password" with a note that an asterisk indicates a required field. It has input fields for "Username" and "Password", a "Sign In" button, and links for "Forgot your username?" and "Forgot your password?". The "New to USPS.com?" section includes a sub-heading "Create a USPS.com Account to..." with a list of benefits: print shipping labels, request a Package Pickup, buy stamps and shop, manage PO boxes, print custom forms online, file domestic claims, and set a preferred language. There is a "Sign Up Now" button. At the bottom, a small disclaimer states: "The United States Postal Service is serious about protecting your personal information. For added security, please consider changing your password periodically."

CREATE AN ACCOUNT
Pick a username and password



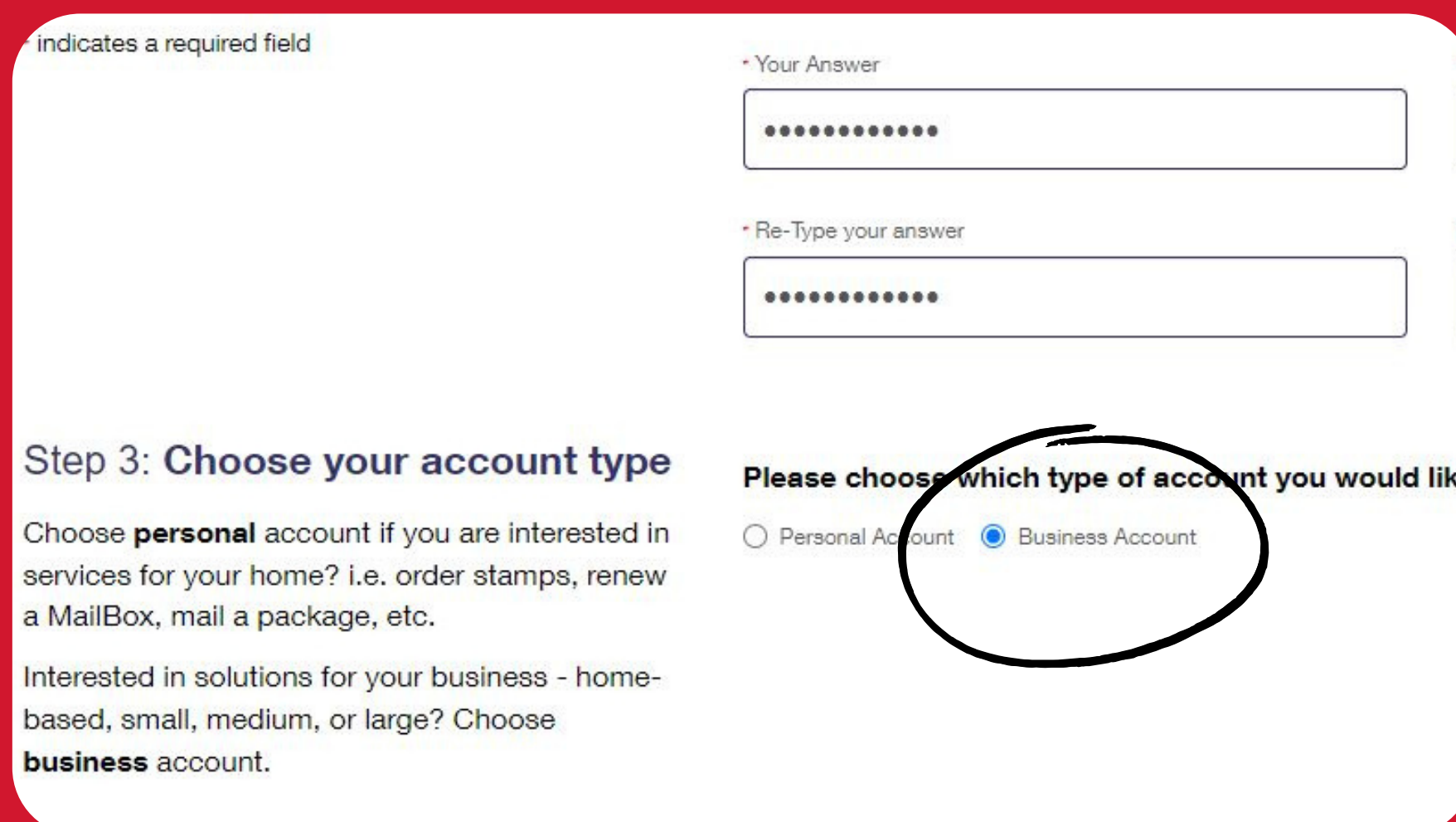
The image shows the USPS.COM account creation page. At the top is the USPS.COM logo. Below it is the heading "Create Your USPS.com Account". The page is divided into two steps. "Step 1: Choose your language and username" includes a dropdown for language preference (set to "English"), a text input for "Username" (containing "scottieregenomedit"), and a green checkmark indicating the username is "Available!". "Step 2: Enter your security information" includes a "Pick a Password" section with "Password" and "Re-Type Password" input fields, both masked with dots. A note at the bottom states: "Passwords must be at least 8 characters in length and include at least one uppercase letter, one lowercase letter, and one number. They are case-sensitive and cannot include your username or more than two consecutive identical characters." Navigation links at the top include "Back", "English", "Customer Service", "USPS Mobile", and "Sign In".

