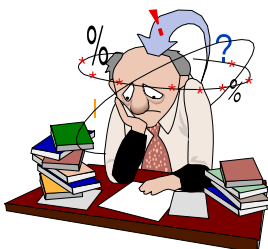


How To Maximize Your Direct Mail Response Rate

Helpful Hints & Marketing Tips

- I. Basic Human Nature**
- II. Response Is The Name Of The Game**
- III. Direct Mail, Does It Really Work?**
- IV. The Mailing List**
- V. Creating Your Direct Mail Ad Copy**
- VI. Keep It Simple**
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- IX. About Our Products**
- X. The Bottom Line**
- XI. 2015 Postal Rate & Mail Flow Chart**

I. Basic Human Nature



LET'S START WITH THE BASICS

Before we can create an effective marketing brochure, letter, card, etc., we must first understand basic human nature. People, all of us, have a relatively short attention span. We live in a fast paced world where decisions and choices are made in the matter of minutes, if not seconds.

It is important to understand basic human psychology when we seek to gain a response from someone on any level. Direct mail is no different. There are several key components to conducting a successful direct mail/marketing campaign. First, you must realize that Direct Mail requires a commitment for it to truly be successful for you and your organization.

The only way that Direct Mail Marketing can yield the results that will meet –or- exceed your expectations is simple, ***Repetition***. Remember, a well-written Direct Mail piece will generate LEADS, not closed deals. You must continually put your message in front of your target audience in order to achieve optimal results.

Let's explore what you can expect from a Direct Mail campaign. Understand that Direct Mail is a 'numbers game'. You must have realistic expectations before you enter the Direct Mail Marketing arena. Your response rate from an effective mailer will average between .5% -to- 5.0%. Based on these statistics, you can now understand why it's a 'numbers game.'

First, you must assess your needs and what goals you hope to achieve. By setting a realistic expectation level, you will have a better gauge to measure the success of your Direct mail/Marketing campaign. In this Special Report, we will take a look at the various components that go into creating and launching a successful marketing campaign.

First, you must analyze every step of the process, starting with the mailing list (data file) and continuing through every step of the creative process in order to maximize your return on investment (ROI.) After all, in many instances you will be working with budgetary limitations. Getting the most 'bang for the buck' is paramount in achieving the highest profit margin, in terms of generating revenue for your marketing campaign.

Direct Mail Marketing Is A Marathon, Not A Sprint.

I. Basic Human Nature (Cont'd)

As previously mentioned, we all have a relatively short attention span. We process information and make decisions based on several factors: *Impulse*, *emotion* and *need*. Your average consumer will only respond to your mailer when they are in the market for your products and/or services. Now, you can see why it's important to keep your message in front of your target audience.

Most consumers that open your mailer and actually begin to read the contents, will usually read the first paragraph and skip to the P.S. (Post Script). This is how we assess our interest level, if any, in the product or services being offered. You might have a great product or service, but if you do not *position* your message properly, you will never get your message across. Here are some basic points to consider:

- Keep in mind, that the first paragraph and postscript may be the only part of your message that will be initially read by the consumer. Make sure that your 'hook' is contained in one of these sections of your marketing piece.
- We all like to 'force feed' the homeowner what we want them to hear. Truth is, the consumer (or your target audience) will only *digest* what they want to. Knowing this, will help us in the creative process of developing your direct mail marketing piece.
- Confusing charts, and an overabundance of graphics, only tend to confuse and frustrate the average consumer. Keep your message simple. Feature your company's benefits and area of expertise. Selecting 'filters' when creating your mailing list (data file) will help you to reach the right target audience. You do not want to draw responses from the wrong target audience. This would be a waste of your precious marketing dollars.
- Avoid over stimulation. Too much, is just that, TOO MUCH! If your mailer appears confusing, it will be tossed in the garbage. *Keep it simple*. And, as is human nature, when we pay good money to send out a mailer, we feel the need to try to cram every last iota of information that we can muster into it. Remember, less is more.

The point of Direct Mail is simple. GENERATING RESPONSES! Everything contained in your letter or advertisement will be scrutinized if your prospect has an interest in your offer. They will be looking for the *fine print*, even if there is none. Keep that in mind. Make your point, reiterate your point in your summary or closing and *keep it simple*. Direct mail need not be fancy to be effective.



I. Basic Human Nature (Cont'd.)

Elmer Wheeler's age old adage still rings true today: *'Sell the sizzle, not the steak'*. What it means, is simple. Probe for the reason why your prospect will want to buy your products or services. Highlight the features and benefits and 'paint a portrait' for your client of why they should use your products –or- services. You're selling the excitement and peace of mind that your product or services will provide to your prospective clients.

