

Avery (or A-very) Hot Productivity Tip

1. Make a list. Assemble all names and addresses into one consolidated list. It's worth the effort. You'll save time and it will make future mailings even easier.
2. Practice good list hygiene. Check the list over and clean it up. Get rid of duplicate names, check ZIP codes and make sure you are consistent in your addressing. Good list hygiene will help you avoid wasting postage.
3. Prepare mailing labels. Avery Wizard for Microsoft® Word will guide you step-by-step to create your mailing labels. Plus, with the Wizard, you can easily import data from Excel®, Outlook®, Access® and other major databases for mail merge in minutes. Just a few clicks and you've gone from list to label in no time flat.

Mailing Tips:

There are many good mailing software programs out there, but you may already have a tool on your desktop that can help you create a mailing list. Microsoft Excel, Access and Word are all worth considering.

The U.S. Postal Service® prefers that you use the two-letter state abbreviations instead of writing out state names. And there's no need for a comma after the city when you address it in this preferred style.

Don't waste postage on undeliverable mail. If your mailing list may be out-of-date, run your list through NCOA (National Change of Address) software. This service is provided by vendors that are certified and licensed by the U.S. Postal Service. There are fees involved, but the benefit is that you will clean your list before you send your mailing. For more info, go to www.usps.com/businessmail101.

Use Ancillary Service Endorsements to further clean your list after your mailing goes out. These are specific instructions you give the U.S. Postal Service on how to handle your mail if it is undeliverable. First-

Class Mail is forwarded free of charge and, if undeliverable, returned to you for free. This will make sure more mail reaches its intended destination in the future. Learn more at www.usps.com.

Save time and effort peeling and applying your address labels by using Avery Easy Peel White Mailing Labels. Just print your labels, separate the Easy Peel sheet into columns, grab the edge of the label and peel. Plus, the Wizard allows you to print your labels vertically in columns when you mail merge to work with the new Easy Peel feature, so you can sort automatically.

Visit the Avery website at www.averydennison.com