

W3

**Wednesday
Morning
Fax**
from
**The
Castle
Press**

Pat Friesen's 10 low-cost ways
to lift direct-mail response

- Use the word "FREE" on your outer-envelope headline
Check out FTC rules first.
- Set your headlines in quotation marks
Quotes can boost readership up to 28%, Ms. Friesen says.
- State a time limit for your offer
It adds a sense of urgency, overcomes inertia, and increases response.
- Guarantee satisfaction
Nat G. Bodian observes in *DIRECT MARKETING RULES OF THUMB*, "A strong guarantee will increase sales far in excess of the small number of buyers who ultimately may take advantage of it."
- Stress one major benefit that separates you from your competitors
"You can never sell two things at once," wrote direct-mail legend Richard Benson in *SECRETS OF SUCCESSFUL DIRECT MAIL*.
- Slant your copy toward the 20% of your customers who produce 80% of your sales
They are likeliest to respond to your offer.
- Make it easy for your readers to respond
On your reply device, print as much name, address, and other information as you can. And feature your Web address and toll-free phone number on every piece of your mailing.
- Give your audience the widest possible choice of ways to respond
For instance, phone, mail, fax, Internet.
- Specify the payment methods you accept
For example, purchase orders, checks, money orders, credit cards by name.
- Include a reply envelope when you ask your reader for payment or confidential information

**"An idea is salvation by
imagination."**

—Frank Lloyd Wright

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