What the consumer is really interested in is what your product or service will do for them. **W.I.I.F.M** (What's In It For Me.) For example, in the mortgage industry, you would want to stress the net monthly *'savings'* to the homeowner, in order to shift the focus away from the interest rate. Otherwise, you risk the chance of attracting only *'rate shoppers.'*

Remember to never lose sight of this simple rule: People like to BUY from someone that they LIKE, TRUST and DEPEND on. **This is basic human nature.**

II. Response Is The Name Of The Game

Direct mail success is not gauged by cost per thousand, but cost per response. It is ultimately *'return on investment'* that will determine your true success with your direct mail campaign. Your return rate on your direct mailer will reflect the impact and effectiveness of your message. Having the reader open the envelope is just the first step. Reading your message and understanding it, is just as important. Here are some tips to help you:

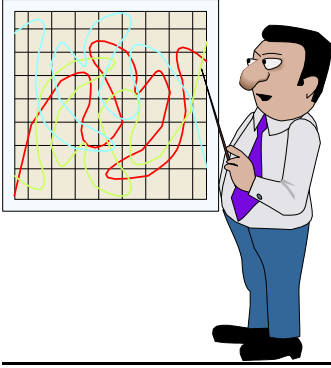
- ✓ Coupons, discounts and checks *really do work!* Offering discounts, special offers, or other premiums that will stimulate interest. It may be just the 'hook' that separates you from your competition. *Example:* Your local car dealership is offering FREE oil changes for the life of your car lease. So, if all things are considered equal (assuming the monthly car payment are competitive with other dealerships), who would you buy your car from?
- ✓ Avoid the pitfall of offering something that YOU perceive has value, but to the consumer the timing is wrong. Yes, everyone may like to receive a free snow shovel, but not in JULY! Think it through. What will be the *perceived* value of your promotion, offer, or premium?



II. Response Is The Name Of The Game (Cont'd)

- ✓ You can achieve even higher response rates by tying in your company website to your direct mail marketing piece. Featuring QR codes, incorporating PURLS (Personal Landing Pages) will bring the consumer directly to a landing page personalized just for them. This will not only increase your response rates, but will help to increase your name branding with the consumer. With today's technology, you can now make it appear that you are speaking directly to the consumer on a 'personal' level.
- ✓ By putting your message (*offer*) in front of your target market repeatedly, your chances of receiving a positive response increase dramatically! Mailing on a one-time basis will deliver results, but following up with additional direct mail campaigns will improve your chances for continued and increased response rates. There is a good reason why household names like Ford & Coca Cola continue to advertise, even though we are very familiar with their products. Remember, your goal is to build your client base, but you cannot *build it* with just one brick.
- ✓ Do not be discouraged if your first direct mail piece produces limited success. Direct mail, like any other marketing tool, is a 'trial and error' process. Sometimes just a minor adjustment in your wording or phraseology can make all the difference in your response rate. Tweaking your content or dressing up your letter may be all that is needed to dramatically increase the impact of your mailer. Timing is very important in relation to the response rate on your direct mail piece. Keep this in mind especially if your offer is time sensitive. Allow your prospect the necessary 'lead time' if your offer has an expiration date.
- ✓ Direct Mail marketing is very effective when used in conjunction *with* email marketing. Keep in mind, open rates and responses from email marketing are inherently low. According to the Direct Mail Association (**DMA**) Factbook for 2013, 65% of consumers of all ages have made a purchase as a result of direct mail. According to Direct Mail News, in 2012 the average response rate for direct mail was 4.4% for both business-to-business and business to consumer mailings, considerably higher than industry expectations, and surging past electronic mail's response rate of just 0.12%.
- ✓ Credibility- When possible, use referrals or client testimonials to help establish your credibility. Remember, people like to buy from those they like, trust and depend on!

III. Direct Mail, Does It Really Work?



Direct mail is one of the most effective forms of generating new business, increasing your existing business, and generating sales leads. A well directed marketing piece can generate anywhere between a 1- 5% response rates. Most of your inquiries generated from your direct mailer will have a genuine interest in your product or services. Why else would they be taking their time and expending the effort to contact you.

Here are some helpful hints:

- An effective means of generating interest is the Pre-Approved –or- Pre-Printed 'check', or using a coupon insert. Of course, the check is not endorsable. However, you can create an actual endorsable bank check, if you like. This requires a process called MICR. This allows your financial institution to 'read' your check, and must comply with all state and federal banking regulations.
- As mentioned, direct mail campaigns are marathons not sprints. Some times it's imperative that you *drive home* your message. Multiple mail campaigns will accomplish your mission. Direct mail becomes even more effective, if used in conjunction with social media marketing and linked to your company's website. Multi-level marketing has become increasingly successful in maximizing your marketing budget. Tying in your direct mail piece, with both social media and website recognition, creates a pro-active lead generating marketing plan.
- The #10 standard business envelope still remains one of the most effective delivery methods for direct mail. It can contain a great deal of product including; stuffers, brochures, samples, etc. The only restriction for standard mail, is that you cannot exceed 3.3 ounces per envelope otherwise the postage required will increase.
- Mailing lists. **There is nothing more important in reaching your target market than the mailing list.** This is covered in detail in section **IV**. Your success with your direct mailer is tied directly to your mailing list and the accuracy of the database. To get the most mileage from your direct mail campaign, your mailer must reach the right audience/prospect. It all starts with the mailing list.

It's Not About Cost Per Thousand. It's All About Cost Per Response!

III. Direct Mail, Does It Really Work? (Cont'd)

- Review your direct mailer frequently to make adjustments or updates where required. For example in the mortgage industry where the interest rates rise and fall everyday, failure to monitor and adjust your content can cost you in net profits.
- Have a system in place whereas you can track the success of your direct mailer. ***Do you ask where or how the prospect heard about your company?*** This must become routine with every call that comes into your office. If you do not ask, you will never be able to determine the success of your direct mail /marketing campaign.

