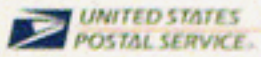


CONSTRUCTION ZONE AHEAD



UNITED STATES
POSTAL SERVICE

Priority Mail
Postage & Fees Paid
USPS
Permit No. G-10

P.O. Box 20270
Washington DC 20006-0270

06EPSASM154

Business Connect™ materials enclosed.



**PRIORITY
MAIL**
UNITED STATES POSTAL SERVICE™

LABEL107R, OCT 1997

www.usps.gov





We're breaking ground again.





January 2006

POSTMASTERS, STATION AND BRANCH MANAGERS

Last year at this time, we began telling our small business customers that “Almost Anything You Can Do At The Post Office,[™] You Can Do Online.” Many of you had great success introducing this idea to your customers with the materials provided as part of our “Play the Zone” contest. And, judging by the growth we’re seeing with Click-N-Ship,[®] Carrier Pickup,[™] Online Insurance, NetPost,[®] and other services, there is no denying that doing business at usps.com is right for many of our customers. Well, we have just created a new, simple-to-use tool that makes doing business at usps.com even easier. We call it **My Desktop Post Office.[™]** The enclosed materials will guide you on how to introduce it to your customers.

My Desktop Post Office is a software application that bookmarks the locations on usps.com most commonly used. After installation, which takes about a minute to do, a customer can essentially build a customized online Post Office from a preloaded directory of frequently used usps.com pages.

You might be asking yourself, “Will my customers see value in this?” We think many will see a great deal of value. We know that waiting in line is at the top of the list of what business customers don’t like about doing business at a Post Office. Customers doing business on usps.com have a similar feeling about clicking through 5 to 10 screens to reach the page for their transaction. **My Desktop Post Office** gives customers an online shortcut directly to where they want to be on usps.com. It’s the equivalent of being able to cut to the front of the line every time they go to the Post Office.

We are ready to outfit you with everything you will need to show customers how to build their own customized online Post Office with **My Desktop Post Office**. Start by reading the “Post Office Construction Manual,” which provides more details on how **My Desktop Post Office** works, how to find and talk to customers about it, and the materials available to you for making customer contact. Next, review the CD, which gives a demonstration of **My Desktop Post Office** as well as the opportunity to download the software onto your own PC to give yourself some hands-on experience with it.

Thank you for the great work you are doing with our Business Connect[™] initiatives. Our commitment to you continues to be that we will provide you with high-quality materials that will help you demonstrate how Postal Service[™] products and services can better serve the needs of your customers.

A handwritten signature in black ink that reads "Anita Bizzotto".

Anita Bizzotto
Chief Marketing Officer
and Executive Vice President

475 L'ENFANT PLAZA SW
WASHINGTON DC 20260-3100

VISIT US @ USPS.COM



THIS IS MY POST OFFICE.™

**My Desktop Post Office™
Application
Postmaster Edition**

Insert this disc into your
PC to learn about the
application and install it.



**UNITED STATES
POSTAL SERVICE®**

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are registered trademarks of the United States Postal Service.



How to build a new Post Office location. One click at a time.



THIS IS MY POST OFFICE.™





YOU NOW HAVE ALL THE TOOLS TO MAKE IT HAPPEN.

You have a new set of Business Connect™ tools – and a great new reason – for continuing your efforts to expand relationships with small businesses in your town. This guide shows how you can help your small business customers build their own customized Post Office™ on their computer desktop. All it takes is our new, easy-to-use My Desktop Post Office™ software application.

This guide is divided into two helpful sections:

Section 1: What You Need to Know to Present

My Desktop Post Office is easy to install, easy to use, and easy to present. This section is designed to cover all the basics you need to begin presenting the application to area businesses. Please read it carefully.

Section 2: Additional Information

The best way to learn My Desktop Post Office is to install it on your desktop and begin using it. You can master this simple application in a very short time. If you should have any questions while using My Desktop Post Office, refer to this section for feature information, step-by-step examples, and frequently asked questions.

Ready to get started? Simply turn this page and turn on your computer.



SECTION 1: WHAT YOU NEED TO KNOW TO PRESENT

Two easy ways to install My Desktop Post Office.™

1. Use the enclosed CD.

- Insert the disc into the CD drive.
- Click on the Download Application button.
- Follow the simple on-screen steps.
- When installation is complete, the U.S. Postal™ logo appears in the lower right corner of your monitor in the computer's system tray.
- Click on the logo to open the pop-up menu, then click on a service. That's it!

