



Julie Wilson, President and Owner of A+ Mailing Solutions personalizes all of her customers' mailing needs.

## Taking direct mail from concept to post office

Julie Wilson, President of A+ Mailing Solutions, considers her company more a consulting firm than a mailing service business. Rather than simply processing large mailings for clients, A+ Solutions helps customers plan a mail campaign from choosing the best type of mail piece to delivery to the post office.

"We're not here just to take an order," Wilson explained. "We're here to guide customers through the process, to help them save money and get the piece out most efficiently."

When a mail piece is designed and prepared properly, it will look better and be more effective at communicating your message when it reaches its destination, according to Wilson. "You really need to think about a piece as mail when you first get an idea in your head," Wilson explained. "What is the message? Who is your potential client? What's the best way to carry that message to the particular market you want to reach?"

For example, marketing to businesses is very different than marketing to consumers, Wilson said. A direct mail letter in an envelope may get a decent response when sent to a business. If a letter is mailed to a consumer, the envelope may never get opened. "For consumers, many times it's better to send a post card. The message is right in front of their face, not hidden," she explained. "I actually sit down with my customers and we talk about the mail piece — the color, the stock, the weight, the folding."

Experience is A+ Solutions' strength. Wilson has worked in the mailing service industry for nearly 12 years. She sold mailing equipment before starting her business in 2001. "As a sales rep, my approach to potential clients was 'How can I help you solve a

problem?' I spent a lot of time learning about the equipment and the postal regulations," she said.

When starting A+ Mailing Solutions, Wilson did not have a single customer. A promotional mailing to members of the Harrisburg Regional Chamber of Commerce received 40 responses in six weeks. "I was shot into business like a rocket," Wilson said. "Two weeks after opening my door, I hired my first employee. Four months later, I doubled my office space."

The growth of A+ Mailing Solutions has been astonishing, according to its owner. The company is on target to do \$500,000 in sales this year and will be moving into a new building in late fall, tripling its space from 2,500 to 7,500 square feet. The company now employs 13 full- and part-time employees, and Wilson expects to add three more full-time positions within the next three years.

Because of the company's rapid growth, Wilson admitted that she was juggling too many duties. "The hardest part for me was having things fall through the cracks because I couldn't keep all those balls in the air at the same time. Customer service is extremely important to me," she explained. As a result, the company recently hired an operations manager and administrative support in sales.

"I started this business because I wanted to help — to share what I've learned all these years working in the mail service industry. I always tell my clients, 'I'll follow your project from concept to mail stream,'" Wilson emphasized. "I'm in business because I'm the best solution to my customers' needs."

### A+ Mailing Solutions

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**Mission:** A+ Mailing Solutions is dedicated to providing professional mailing solutions to business mailers throughout Central Pennsylvania. By emphasizing the most efficient methods available, we can commit to delivering our products on time...every time.

**Employees:** 13 (full- and part-time)

**Top Executive:** Julie Wilson, President

**Product/Service:** Direct mail services

**Year Founded:** 2001