IT'S A NUMBERS GAME!

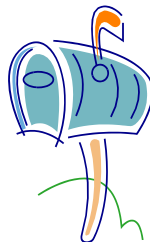
Using the chart below, you can judge what various response rates will generate in terms of generating leads, in order to achieve your desired results.

<u>Mailers</u> / Response Rate:	<u>.5%</u>	<u>1.0%</u>	<u>1.5%</u>	<u>2.0%</u>
5,000	25	50	75	100
10,000	50	100	150	200
25,000	125	250	375	500
50,000	250	500	750	1000
	<u>2.5%</u>	<u>3.0%</u>	<u>3.5%</u>	<u>4.0%</u>
5,000	125	150	175	200
10,000	250	300	350	400
25,000	625	750	875	1,000
50,000	1,250	1,500	1,750	2,000

***This illustration is for reference purposes only. Individual Results Will Vary.**

****Most Successful Businesses Will Send 6-9 Mailings Per Year.***

Don't get caught up in the mind-set of: "I always throw away marketing mailers (junk mail)" Remember, its only 'junk mail', because you may not be in the market for the product or service being offered at that moment.



Think about it, 65% of consumers of all ages have made a purchase as a result of direct mail.

IV. The Mailing List

The mailing list, is without question, where it all starts. To properly penetrate your target market, you will need a targeted mailing list. You are welcome to purchase your own lists- or- we can provide you with very effective mailing lists, with virtually any criteria you like. Keep in mind, the greater the amount of *filters* (specific information), the better the chance that you will reach your targeted market. Here are some things to consider when purchasing your mailing list:

- ❖ Who are you trying to reach with your message? For instance, if you are looking to target senior citizens specifically, then you must include an 'age range' filter when creating your mailing list. Purchasing the appropriate list is vital for your success in the direct mail arena.
- ❖ To achieve the best (1st Class, or standard) postal rates, target specific Zip Codes within your geographic/demographic area.
- ❖ There is a great deal of data available today. Use only the filters or criteria that best fit your needs. Names, address and one or two additional filters are sufficient for most direct mail campaigns. Remember, the more filters you choose, the higher the cost per record.
- ❖ Make sure your data is available in a common format, such as Excel. If your data cannot be converted –or- is difficult to convert, it may wind up costing you in additional expense to convert it.
- ❖ We will CASS certify, or run your list through our NCOA (National Change of Address) software, for a minimal upcharge. This will help to sort your records and determine how many addresses are valid and to what degree. Some addresses may contain the Zip +4. Some may not. This process will also determine whether or not the consumer has moved recently.



We very are competitive in the area of list generation. Please feel free to call us for a price quote.

V. How To Create Your Direct Mail Ad Copy

There are many schools of thought on creating a marketing piece that will produce the greatest response. Most experts will agree, *keep it simple*. Listed below are several suggestions to help you create the perfect sales letter/ ad copy for your direct mail campaign.

1. Using past marketing materials, or employing content from your company website, may be a good basis for creating your direct mail piece. The advantage of this is *brand identification*. If people recognize your 'brand', they will correlate your direct mail piece and make the connection. This is the quickest way to create your ad copy.
2. The *sales letter*. Most of us have not mastered the art of writing effective sales letters. There are several key points to address when writing your sales letter. Keep your letter to one page if possible. It is difficult enough to get your prospect to read one page, let alone two. Read below for additional tips in writing an effective letter.
3. Stress your most important benefit and they should be contained in the first paragraph, Post Script –or- illustrated using a chart or graph. Remember, *keep it simple*.
4. Express to the reader, in specific terms, '*what's in it for them?*' Don't assume the reader knows anything about you, your product, services or offer.
5. Back up your statements with examples, testimonials and endorsements. Most people are skeptical about direct mail advertising. If possible, provide testimonials of actual clients that have benefited from your products or services.
6. Remember, we all like to *buy* from people we *like, know, trust* and depend on. Be direct and try not to take too many liberties when making promises about your products or services. It takes a long time to achieve credibility and just a brief moment to destroy it. Be honest.
7. Invoke a response or action. What is the purpose of your letter? Why have you sent your mailer to the prospect? People respond best, if they stand to gain or lose something by not responding within a certain time frame. Sum up the benefits to the prospect in your closing statement or Post Script. Imply what the prospect stands to *lose* if they fail to respond immediately. Example "*Interest rates are the lowest in years, take advantage before the rates begin to rise*". This statement implies urgency.



V. How To Create Your Direct Mail Ad Copy (Cont'd)

Some Critical Points When Writing Your Ad Copy

Increase Response with Benefits.

The more benefits in your letter, the better the response. Most of your copy should include benefits right from the start. State the key benefits and what you are offering in the headline or first few paragraphs. Remember, the attention span of your reader is limited. Whenever you mention a feature of the product, link it to the benefit. The more benefits, the more persuasive your copy will be as a decision-making instrument for the reader. Divide your benefits into **major** benefits (developed with two or three sentences contained in your opening paragraph) and **secondary** benefits (a brief headline or sentence that can be quickly scanned).

Include Benefits Everywhere.