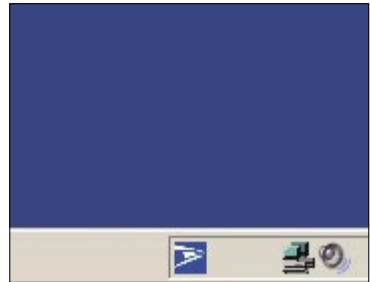


Follow the simple on-screen installation steps.

2. Download from the Internet.

(You may need to contact tech support for the software necessary for downloading.)

- Go to usps.com/smartbusiness28.
- Click on the link to access the download page.
- Click on the download button.
- Now, follow the installation instructions.



The U.S. Postal logo appears in the lower right corner of the monitor in the system tray.

Start using it!

Try testing the links and seeing where they take you on usps.com. You'll quickly discover just how simple the application is – and how simple it will be to demonstrate to customers.

Materials included in this kit:



- **My Desktop Post Office™ CD (Postmaster edition).**
Use this CD to familiarize yourself with the application. It includes a video just for Postmasters.

- **My Desktop Post Office “Toolbox.”** Before each presentation, pack this specially designed bag with Priority Mail® and Express Mail® envelopes, flat rate boxes, and other free shipping supplies. Give the supplies to your customers to help them get their Post Office™ up and running. Be sure to retain the bag for future presentations.



Materials to order from uspsbusinessconnect.com:



- **My Desktop Post Office CD (consumer edition).**
Order the consumer version of the CD for your presentations and leave it with the customers.

- **My Desktop Post Office Monitor Flags.**
This leave-behind gift can be attached to the monitor and adds the finishing touch, turning the customer’s computer into a Post Office. Give it to your customer as a “small thank you” for taking time to meet with you.



THIS IS MY
POST OFFICE™



Two ways to demonstrate My Desktop Post Office.™

1. One-on-one meetings. This is the most effective way for you to present My Desktop Post Office. It gives you the opportunity to meet personally with businesspeople in your area. This way, you're building a business relationship at the same time you're building the customer's desktop Post Office.™

2. Technology Day. Another way to promote My Desktop Post Office is by hosting a Technology Day. Set up a PC in your lobby and invite businesses to attend (invitations available on MessageMaker 3). Make sure you have an Internet connection to demonstrate the application's full capability. Also, take time to show other services, such as Click-N-Ship,® NetPost,® and the APC® (if available).

Locating good prospects.

How do you find prospects for My Desktop Post Office? You may want to start with:

- Businesses that frequent your Post Office
- Businesses you've called on during past Business Connect™ initiatives
- Businesses recommended to you by your letter carriers

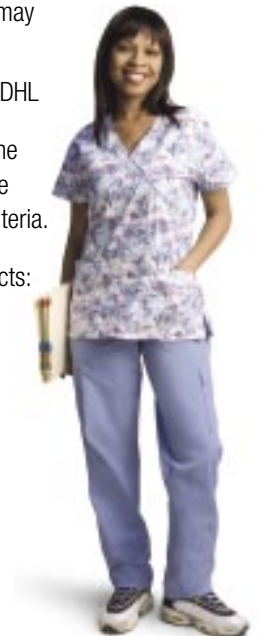
We've also found that businesses that meet all the following criteria may have a strong interest in shifting business to USPS:

- 1–9 employees
- Ship documents only
- Mainly use FedEx or DHL

By asking a few simple questions during a phone call (e.g., "What is the size of your company?" and "Do you ship documents and merchandise or just documents?"), you can determine if a business meets these criteria.

Our research shows that the following may also provide good prospects:

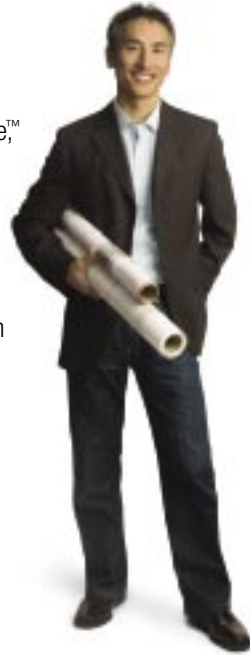
- Banks
- Insurance agencies
- Real estate offices
- Small manufacturers
- Printing shops
- Distributors
- Professionals (attorneys, accountants, financial planners, architects, doctors and other health-related providers)



Obtaining a meeting.

When contacting prospects about My Desktop Post Office™, you should be friendly and professional.

