



Direct Mail that Connects!

Your direct mail package and proposals compete for attention with a slew of others. Good design that is applicable to your product or service improves the odds that it will get noticed and read.

First, pay attention to the packaging you choose. As they say, you never get a second chance to make a first impression!

Which wins?

- #10 window envelope
- closed-faced business like offer
- invitation style look.

More and more businesses screen their mail. Closed faced business envelopes or invitation like envelopes are typically used for the more high end product or service and usually get past the secretaries and mail rooms.

3-D and oversized pieces get attention almost automatically. They stand out in the mail and on the conference table and demand interaction. They are commonly used for high end products or offers to high-level decision makers in part because they are more expensive to mail and produce.

For smaller sales or events, or to follow up on initial mailings postcards provide an inexpensive and clear solution. Postcards can work well with low risk, soft offers. Converting them to a lead or getting paid for the offer it brings may prove to be difficult if used solely on its own. Repeat mailings help build credibility and brand. A monthly or quarterly postcard campaign can keep you connected to your contacts easily and inexpensively.

Your goal is to leave an impression your contact. Make it easy for them. Organize your message and present it in a form that is memorable. Customized pieces that reflect your brand. A direct mail package should always bear a family resemblance, or at least an interconnectedness. To be successful, tell your story the same way.

Have fun, add color, create different shapes, - get their attention. Stay connected.

Words that grab attention:

Announcing

Discover

Easy

Exclusive

Free

Guarantee

Health

Help

Immediately

Introducing

Know

Learn

Love

Money

New

Now

Powerful

Profits

Protect

Proven

Results

Safe

Save

Secret(s)

Today

Trust

Understand

You