The coupon or special offer is usually the first place that people will look for the key benefits. Use this simple rule. If the coupon or special offer was separated from your letter and found on the street by a prospect, would they be able to: **a)** Contact you. **b)** Know everything needed to take advantage of your offer. **c)** Understand in layman's terms what your message is. The reader must be able to weigh the cost of your product or service against the benefits he will reap (*what's in it for me*). Keep your message simple, but be sure to make your point. Help the consumer to decide by using comparative numbers. Illustrate this with charts and graphs, but remember less is more.

Reinforce The Letter with Multi- level marketing.

Tying in your company website and social media to your direct mail marketing piece, will increase brand awareness and help you to establish your company identity (name branding) in your market sector and will ultimately lead to more sales! Take advantage of today's technology to help you spread your message to the consumer.

Ask Questions...

What better way is there to learn about your prospective buyer than asking questions about what they are looking for in terms of needs and benefits? The single biggest mistake marketers make is to try and push what they feel is important to the consumer. How can you satisfy the consumer's needs without knowing what they are truly looking for?



V. How To Create Your Direct Mail Ad Copy

Some Critical Points When Writing Your Ad Copy (Cont'd)

Neatness Doesn't Count.

It's okay to end a page of copy in the middle of a sentence (if needed) to encourage the reader to turn the page. Give the prospect a reason to read on. However, we do not recommend using two sides when creating a letter. Professionalism in writing is important, but taking some liberties are acceptable, to a point, but don't overdo it.

Don't split the message.

This may seem contrary to the point listed above. The key here is to use common sense. Tell the whole story in your letter, and try to tell it entirely in your brochure. Try to make all of your points on each side of the brochure. When writing ad copy for your sales letter or mailer, keep in mind the attention span of your reader. If you use only one side of the letterhead, your chances increase that your entire message will be read.

Delete Needless Copy.

Don't "set the stage" for your sell copy. Don't give a history of your company or yourself (unless a clear and stated *benefit* is involved) Stay away from using humor, it distracts from the purchasing decision. Stick to the benefits. The prospect really doesn't care about the award you received from your company for 'salesperson of the year'. It doesn't benefit them, only you.

Keep Your Message Positive.

If your product solves a problem, make the problem seem solvable. Example: *Past Credit Issues Are No Problem*. This statement implies that you will be able to help the borrower, no matter what their situation. As we all know, this may not be entirely true, but we cannot assess that until we probe further into the prospective client's credit history.

Tell The Reader What To Do.

Direct the consumer to follow a pre-determined path. **Contact us today, so that we may show you just how much you can save on your monthly bills, each and every month!** This statement implores an action on the reader's part. We are all curious by nature. Exploit that basic human trait and use it to your benefit. Demand an action on the reader's part. After all, what is the point of your direct mail piece in the first place?



Include Your Cell Phone Number Whenever Possible

V. How To Create Your Direct Mail Ad Copy

Some Critical Points When Writing Your Ad Copy (Cont'd)

Make It EASY For Them To Contact You!

Use a **TOLL FREE** number. Keep the response process simple. Some believe that using a reply card is an effective form of obtaining a reply, but remember you are adding an extra step. You are asking the consumer to fill out and mail back a reply card, or perhaps faxing back an application form. In our opinion, decreases your chances for getting a response to your mailer. Whenever you add 'extra' steps, you lose a good share of your audience. There is nothing better than the immediate reply of a return phone call. There are some exceptions to this rule, such as if you are in the Fund Raising business.

Use Testimonials Whenever Possible.

Be sure to use the persons name and affiliation. This is where you can say just how wonderful your product or service is. Let your satisfied clients sell for you. If you say it, it's an opinion. If your customer says it, *it's a fact.*

Use Attention Getting Graphics & Illustrations.

Keeping the reader alert and stimulated, without over stimulating them, is walking a fine line. Use capital letters, italics, indent paragraphs, underlining and bold face type. Alternate font styles and sizes, but keep the flow consistent and uniform. Using 15 different font sizes & styles on your letter is excessive. Your ad copy should be easy on the eyes. Charts & graphs should be easy to read and understand. Remember, you're the marketing expert, not your prospect.

Ask For The Action Right From The Beginning.

Don't build up to it. Request the specific action you want at the beginning, rephrase it from time to time, be very direct at the end and drive home the point in your P.S. The Post Script (P.S.) is your last chance to request the specific action you desire and the reason for your mailer. This is very often the first thing people read. They will then 'read on' if it interests them. So, make it intriguing, but incomplete. Reiterate your offer, but force them to contact you for further details or information.

Keep It Personal

Your letter should look and feel like it is a personally written letter from you to the prospect. It is not always possible when doing a mass mailer to accomplish this. There are targeted lists than can help in creating the effect of a personally targeted letter.

V. How To Create Your Direct Mail Ad Copy

Some Critical Points When Writing Your Ad Copy (Cont'd)

Ask For Their Business Right Away

If the reader goes no further than the beginning of your letter, he or she still knows exactly what to do. For example in the headline of the letter, "*Reduce Your Monthly Bills with No Out of Pocket Expense*" or "*Free No Obligation Mortgage Analysis*", may be an effective way of sending your message.

Offer a FREE gift or valuable incentive.

