

# W9

**Wednesday  
Morning**

**Fax**

*from*

**The  
Castle  
Press**

**7**

**tested ways to follow up a  
successful mailing**

To get the most bang out of your advertising buck, direct-marketing consultant Dan Kennedy advises, use one or more of these ways to follow up a profitable mailing:

**1. Mail your package again**

If a mailing piece pulls from a list, it's likely to pull almost as well from the same list the second time out—maybe with the addition of a lift note.

**2. Use contrasting graphics**

If your first mailing looked business-letter chaste, repeat it in a brightly colored envelope with a prominent promotional headline. And vice-versa.

**3. Add a testimonials sheet**

Insert a sheet carrying testimonials—as specific as possible—under a headline such as “What 15 customers say about the offer we mailed you three weeks ago.”

**4. Slash your price**

Up the ante on your offer with a new letter headline or enclosure that says something like: “I’m as stubborn as you are. And I want your order. So I’m knocking \$50 off my original asking price. How can you resist?”

**“Since we can’t control timing,  
we must use repetition.”**

—Dan Kennedy

**5. Try telemarketing**

One top telemarketer estimates that a phone follow-up will generate four times or more the response you obtained by mail. If you got a 2% mail response, expect a telephone follow-up to yield 8%.

**6. Add urgency to your offer**

Modify your mailing so it demands an immediate reply, with a copy change such as, “Response to the offer we made you three weeks ago has been so great that we have only XXX widgets left. Order yours now!”

**7. Wait 30 days and mail your package  
a third time**

Every potential customer’s needs change daily. A man who receives a mailing today may not be in the market for a sofa bed. Tomorrow, after his wife leaves him and takes all the furniture, he’s a hot sales prospect!

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