

## MODULE 05 WORKBOOK

# The Unboxing Moment

*The part subscribers photograph*

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**What you finish with**

A repeatable envelope build that looks handmade and takes 90 seconds to assemble.

**How to use this workbook**

Print it, keep it beside your cutting mat, and fill one section in after each lesson. Nothing here needs to be neat — it needs to be decided.

**05.1 Designing the open**

Order of reveal: what they see first, second and last.

Your notes

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The one decision from this lesson

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**05.2 Materials that survive the post**

Rigid mailers, board backing and moisture protection on a budget.

Your notes

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The one decision from this lesson

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## 05.3 Cards, notes and stamps

Hand-stamped touches that scale, and the ones that don't.

Your notes

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The one decision from this lesson

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## 05.4 Branding on a budget

Stickers as seals, custom washi, printed tissue and where to spend first.

Your notes

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The one decision from this lesson

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## 05.5 Photographable by accident

Small design choices that make members post their mail without being asked.

Your notes

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The one decision from this lesson

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## Module review

Write your outcome in your own words. If you can't, go back one lesson.

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Resources used: Packaging guide, 12 packaging templates