We cannot express this point enough. When all things are considered equal, your special offer could many times 'seal the deal'. Everyone likes to get something for nothing. Even if you build the cost for the offer into your product –or– service, it creates a perceived value to the consumer.

Eliminate the risk.

Whenever possible, offer a guarantee, no obligation offer or assure the quality of the product or service you offer. Be ready to back up any claims or promises that you make in your offer.

Ask For Immediate Action.

Use deadlines and expiration dates for your offer whenever possible. Express the sense of urgency to the reader. Use specific dates to tie the reader down to respond A.S.A.P.

So, Now What?

Okay. Your prospect has opened your envelope and now comes the important part, reading and understanding your *message*. There are some basics that we need to address in addition to the critical points listed above.

Sprinkled throughout this report you will notice several themes repeated over and over again. Why did we do this? Was it to fluff this Special Report, so that it was 24 pages?

NO. This report reflects the very same principals that you will use in writing your ad copy or creating your brochure. You must make your point and then incorporate it throughout your Direct Mail piece.



V. How To Create Your Direct Mail Ad Copy (Cont'd)

Remember

Creating effective ad copy requires some thought, before putting pen to paper. Consider these points:

- 1. Know as much as you can about your target audience.**
- 2. Be an expert in regards to your product or service.**
- 3. Make your message as easy to understand as possible**
- 4. Keep your words, sentences and paragraphs short.**
- 5. Rule of thumb, use 5 letter words (or less) as often as possible.**
- 6. Sentences should be short with only one idea per sentence.**
- 7. Keep sentences to an average of 14 words or less.**
- 8. Limit your paragraphs to 7 sentences.**
- 9. Use familiar words. Avoid difficult words. Talk in laymen terms.**

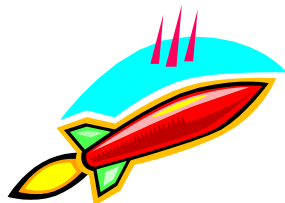
If you follow these guidelines, your ad copy or sales letter will flow and be easily understood by your prospective customer.

Below is a chart to help you determine the ease of readability for your audience. Developed by Dr. George R. Klare of Ohio University, use this chart when creating your ad copy.

<u>Level</u>	<u>Sentence Length</u> (Number Of Words)
Very Easy To Read	8
Easy	11
Fairly Easy	14
Standard	17
Fairly Difficult	21
Difficult	25
Very Difficult	29 words and over

Note: Your audience will span the spectrum of expertise in regard to their understanding of your product or service. The easier your words are to read, the better the response to your offer. Using primarily short and familiar words will increase the chances of your message being understood. Speak the language of those you are trying to reach.

VI. Keep it simple



**Direct Mail is not rocket science.
It's a *numbers game*, plain & simple.**

You have probably noticed the phrase '*keep it simple*' mentioned several times throughout this publication. This point cannot be stressed enough. Clutter, as it pertains to advertising, only tends to confuse and distract the prospect and obscures the importance of your message or letter. Less is more! Follow this simple checklist:

- ❑ Think through your offer and see if it makes sense to you. If the consumer will save real money by redeeming your coupon this represents real value to your prospect. After all, everyone likes to save money.
- ❑ Coupons, freebies, special offers and checks *really do work!*
- ❑ Sum up the benefits to the prospect in your closing statement or Post Script. Imply what the prospect stands to gain by using your product or services.
- ❑ The easiest way to handle objections is to first find out what the *true objection* really is. Use your direct mailer to ask and answer possible questions and objections. Your direct mailer cannot 'speak', but it can anticipate questions and provide answers.
- ❑ Have you ever heard the *disclaimers* at the end of the radio commercials for car dealers? We all have. If you ever listened closely to their disclaimers, you'd swear that no one in their right mind would ever buy a car from a dealer ever again. Yet, we all do. Why? Because you would rather know going in what their real deal is, rather than to be surprised once your drive to the dealership. Be up front and honest.
- ❑ The point of all direct mail is simple. GENERATING RESPONSES! Everything contained in your letter or advertisement will be *scrutinized*. If your prospect has an interest in your offer, they will be looking for the *fine print*, even if there is none. Keep that in mind. Make your point, reiterate your point in your summary or closing and *keep it simple*.



VII. Be Creative, To A Point

We all tend to embellish something that we feel is a good offer, or something that we believe will benefit the prospect. The problem is, we often let our ambition blind us. We tend to look at things through our own 'rose colored glasses', and not through the eyes of the consumer. How many of us are really good *listeners*?

If you hear the same objections over and over again about your product or service, don't mask it or hide behind it. Be up front about it and address it. If you are forthcoming about an advantage that your competitor may have over you, address it. People will perceive you as honest and may tend to overlook minor deficiencies, if you are up front about it. Consider these points:

It is okay to take liberties, but make sure that you can back up your claims if questioned.

Your goal with direct mail is to generate sincere and genuine interest. Their interest level will dissipate quickly, if your offer or message is neither sincere nor genuine.

Perception is everything. If your offer sounds too good to be true, it is. You may have a great offer, product or service, but you must position your 'offer' properly.

You may know all about your product and/or service, but rest assured, your average consumer does not. Speak in simple terms, if they perceive you as a 'know it all', they will tend to shy away from doing business with you.

Direct mail need not be fancy to be effective.

