

# W21

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

## **10** pointers on making your mail advertising succeed

There are no guarantees in the advertising business.

But following these 10 tips, adapted from a recent *Direct* article by Wisconsin marketing authority Grant A. Johnson, make successful advertising far likelier.

Ignoring them almost guarantees failure.

### ■ **Plan**

Before any promotion, set measurable marketing objectives ... figure out exactly what you are offering and how you are expressing it ... make sure your mailing list is on target ... analyze your expense/income model.

### ■ **Qualify**

Gather and test your database. Your mailing "can't perform up to expectations if it is not received by the right person – in most cases, the decision-maker," Johnson writes.

### ■ **Sweat your letter**

A mailing package that includes a strong letter – as highly personalized as possible – will almost always outperform a mailing without a letter.

### ■ **Punch up your lead**

You have only scant seconds to grab your recipient's attention. So begin your letter, folder, and reply device with your strongest sales point, Johnson urges.

### ■ **Make a concrete offer**

Your recipient must know exactly what he/she will get by responding to your advertising.

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*to make sure it delivers your  
printing jobs on time.*

### ■ **Frame your offer to express a benefit**

Your recipient does not owe you even the time of day.

To spark a reply, he/she must feel that a response will benefit him/her.

### ■ **Tell your recipient precisely what you want him/her to do**

Do not assume that your sales prospects are mind-readers. Or care to be.

### ■ **Dramatize your advertising**

Ho-hum mailings are prime candidates for the round file.

### ■ **Respond promptly**

Tell your recipients exactly how and when they can expect you to respond to them.

### ■ **Test. Test. Test.**

"Testing, when done correctly," Johnson says, "will help a company decrease the number of pieces mailed and simultaneously increase its return on investment."

It tells you what works, what does not, and why.

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1222 North Fair Oaks Avenue  
Pasadena, California 91103  
1-800-794-0858  
[www.castlepress.com](http://www.castlepress.com)

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