

W24

**Wednesday
Morning
Fax
from
The
Castle
Press**

Denny Hatch's checklist for successful direct mail

1. Hinge your copy on one or more of these key emotional drives:

- Fear Guilt Flattery
- Exclusivity Greed Anger
- Salvation

If it does not push at least one of these hot buttons, Hatch advises, start over.

2. Use these powerful words:

- You Money Guarantee
- Love Results Proven
- Safety Free Save
- Easy New Health
- Discovery

Insert them into your copy wherever you can, Hatch says.

3. Delete self-absorbed words like "We," "Us," and "Ours," which do not appeal to your reader's self-interest.

Your reader wants to know what is in your offer for him.

4. Make your pitch as emotional as possible.

Cartesian logic sells few widgets.

5. Sell benefits, not features.

A 1/4" drill is a feature. The ability to make 1/4" holes is a benefit.

6. Your presentation is NOT cute, clever, or entertaining.

"Grabbing a consumer's attention for 30 seconds doesn't equal building a brand."

—Beth Snyder Bulik, in BUSINESS2.0

7. Make a clear offer—the strongest one possible—and do not give your reader many choices.

"You cannot sell two things at once," as Dick Benson never tired of observing.

8. Include your company name and address on every unit of your mailing.

9. Guarantee satisfaction—and quote happy customers (or donors).

10. Include an easy-to-use response device coded by source.

11. Be ready to fulfill your offer immediately—with fool-proof instructions.

12. If your promotion succeeds, be ready to mail it again right away.

13. Allocate 20% of your marketing budget to testing.

The new United States Postal Service Planet Code allows the advertiser to track outgoing mail. But it will not work with standard 1-1/8" X 4-1/2" envelope windows. The January, 2001, issue of TARGET MARKETING magazine recommends switching to 1-1/2" X 4-1/2" windows.

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