

## 9 Killer Tips For Getting Your Direct Mail Opened, Read & Responded To!

- 1. Use real handwriting on the envelopes.**  
To increase the chance that prospects and customers read your letters, use real handwriting to address the envelopes. Handwriting will capture the attention of your audience, and it's proven to increase the odds of your mail being opened by 300% or more.
- 2. Use a real, first-class stamp.**  
Savvy recipients know that bulk or presorted stamps signal unwanted solicitations. So place a real stamp on each envelope...and prospects will be more likely to open your mailing!
- 3. Change the size, shape or color of your mailing.**  
Don't just send the same old #10 envelope or the standard 4" x 6" postcard. Change it up once in awhile...even if you're getting a good response. Send different size envelopes and postcards, or try different colors and materials, like clear, foil or colored envelopes. Consider also sending a mailing in a large Fed Ex or Priority Mail envelope. Changing the size and shape of your mailings will physically interrupt prospects and get them to open mail that they may not have opened otherwise!
- 4. Focus on your prospects, not on you, & use attention-grabbing headlines.**  
Getting prospects to open your mail isn't enough. You have to give them a reason to actually read what you've written. Include attention-grabbing headlines and educational and relevant copy. And don't just focus on the *features* of your product and service. Focus on how your product or service will actually *benefit* prospects (ie, they'll save money and time, their experience will be hassle-free). And give prospects specific reasons *why* your business is different and better than the competition.
- 5. Make a risk-free offer.**  
If you can get prospective customers to open and read your mail, the next big challenge is getting them to respond. Make a risk-free offer that helps prospects to take the next step in their buying decision. Offer a free educational report or guide – and ask prospects to either call or visit your website to take advantage of the offer. That way, you can track how many prospects respond – and you can collect valuable contact information from qualified leads.
- 6. Use a P.S. in your letters.**  
While your headline is the #1 most read part of a letter, readers will often skip directly to the P.S. Make sure to include a low-risk offer or call to action in your P.S.
- 7. Use a mailing list that you trust.**  
Professional mailers say that the quality of your mailing list represents at least 40% of any direct mail campaign's success. If you choose to use a mailing list broker, be sure to do your homework and test to a small sample first.
- 8. Mail frequently and consistently.**  
What's the saying...persistence pays off? That's certainly true with direct mail. The average customer will not buy from you until after the 7th contact with your business, so it's critical that you mail consistently and frequently to the same audience. With any direct mail campaign, you should commit to doing it at least once a month for 10 months. Research shows that response rates go up exponentially when you contact your prospects multiple times.
- 9. Test and track each direct mail campaign.**  
Test each mailing to a small sample, and track the results so you know which pieces are getting the best response rates. Testing and tracking can save you hundreds of thousands of dollars in the long-run.