Choose 2 security questions,
save the answer somewhere



The image shows the USPS.COM page for picking two security questions. The heading is "Pick Two Security Questions". There are two columns. The first column has a "First Security Question" dropdown (set to "In what city were you born?"), a "Your Answer" masked input field, and a "Re-Type your answer" masked input field. The second column has a "Second Security Question" dropdown (set to "What is your favorite food to eat?"), a "Your Answer" masked input field, and a "Re-Type your answer" masked input field. At the bottom, there is a heading "Please choose which type of account you would like to create" with two radio buttons: "Personal Account" and "Business Account" (which is selected).

You can click **multiple areas**
on the map, the price will adjust



The image shows the USPS.COM page for choosing an account type. The heading is "Step 3: Choose your account type". It includes instructions: "Choose **personal** account if you are interested in services for your home? i.e. order stamps, renew a MailBox, mail a package, etc." and "Interested in solutions for your business - home-based, small, medium, or large? Choose **business** account." There are two radio buttons: "Personal Account" and "Business Account" (which is selected and circled in black). Above the radio buttons, there are masked input fields for "Your Answer" and "Re-Type your answer". A note at the top left states: "indicates a required field".

Fill out your Personal
Contact Information

Name
Title

Select

* First Name

M.I.

* Last Name

Suffix

Select

Email & Phone
* Email Address ⓘ

* Re-Type Email Address

* Type

US

* Phone ⓘ

Ext.

Mobile (U.S. Only)

Can we contact you?
Get communications from USPS and our partners.

Find Your Business
Fill out your businesses address

Step 5: Find your business address
Fill out all the required fields and validate your address so it can be verified as a valid delivery address.
* indicates a required field

Enter your address
* Country

UNITED STATES

* Company Name

* Street Address

Apt/Suite/Other

* City

Be sure to get the
'Green Check Mark'

Your deliverable address:
The address you've provided has been verified as a valid delivery address.

RegenOMedix
141 NW 20TH ST STE G1
BOCA RATON FL 33431-7964

Change this address

Notice: Updates to your online account do not trigger an Official USPS Change of Address. For more information, visit <https://moversguide.usps.com>.