- Ask if they've heard about My Desktop Post Office. Tell them it's a free application that makes it faster and easier to use our services.
- Have a little fun. Say they can build their own custom Post Office™— and all it takes are clicks, not bricks.
- Assure them that you know how busy they are — then request just 15 minutes of their time to bring the My Desktop Post Office CD to their office and demonstrate how it works.




Presenting My Desktop Post Office.

Enjoy yourself when you're meeting one-on-one with businesses. We certainly want you to be professional, but we also want you to have some fun. Play up the construction notion. Tell them you brought all the “tools” they need to “build” their Post Office. You should also be comfortable and confident. This is an easy application to install and use. Plus, it will truly help businesses save time when shipping and mailing.

Here are a few presentation reminders:

- After you install the application, provide a step-by-step demonstration:
(1) Let them see the services available. (2) Show how My Desktop Post Office works and what it can do. (3) Demonstrate how to customize the application.
- Let them use the program while you are there, and give them an opportunity to ask questions.
- Provide them with the shipping supplies from your “toolbox” bag, and give them the monitor flags as a thank-you gift.
- Before you leave, ask if they know any other businesspeople who would be interested in learning about My Desktop Post Office.



THIS IS MY POST OFFICE™

With My Desktop Post Office™, your customers are in business.



SECTION 2: ADDITIONAL INFORMATION

Services available on My Desktop Post Office.™

Below are the services available through My Desktop Post Office (only the first eight appear in the customizable menu when the application is installed):

- Get Shipping Supplies
- Calculate Rates
- Print Shipping Labels
- Schedule a Pickup
- Track Your Packages
- Create Direct Mail Online
- Find a ZIP Code™
- Buy Stamps
- Learn about Direct Mail
- Locate a Post Office™
- Other Mailing Tools
- Other Shipping Tools

The menu is fully customizable so your customers can equip their desktop Post Office with the services they use most.

Other features in the menu include:

- **Check for Updates** – Lets customers automatically update their My Desktop Post Office application when a new version is available.
- **Options** – Gives customers access to Customize and Send Us Feedback.
- **About** – Displays the version of the application.



Using My Desktop Post Office™

Two easy steps are all it takes to use My Desktop Post Office:

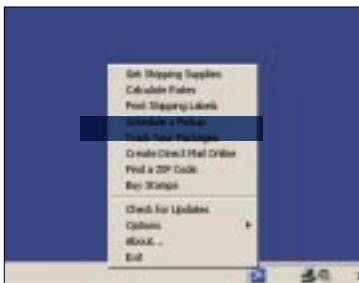
1. Click on the U.S. Postal™ logo in the system tray.
2. Click on the service your customer wants to use.

Example: Print Shipping Labels.

To print a shipping label:

1. Click on the U.S. Postal logo.
2. Click on Print Shipping Labels.

This opens the Web browser and takes your customer automatically to the Print Shipping Labels page at usps.com.



Simply click on “Print Shipping Labels” for a shortcut directly to this service at usps.com.



My Desktop Post Office automatically opens the Web browser to the selected service.

Customizing My Desktop Post Office.™

My Desktop Post Office gives business customers the flexibility to customize the application with the shipping and mailing services they use most.

1. Click on the U.S. Postal™ logo in the system tray.
2. Roll over Options.
3. Click on Customize to open the Options window.
4. To ADD a service to My Desktop Post Office, click on a service in the left-hand column, then click the Add button.
5. To REMOVE a service, click on a service in the right-hand column, then click the Remove button.
6. To MOVE a service up or down in the pop-up menu, click on a service in the right-hand column, then click either the Move Up or Move Down button.
7. Click the Apply button when you are finished customizing, then click the Close button.



It's easy for customers to customize the application with the services they use most.

Frequently asked questions about My Desktop Post Office.™

Q. What kind of computer is needed to run My Desktop Post Office?

A. A personal computer with Windows XP/2000. My Desktop Post Office does not run on Apple Macintosh computers.

Q. Is registration required to download My Desktop Post Office?

A. No personal information is required to download, install, or run the application.

Q. Is there a charge for downloading or using this application?

A. No. My Desktop Post Office is available at no cost.

Q. Does My Desktop Post Office take up much space on a computer?

A. No. It is a small desktop application that requires little space (about 2 MB).

Q. Is it possible to remove the application from the computer?

A. Yes. Go to the Windows Start Menu and select Programs. From within Programs, select My Desktop Post Office and click Uninstall.

How to order presentation materials.

To order My Desktop Post Office™ CDs and monitor flags,
log on to uspsbusinessconnect.com.

