

# W25

**Wednesday  
Morning**

**Fax**

*from*

**The  
Castle  
Press**

## **M** P.S. techniques proven to boost response by up to 300%

Writing in the May 31 "Copywriter's Digest," consultant Mike Jezek revealed 11 often-neglected postscript techniques that can lift mail response by up to 300% (postscripts are read more than any other element in a letter except for the headline):

### ■ **Restate your offer**

Never shy away from a final opportunity to burn in your offer—especially since many sales prospects do not read body copy carefully.

### ■ **Stress the guarantee**

Repeating your guarantee in telegraphic language bolsters customer confidence and can pull many extra replies.

### ■ **Describe freebies and promptness bonuses**

Use your P.S. to give readers a final reason to respond.

### ■ **Is a purchase tax-deductible? Say so!**

Use this technique to give your prospect a "government-approved" reason to spend money.

### ■ **Add a new benefit to your proposition**

Offer a special low price in exchange for an immediate reply, for instance.

**"If you want to make history,  
create the future."**

—Bruce Carter

### ■ **Burn in a price advantage**

Does your product cost less than your competitor's? Will you pay postage and processing fees?

### ■ **Restate your U.S.P.**

What can your product do that no other product will do? Four lines in a P.S. may create a powerful final impression.

### ■ **Briefly summarize your letter**

Do not assume that your reader is paying rapt attention to your mailing.

### ■ **Use testimonials, endorsements**

Be terse...identify your sources...and do not exaggerate.

### ■ **Urge immediate action**

All successful salespeople ask for the order.

### ■ **Test alternative approaches**

Never depend on your own taste, which can reflect wishful thinking—which costs.

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