



Avoid the Avalanche of Unwanted Mail

*You don't have to be buried
under a mountain of mail.*

How much time do you spend each day dealing with junk mail, catalogues, telemarketers and spam? Take a few minutes to cut them off at the source. This will free up some time and frustration as well as reducing wasted paper.

1) Cancel the paper. If you don't read the newspaper every day, don't buy it for the entire week. If you really only read it on the weekends, order accordingly.

2) Cancel magazines and catalogues. Do you receive magazines and catalogues that pile up and never get looked at? A good rule of thumb is this: If you haven't read a magazine before the next copy arrives, you really aren't that interested. Take a few minutes to call the 1-800 number from the catalogue and ask to be removed from the mailing list. If you really love a catalogue, by all means keep it. Just discard the old copy when the new one arrives.

3) Deal with mail directly. Open your mail, toss and recycle immediately. If you find yourself recycling far too much junk mail, contact the Direct Marketing Association's Mail Preference Service. You can do this online for a \$5 fee at: www.dmaconsumers.org/offmailinglist.html. Alternatively, you can register by US Mail for free. (It takes longer to process.) Include your name, home address and signature in a letter to:

Mail Preference Service
Direct Marketing Association
PO Box 643
Carmel, NY 10512

4) Shred pre-approved credit card applications, or opt out. I was getting a ridiculously high number of applications per week. I called 1-888-567-8688. This stopped both credit card applications and insurance solicitations. Another option is to opt out online at: www.optoutprescreen.com In light of all of the instances of identity theft, this could be a very important decision to make.

5) Opt out of dinner interruptions. Make sure you are on the Do Not Call list. Call 1-888-382-1222 or register online at: www.donotcall.gov.

There are two exemptions. A charity or someone with whom you have done business previously may still call you. If someone calls after you have registered, simply say: "I am on the Do Not Call list. Please remove me from your list."

6) Limit email solicitations: www.dmaconsumers.org/emp.html.

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