IMPORTANT! Remember, when drafting your ad copy, think of what your response would be if you were reading it. Does it make sense to you? Is it confusing or misleading? Are there too many charts or graphs? How will your company be perceived? Why would the consumer be interested in your products or services? Do you have a 'hook'? Have you positioned it properly? Did you choose the right vehicle for your mailer?



Direct Mail Generates Leads, Not Closed Deals!

VIII. Just The Facts....



“Blend the use of facts into your ad to support your claims”

Whenever possible use facts, testimonials and names. Facts are believable. By using facts in your ad copy and sales letters you gain credibility, and hence a better response.

Blend the use of facts into your ad to support your claims. Too many facts will tend to bore the reader, as they will lose focus on the point of your message.

Know your ‘facts’ backwards and forwards. If questioned, any hesitation in replying or supporting your claims will immediately affect your credibility with your prospect. After all, “He who hesitates is lost.”

Your copy must captivate and hold the readers interest. Your ad copy should neither be too long or too short. If your message is of interest to your prospect there is a good chance that not only will they read it, but respond to it as well.

When speaking about facts, be specific. Translate your facts into readable terms. When using charts, use a larger font than the body of your letter. Bold the headers and sub-headers and any other pertinent information. Use of italics and borders will ‘punch up’ your copy. Be creative and imaginative when using illustrations, charts and graphs. Try to avoid making your graphics too ‘busy’.



Avoid Confusing Charts & Graphs

***THINK ABOUT HOW YOU
WOULD FEEL IF YOU WERE
READING YOUR AD COPY?***

IX. About Our Products

We have developed our products through *extensive* consumer testing. We want to insure you the best chance of success when using our Direct Mail marketing services. There are two components you must consider when conducting your direct mail campaign.

- 1.) ***Convincing the consumer to open your mailer.***
- 2.) ***Having your message read and understood.***

Whether you decide to use our services or not, following the guidelines contained in this *Special Report* will help you increase your chances of maximizing your response rate.

Selecting the right products, developing effective ad copy and *getting your message across, not tossed*, is the basis of all direct mail/marketing campaigns.

WE CAN HELP YOU TO GENERATE 'NEW' BUSINESS FOR YOUR COMPANY.

VISIT US AT:

www.aplusletter.com

-Or-

Email Us At:

aplus@aplusletter.com



For A Hard Copy Of Our Brochure

-Or-

To Request Samples

Contact Us At: 732-905-2010 (ext. 202)

IX. About Our Products (Cont'd)

There is no need to have dozens of products in order to convey your message, just a few *effective* ones. Some features and benefits of our products:

- Most of our products are interchangeable. This allows you the flexibility to 'mix and match'. Any envelope can be used in conjunction with almost any letterhead.
- We have selected several very effective direct mail styles to choose from. Our products represent the '*best of the best*'.
- We can insert your brochure or promotional items in your mailer. There is a nominal additional charge for this service. (Please contact us for a quote, and certain restrictions do apply)
- Your order, once approved, will be en-route to your prospect in 24 to 72 hours.
- You may choose not to use your company's name on your envelope. Remember, the most important thing to accomplish is getting your envelope opened. The consumer is more likely to open your envelope, if they are *curious* about whom it is from.
- When using a standard envelope and letterhead you have the option to have your return address show through the upper window in the envelope. This not only allows you to have your return address visible, but because of the nature of our indicia, you can use this window to deliver any message you like. Example: A Special Offer Inside!
- Short runs. You can order a few as 1,000 pieces for your direct mail campaign.
- We employ a staff of creative writers and graphic artist to help you create your direct mail market piece.

What is CASS Certification?

To become CASS Certified by the USPS, AccuZIP6 passed a series of tests. The tests confirmed the software is capable of verifying that addresses exist in the USPS Database, in turn updating the address, city, state, 5 digit ZIP Code, ZIP+4, carrier route, and creating the delivery point barcode.

Why is NCOA So Important?

Most people don't realize that 20%-50% of their addresses (data file) may be either undeliverable or incomplete. By running your list through our NCOA, software we can identify undeliverable addresses, or detect consumers that may have moved away. After all, to maximize your response rate, you want ALL of your mail delivered to the right person at the correct address!

X. THE BOTTOM LINE

Why Should I Use Direct Mail?

With so many different marketing vehicles available in today's business environment, why choose direct mail?

Great question. Now, here are some things to consider:

- 1) Direct mail allows you to target your specific 'niche' market.
- 2) Direct Mail will provide 'predictable' response rates in any market conditions.
- 3) The ability to target multiple market sectors with your direct mailer.
- 4) There are no DO NOT MAIL lists. As with Telemarketing, faxing, etc., there are no penalties-or- fines associated with direct mail.
- 5) Direct mail is a numbers game. The larger the mailing, the higher the number of responses. Plain and simple.
- 6) *Sincerely motivated respondents.* Whereas, telemarketers 'lead' the prospect on with canned scripts, with direct mail they are responding to YOUR specific message –or offer.
- 7) E-mail marketing, although inexpensive, generates very low closing ratios. The reason for this is simple, most email services have very sophisticated 'spam' filters designed to 'capture' any email that is deemed to be unsolicited advertisement. They scan the email and subject line for 'keywords' that are known to be associated with marketing, sales pitches, advertising etc.
- 8) Why do you think that you get so many pieces of 'direct mail' in your mailbox everyday? The answer: Because it WORKS!
- 9) The ability to convey a special offer or incentive tailored to you prospects needs.
- 10) **Your prospects (consumers) are CALLING YOU!**

That's right. No need to chase your prospects around trying to catch up with them. They will be calling you!

