

# 10 Simple Tips for EFFECTIVE DIRECT MAIL

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 Don't waste money by sending to outdated or irrelevant addresses.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.

> **YOUR LOGO HERE** <

Your Firm's Name, Address  
& Phone Number Here