

Small Mailing Changes that Make a Big Difference

No successful marketer I've observed, even those who should know better, take all the actions discussed in this issue. By acting on this information, you will markedly increase your success.

Here are **12 action tips** that increase response and can give your sales letters that all-important success margin.

1. Typefaces. Use either Courier (not New Courier) or Times Roman. All my tests have confirmed these are the most profitable. Courier in nearly every case out-pulls any other typeface.

2. Spacing. Indent five spaces for each paragraph. Use double space between each paragraph.

3. Margin notes. Handwritten notes in the left margin of your letters create a personal feeling and will help draw attention to important copy points. Use short words and phrases. Examples:

"Special"

"Please note"

"Save"

"Free gift"

"Sale prices"

Note: Do not overuse margin notes. Do not exceed one or two per page.

4. Cross out prices. When you are offering a discount off a "regular" price, crossing out the old price and handwriting the new discounted price can really draw attention to it.

5. Liberal use of subheadings. Subheads help break up large blocks of copy. Use at least two or three subheads per page.

6. Break sentences. Never end any page of copy with a punctuation mark, this is a very common mistake. Break the sentence and continue it on the next page. This tends to keep your prospect reading, which is the whole idea.

7. Page numbers. Make sure each page is numbered, preferably at the top of the page, and always in the middle of the page.

8. Reading instructions. At the end of each page, on the bottom right in parentheses use the following:

On odd numbered pages: (Over please)

On even numbered pages: (Please go to page 3) - or 5, 7, etc.

9. Caption photographs. Never carry a photograph, even if it's you, without a caption, assuming the reader will work it out. Many won't. Always include a caption describing the subject of the picture.

10. Testimonials. If you are doing an outstanding job in satisfying your customers with products and services, many people will send you favourable comments. These can be among your strongest marketing tools. However, most marketers do not get anywhere near the potential sales power from testimonials. To get maximum impact from testimonials:

* Request written permission to use the testimonial in whole or in part.

* Request a photo. Customers will provide this about 90% of the time.

* Use full name of testimonial sender. Include city and county. Most people use initials, which have little or no credibility, and omit city and county.

* Use the testimonial verbatim as written. This captures the exact words and tone of the sender. Many people rewrite testimonials, to suit

their needs. This is a big mistake and can dilute their impact.

11. Consistent handwriting. Make sure the signer of the letter also writes the margin notes and cross-outs. The same handwriting helps maintain consistency and thus credibility.

12. Signature. Use a felt tip pen for the signature, margin notes and cross-outs. Make sure a signature is always reprinted in process blue. Not black, brown, red, green, etc. Process blue works best (your printer will know what it is if you don't). The power of using a blue signature in live tests has been proven many times.

Another important point that is often ignored is the boldness of the signature. Most signatures on letters look shaky and weak. This communicates an apologetic feeling, the opposite of what you want. The person signing the letter should practice their signature so that it is bold and strong.

In any mailing, what you are asking a prospect to do psychologically is suspend belief for a few moments.

While people may realise they are receiving a mass mailing, the above tips will help give your communication a personal feeling.

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Best wishes



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