

# W7

**Wednesday  
Morning**

**Fax**

*from*

**The  
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Press**

## **10** ways lift letters boost response

A lift letter or note is a second, small communication inserted into a direct-mail package along with a multi-page sales letter and intended to increase response.

But what do you put in a lift note to hype replies best? Consultant John Forde suggests 10 possible alternatives:

■ **A counterargument against a critical objection**

If experience tells you that many sales prospects think your offer is too good to be true, for example, use a lift note to burn in your guarantee of satisfaction.

■ **A test of an alternative headline**

It is a rare offer that can be expressed by only one headline. Take advantage of a lift note to communicate a second line.

■ **An extra testimonial**

Devote a lift note—signed by a happy third party—to an especially strong testimonial.

■ **An endorsement from a celebrity or authority**

■ **A stress on an offer deadline**

■ **A repeat of the key aspect of your offer**

Could be a discount, a premium, a guarantee, or a reward for an early reply.

■ **Add credibility**

Print your lift note on an executive letterhead, for instance.

**“An advertising agency is 85%  
confusion and 15% commission.”**

—Fred Allen

■ **Refresh your message’s news appeal**

For example, your lift note could refer to events that occurred since the initial main mailing was written.

■ **Underscore your offer’s Unique Selling Proposition and Benefits**

Tell your prospects succinctly what your product or service can do that no competitive offer can accomplish.

■ **Emphasize your track record and other credentials**

Do not brag and boast. But do not hide your light under a basket.

New York consultant Lee Marc Stein suggests that you test a routing slip on your outer envelope to make it easy for your initial contact to share information with colleagues. Also, he urges, try inserting a second order form in the mailing—a device he has seen lift response by as much as 20%.

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