



**AMERICAN
DIRECT MAIL**

MAIL TIP

Use **COLOR** to Get a Better Response to Your Letters!

Do you know the #1 reason advertising letters get a low response?

THEY SIMPLY AREN'T READ!

Piles of direct mail are thrown out simply because they look **boring**.

If you want to get your piece **noticed**, it needs to **STAND OUT** from the **crowd**. On an envelope job, this means using various eye-opening techniques on both the outside and inside of your direct mail package.

#1 THE OUTSIDE ENVELOPE

Many direct mail pieces are tossed even **before** the envelope is opened. From unusually sized or colored envelopes, to intriguing teaser copy, there are multiple techniques to getting your mail opened. For this tip, we are going to focus on teaser copy, since it is an inexpensive way to draw the interest of the recipient.

Teaser copy is text used on the outside of an envelope or self-mailer to entice the reader to see what's inside. An example of this is: "Inside: Three Tips on How Homeowners are Paying Off Their Debt **FAST!**" Even better is to add some color to your teaser line, so it becomes, "**Inside: Three Tips on How Homeowners are Paying Off Their Debt **FAST!****"

#2: THE LETTER

Once you get the prospect to open the envelope, you must have a sales letter to convince your prospect that they should try your product or service. A good sales letter usually has an interesting headline, or first sentence, compelling body copy, and a testimonial that reiterates your main message and calls the recipient into action. Other elements that add to your response rate are:

Personalization - Letters addressed to a specific person pull better than generic ones. It's a fact!

Color Highlights - Adding color will help emphasize the main points in your letter and will make the letter more interesting to read.

Graphic Elements - A well-placed graphic will further highlight important aspects of your letter, and increase the chance your main points are read.

Get Your Letters Read For Less **\$\$\$\$'s** Than You'd Think

American Direct Mail can print your personalized letters and, *at the same time*, add a color signature, **color highlights**, a full color photograph, logo, or even your letterhead.

We can also add color teasers to your envelopes -*while* addressing them (saving you money)!

Give color a try! Since we add color while processing your job normally, the cost isn't prohibitive and the impact could be **ENORMOUS**.