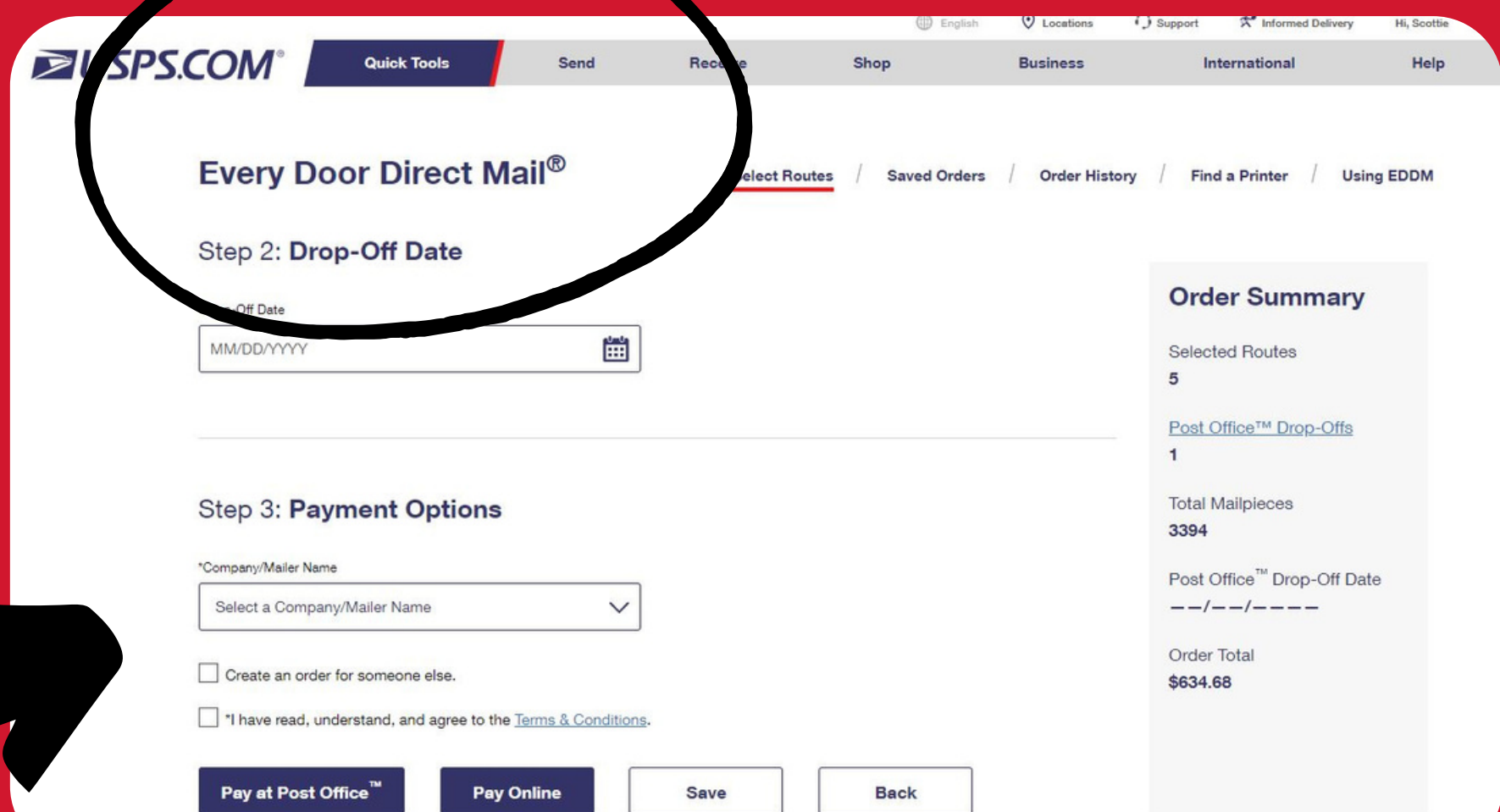
Create Account

You will be **re-directed to the map, Click Okay**

Every Door Direct Mail®
Select Routes / Saved Orders / Order History / Find a Printer / Using EDDM
Step 1: Search for Routes
Use the EDDM® Online Tool to search for neighborhoods where your customers live. Then, use the filters to target customers by specific demographics such as age, household size, and income.
Search for Routes
84119
Refine Search
Route Residential Business
Map showing route 84119 and surrounding areas.
Price & Route Changes
Prices and individual routes may have changed since you started your order. Please review your selections.
Okay
Order Summary
Selected Routes
5
Post Office™ Drop-Offs
1
Total Mailpieces
3394
Approximate Cost ⓘ
\$634.68
Next Step

Enter **Drop Off Date**

**Fill Out Payment
Information**



USPS.COM Quick Tools Send Receive Shop Business International Help

Every Door Direct Mail®

Select Routes / Saved Orders / Order History / Find a Printer / Using EDDM

Step 2: Drop-Off Date

Drop-Off Date
MM/DD/YYYY

Step 3: Payment Options

*Company/Mailer Name
Select a Company/Mailer Name

☐ Create an order for someone else.

☐ I have read, understand, and agree to the [Terms & Conditions](#).

Pay at Post Office™ Pay Online Save Back

Order Summary

Selected Routes
5

Post Office™ Drop-Offs
1

Total Mailpieces
3394

Post Office™ Drop-Off Date
--/--/----

Order Total
\$634.68

Confirm everything and BOOM!!

All you will need to do is create the mailers and have them shipped to you, or you may be able to have wherever you created the mailer, they may be able to send them to the post office for you, this would depend on the mailing company you use.

We recommend sending out mailers at least once a month. If you combine this with good Facebook and Google ads, get involved with your community and maybe even advertise at a local grocery store.

You will be seen everywhere!

be creative with the mailer ideas, look at what other people are doing and offering, create something fun and enticing to bring in new patients that will get them to act!

If you found value in this document and would like to speak more about this, bounce some ideas off of someone, or if you are looking to integrate new services and treatments into your practice give us a call and we would love to hear your ideas and see how we can help!

Phone - 561 - 325 -7000

Email - info@regenomedix.com