1. Use stunning and **compelling images** that will grab attention.
2. Focus their interest with a **snagging headline**.
3. Home in on **the benefits**. (What results will they experience?)
4. Never forget a **prominent call to action**. (What action do you want your reader to take?)
5. Make it personal! Use **variable data** printing to avoid sounding generic.
6. Address one or more **pain points** with your content.
7. **Clean up your list**. Don’t waste money by sending to outdated or irrelevant addresses.
8. Pair your direct mail piece with a **social media** or **email campaign**.
9. **Keep it simple**. Less is more.
10. Be unique! **Get creative** with stand-out folds, die-cuts, or oversized pieces.