X. The Bottom Line (Cont'd)

Whether you're using Post Cards, Snap Packs, Self-Mailers, Letters, etc., experience the difference that a professional Direct Mail marketing company can mean to your net profits. Whatever your direct mail needs, large or small, we can handle your marketing campaign and eliminate the confusion and help to simplify the entire process for you and your company.

As previously mentioned, Direct Mail campaigns are *marathons, not sprints*. It is imperative, to achieve the maximum success level, that you keep your message in front of your target audience as often as possible. Multiple mailings will accomplish this goal for you.

We have taken the guesswork out of the sometimes-confusing world of direct mail marketing. Direct mail can be a very effective and profitable marketing tool, if done properly. Put your faith in a company that has the experience to help you achieve the best possible results. Give us a call today!



LET US DO ALL THE WORK - WHILE YOU REAP THE REWARDS

"Direct mail can be a very effective and profitable marketing tool, if done properly. Put your faith in a company that has the experience to help you achieve the best possible results."

X. The Bottom Line (Cont'd)

Whether it is our simplified order process, low minimums, competitive pricing or proven products, you have taken the first step to increasing your profits and improving your *Bottom Line*.

Keep your phone ringing throughout the year. Direct Mail can help to keep your pipeline full and increase your business. By combining our proven products with our powerful targeted mailing lists, we can make this year **your most profitable ever!**



Good luck with your Direct Mail campaign. We are here to help you generate business and we will be happy to answer any questions or concerns you may have.

**Contact Bob Barr Today at:
732-905-2010 (ext. 202)**

Or Email Bob Barr @ Bob.Barr@aplusletter.com

For additional information visit us at: www.aplusletter.com

***A+ Letter Service
200 Syracuse Court
Lakewood, NJ 08701***

XI. Postal Rates & Mail Flow Chart

How the USPS performs throughout a typical year	
MONTH	REASON
January	Performance recovery from the holidays usually comes by week two. Delivery is not where it will be in June, but there is improvement.
February- April	Good delivery performance with only minor fluctuation.
May- June	The best delivery months of the year as volume are very low.
July	Expect some mid-month slowing as back-to-school catalogs cause some disruptions.
August	First fall catalogs mail and cause a slight dip in performance, usually the first and third weeks of the month.
September	The week of Labor Day is usually a "good" delivery week, as the USPS prepares for it. The week following the holiday is the first slower week of the fall season. The last two weeks of the month usually are back to near August levels.
October	Typically shows a drop in performance mid-month as Christmas catalogs mail heavily at this point. The last week of the month is usually one of the 3 slowest delivery weeks of the year due to the heavy volume.
November	Delivery from mid- October through the first week of December remains slow, but the slowest week is right after Thanks Giving when volume is extremely high as most catalogers mail their last big holiday push that week.
December	After the first week of the month, Standard mail delivery times increase. The USPS prepares for the First Class and Parcel surge and we typically see all mail move very quickly. The 2 days prior to Christmas typically slow down, as USPS focus shifts to that First Class mail. The period between Christmas and New Year's is difficult- there are two days with no processing and in some years it's even more depending on when Sundays fall. Distribution companies lose days they can ship and deliver to the USPS.

POSTAL RATES EFFECTIVE JANUARY 22, 2017

Straight First-Class (Letter)..... "Stamp"49¢
Straight First-Class (Letter)..... "Indicia or Meter"46¢
First-Class Presort (Letter).....	.41¢
First-Class Presort (Postcard 4.25x6).....	.27¢
Marketing Mail (Standard) Profit (Letter).....	.271¢
Marketing Mail (Standard) Nonprofit (Letter).....	.16¢

Ballpark estimates for 1 ounce

Great News, Now Metering or Using an Indicia Saves You 3¢ in Postage vs. Using a First-Class Stamp!

First-Class Mail—Discount Letters & Cards

Weight Not Over (Ounces)	Non-automation		Automation		
	Single Piece*	Machinable ¹	5-Digit	AADC	Mixed AADC
1	\$0.49	\$0.453	\$0.373	\$0.403	\$0.423
2	0.70	0.453	0.373	0.403	0.423
3	0.91	0.453	0.373	0.403	0.423
3.5	1.12	0.453 ²	0.373	0.403	0.423
Card Rate ³	\$0.34	\$0.284	\$0.253	\$0.266	\$0.274

* Deduct 3¢ off published rates when using Metered/Indicia vs. First-Class Stamps.

- Letters that meet one or more of the nonmachinable characteristics in DMM 201.2.1 are subject to the \$0.21 nonmachinable surcharge.
- The maximum weight for machinable letter preparation is 3.5 ounces.
- The card price applies to each single or double postcard when originally mailed; reply half of double postcard must be designed for reply mail purposes only.

