

Writing a Direct Mail Letter that Works

On a scale of 1 to 100 effective copy probably ranks 20, with your data and offer being of paramount importance, so do download our Specifying Data Best Practice Guide. However, decent copy can turn an average response into a resounding success if you adopt the following guidelines:

- Write as though you are speaking to a friend, with short sentences, succinct paragraphs and avoiding “techie speak”.
- Always date your letter (not date as postmark) and personalise Dear Mr Smith or even Dear Tom dependent upon the market sector you’re talking to.
- Devise a headline that creates attention and encourages the reader to scan the rest of the letter.
- Here sub headlines are important with good use of bold copy so the reader can achieve an overview and interest from scanning the text.
- Make certain that your copy includes benefits to the reader, not just features about your product eg Our new greens mower will do the job in half the time (feature)... your labour costs will reduce (benefit). See our Best Practice Guide on this subject.
- The use of testimonials or at least examples of clients in a similar market sector will add strength to your case – prospective customers’ interest will be further developed if they know that organisations similar to themselves have benefited from your offering.
- Finish your letter with a call to action – a PS works very well particularly if it features a time sensitive offer – always have a closing date
- Make it easy to find further details from enclosed leaflet, web site etc.
- Ideally, include a response mechanism – reply paid card, log onto a website or even a Fax Back can still work, particularly if their address details are already pre-filled.

FREE OFFER - for a critique of your latest letter copy just send to john@jtlm.co.uk

Best Practice Guides from John Turner Leisure Marketing

These six guides to good direct marketing practice are not designed to be the definitive work on the subject. Instead, they aim to provide easy to digest pointers that can dramatically improve your direct marketing skills without having to spend many hours trawling over the latest text book, attending conferences or employing external resource.

John Turner has over thirty years experience of the UK leisure industry, the vast majority of which has concentrated on the direct marketing sector, so do take advantage of this free resource and surprise yourself with the results you can achieve.

The six topics covered are:

- Specifying Data
- Saving £££' on Postage
- Successful Email Campaigns
- Making Telemarketing Work
- Direct Mail Letters that Work
- How to Maximise Response