



BeYohnd Mail

Making Mail Manageable!

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“In Her Own Words: An Interview with Margie Yohn, BeYohnd Mail, Annville PA”

When and why did you start your business? I started a marketing and communications firm in 2002, then took some time off to start our family. While I was on “vacation,” I worked through the issues of self-employment in the marketing field. In my target area, people are somewhat cost conservative and question the expenses of marketing campaigns. When searching further and speaking within my network of friends, I discovered there wasn’t a business in the area to provide bulk mailing services – and people were happy to pay for this, as it was a huge time and cost savings for them. I spoke with a woman who recently closed a mailing firm due to retirement; she convinced me that I had a workable concept. So, I officially opened a year ago.

What services or products do you offer? The whole package works together. I offer print layout, design, and then I act as a print broker. Once it’s printed, we purchase mailing lists, label, sort, package, and then drop at the post office. To increase efficiencies, we use an automated bulk mail system licensed by the US Postal Service which cleans and verifies addresses against their own databases. That accuracy saves money and guarantees you’re not mailing to “dead” mailing addresses and wasting postage.

Who are your customers? My customer base has increased significantly. I have professionals, small businesses, non-profits, auctioneers – it runs the gambit. One of my first campaigns was for an oil company who wanted to get information out on their maintenance services. They came to me with envelopes, brochures for 6,000 pieces; all I had to do was process for mail. For others, I find out what the customer wants, and start from scratch with copywriting through the drop off with Uncle Sam. One thing people are surprised about is that marketing campaigns don’t have to be expensive. There are very low cost, high impact techniques to use that are very effective.

How many people work with you? I use subcontractors when I need them, mostly relatives and friends who are available when I need them.

How did you choose your location? I wanted to be able to have more time with my son, so we located the business at home; he often visits his grandparents during the week, which is great for all of us. I really didn’t need to have a retail storefront for my purposes in getting started – and it saves money. I go to my client’s office, which is more convenient for them anyhow.

What are the advantages/disadvantages of being in business for yourself? I just really like what I do. Sometimes people have unrealistic expectations for the results they think they will achieve from a mailing campaign. It’s more than just writing a letter. There are techniques to use to get the response you desire; I know how to use those methods to my customer’s best advantage.

What is the most important lesson you would tell others about starting or growing a business? People don’t prepare enough before launching their business. You need to do preparatory work – and there are many resources that are available to help you, at no cost. You need to do your homework, which greatly increases your chance of making it.

Who are your current role models or mentors? There are so many people I’ve networked with that have been so valuable to the success of my business. My advice is to get connected to people who can help you, enlarge your vision and encourage you. That’s one of the best pieces of advice I can give your readers.

What do you think is the most valuable benefit you offer to your clients? That I can get them better results for their efforts, saving them time and money and increasing the probability that we’ll meet and exceed their campaign’s goals.

Future Business goals: I need to grow the business more, acquire some equipment to handle larger jobs easily, and eventually move out of my home – but I’m not rushing. Slow and steady works for me.