***Notes: [Pre-Sort first-class is a 500 piece min.] [first-class indicia is a 200 piece min. or 50lb. min.]

**Square dimensions and odd self-mailers subject to surcharge - call for details.

First-Class Mail—Discount Flats

Weight Not Over (Ounces) ¹	Non-automation		Automation			
	Single Piece	Presorted	5-Digit	3-Digit	ADC	Mixed ADC
1	\$0.98	\$0.798	\$0.446	\$0.63	\$0.67	\$0.75
2	1.19	1.008	0.656	0.84	0.88	0.96
3	1.40	1.218	0.866	1.05	1.09	1.17
4	1.61	1.428	1.076	1.26	1.30	1.38
5	1.82	1.638	1.286	1.47	1.51	1.59
6	2.03	1.848	1.496	1.68	1.72	1.80
7	2.24	2.058	1.706	1.89	1.93	2.01
8	2.45	2.268	1.916	2.10	2.14	2.22
9	2.66	2.478	2.126	2.31	2.35	2.43
10	2.87	2.688	2.336	2.52	2.56	2.64
11	3.08	2.898	2.546	2.73	2.77	2.85
12	3.29	3.108	2.756	2.94	2.98	3.06
13	3.50	3.318	2.966	3.15	3.19	3.27

Additional Ounce Rate 0.21

1. Flat-size pieces with certain characteristics (see DMM 301.1.3 and 1.4) are subject to the parcel rates.

* For any rate not listed on this sheet, please contact A+ Letter Service to speak to a sales representative and we will get the information for you.

Marketing (Standard) Mail Regular—Letters

	Automation			Machinable		Non-machinable			
	Mixed			Mixed		Mixed			
	5-Digit	AADC	AADC	AADC	AADC	5-Digit	3-Digit	ADC	ADC
Letters weighing 3.5 oz. or less per piece rate	\$0.251	\$0.271	\$0.288	\$0.284	\$0.301	\$0.462	\$0.549	\$0.574	\$0.647

[standard mail is a 200 piece min. or 50 lbs.]

Marketing (Standard) Mail Nonprofit—Letters

	Automation			Machinable		Non-machinable			
	Mixed			Mixed		Mixed			
	5-Digit	AADC	AADC	AADC	AADC	5-Digit	3-Digit	ADC	ADC
Letters weighing 3.5 oz. or less per piece rate	\$0.134	\$0.154	\$0.171	\$0.167	\$0.184	\$0.345	\$0.432	\$0.457	\$0.530

[standard mail is a 200 piece min. or 50 lbs.]

Marketing (Standard) Mail Regular—Flats

	Automation				Non-automation			
	Mixed				Mixed			
	5-Digit	3-Digit	ADC	ADC	5-Digit	3-Digit	ADC	ADC
Flats weighing 4.0 oz. or less per piece rate	\$0.387	\$0.478	\$0.533	\$0.550	\$0.435	\$0.504	\$0.555	\$0.588
More than 4.0 oz. per pound rate	\$0.897	\$0.897	\$0.897	\$0.897	\$0.897	\$0.897	\$0.897	\$0.897
plus per piece rate	+	+	+	+	+	+	+	+
	0.163	0.254	0.309	0.326	0.211	0.280	0.331	0.364

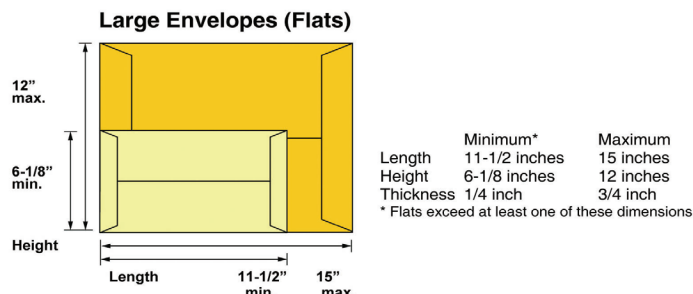
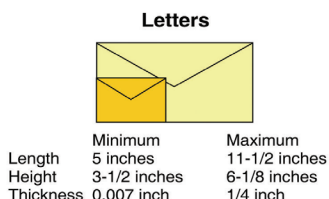
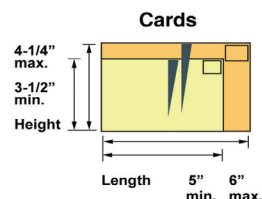
[standard mail is a 200 piece min. or 50 lbs.]

Marketing (Standard) Mail Nonprofit—Flats

	Automation				Non-automation			
	Mixed				Mixed			
	5-Digit	3-Digit	ADC	ADC	5-Digit	3-Digit	ADC	ADC
Flats weighing 4.0 oz. or less per piece rate	\$0.244	\$0.335	\$0.390	\$0.407	\$0.292	\$0.361	\$0.412	\$0.445
More than 4.0 oz. per pound rate	\$0.794	\$0.794	\$0.794	\$0.794	\$0.794	\$0.794	\$0.794	\$0.794
plus per piece rate	+	+	+	+	+	+	+	+
	0.045	0.136	0.191	0.208	0.093	0.162	0.213	0.246

[standard mail is a 200 piece min. or 50 lbs.]

Card, Letter, Envelope Sizes & Dimensions



Call **A+ Letter Service** today for all of your printing and lettershop needs!
732.905.2010 or visit our website at **www.aplusletter.com**