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from

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Press

5 Ways To Promote A Professional Service By Mail

Mail potentially is the most effective, affordable, and profitable way for a professional practice-builder to find and sign up clients. But most professionals – though highly competent in their own specialties – do not understand how mail advertising works or how to use it, nationally respected marketing guru Robert Bly observes. He offers them these five proven pointers:

■ **First, Develop A Primary Offer**

“The main reason direct mail for consulting services fails is the lack of a specific offer,” Bly advises. Ending a letter with a fuzzy “I will call in a week or two,” he says, is certain to depress response to almost zero.

Most professionals want their mailings to trigger face-to-face meetings. Bly observes that offering a no-obligation initial consultation and a specific benefit (e.g., “I will analyze your current insurance coverage and cut your premiums by 10% or more.”) will boost response significantly.

■ **Immediately, Make A**

Secondary Offer

Your primary offer will motivate prospects who are eager to do business right away. A secondary offer – a booklet, a folder, a fact sheet, other printed information – pulls responses from people who will need you in the future.

Bly says that 50% to 90% of potential clients who reply to the mailing will

When one light and one dark variation of the same color are printed next to each other, the lighter shade will seem lighter, and the darker shade darker, than they truly are.

opt for the secondary offer. And that 10% to 25% of them can be persuaded by a phone call to set up a meeting with you at their convenience.

■ **Make It Easy To Respond**

Always include a business reply card in your mailing, Bly advises. Burn in your telephone number on your reply device and in the text of your letter. If you have a Web address, stress it as a way to respond.

■ **Bolster Confidence**

Reprint and enclose with your mailing an article you have written on your specialty (even if it has not been published). Or insert an article someone else has written about you. Name some of your clients (ask them for permission first). Include testimonials. List your credentials in detail. And add a personal photograph to your promotion package.

■ **Go Public**

Write articles or books. Publish a newsletter, and offer a subscription to it. Teach a class at a community college. Conduct seminars in your area. Make sure that your name is known and respected. All that will lead to higher response to your promotional mailings.

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