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**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**

**Powerful Direct Marketing Numbers**

**By Larry Brophy**

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Direct Marketing works!

Why? It works because it's personal. It carries a message, answers questions and gets orders. Direct Response Marketing works because it is "conversation in writing".

It works because, no matter what you have heard, read or believe ... most people look forward to personal communication. They like being treated as a person – as an individual.

So, if Direct Response Marketing is so powerful, how can we as marketers use it effectively? To keep the business we have ... to find new business?

As with most disciplines, these powerful "Direct Marketing Numbers" are common sense. Here's a list of a few "Numbers" to make your Direct Response Marketing work for you:

60 – 30 – 10

A full 60% of your Direct Marketing success is making certain your message gets to the person who can buy what you have to sell. It's very easy for the wrong person to say "no".

An offer will be 30% of your Direct Marketing success.

What's an offer? It is a reason for your prospect to do business with you. It's the urge to action. It's an incentive to get your audience to raise their hand. To indicate a willingness to talk with you. It's a reason to respond.

The 10% remaining is creative. Not unimportant ... certainly less important. And although it is the fun part of marketing – without a clearly identified audience and a sound offer – your creative has little

## Powerful Direct Marketing Numbers

chance of giving you a winner.

Now, once you've clearly identified your marketplace and put together an offer of interest – how DO you get your Direct Marketing message read, heard, seen, understood and acted upon?

A few more "Powerful Numbers"

Lucky 13

Write your message for a 13 year old reading level.

Television news, the morning newspaper and by far the majority of our conversation is at a 13 year old reading level.

Exceptions? Sure. The Wall Street Journal is written at a 17 year reading level.

11

Keep your opening paragraph to 11 words or less.

Yes, I did say paragraph!

Why? Because, by opening quickly you slip your reader into your full message. Make your letter, your brochure, the print advertisement – everything you write – easy to read. A quick beginning helps.

14

All your sentences should average 14 words or less.

The best way to write short: use a period. Yes, every so often insert the "dot". It works. And it will help you get read.

1, 2, 3, 4 & 5

Use words of 5 letters or less. About 70% of all your words should be 5 letter words, or less.

Why? Because they are easy to read – easy to understand. Your message will be quickly absorbed.

The 500 most common words in English have 13,000 meanings. No wonder we have trouble with basic communication. One answer is to go short. It pays with results.

7

Keep ALL paragraphs to a maximum of 7 lines. Never more than 7...and sometimes just 1 or 2. i.e., short paragraphs.

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Again, why? Because a large block of copy looks tough, even if it is not. The tactic of short makes your message look more inviting.

1

A postscript (P.S.) is mandatory in every direct mail letter. Because 4 of 5 of your readers will read the P.S. first ... before they read anything else in your letter.

5

Indent every paragraph 5 spaces.

This "Number" is really physiology – not marketing. Our eyes pull us "in" when we see indents. They pull us to a point – and while we're there, we read. It works. Indent all paragraphs.

On the other side of the paragraph – the right side – use the ragged right design. Do not justify margins! Do not proportionally space your sentences. Ragged right increases readership.

1/2

Whenever you go to a second page in a letter – split the last sentence in half.

Begin it at the bottom of the first page...end it at the top of the next page. Why? To pull–l–l–l the reader with you. "Make" them turn the page. Keep them reading.

The same tactic works in anything printed with columns. Such as brochures, reply forms, print ads...anything. Split the last sentence...the last paragraph in two. And move the reader to the next column.

481

Be specific. The number 481 is much more specific – and much more believable! – than saying "almost 500".

Odd numbers get more attention than even. Use 3 – 5 – 7 – 9 and you are more likely to be noticed. A list of 11 is better than a list of 10. 99 or 101 ideas is better than an even 100.

One more thing on numbers; use the number – not the word. As I have done in this article. The number 3 or 7 is easier to see, read and understand than the word three or seven.

30

Offers with a date work to get more action – more response. Try a Limited Time Offer.

Good for only 30 days...or better yet, "This offer good only until August 31" gets action. Test making

your offer a Limited Time Offer. It can increase your response.

There are many more "Powerful Numbers" in Direct Marketing. This list will get you going to make your mail, your print, your collateral materials – all your written communication – just that much better. Good writing!

Larry Brophy has helped thousands of businesses find more buyers for their products and services the past 20+ years. He's the resident webmaster at:

, your TOP source of

targeted sales leads.

Read additional marketing articles by Larry Brophy at

### **Direct Mailing: Is It Still Effective?**

**By Gabriel Adams**

Direct mail, or marketing by snail mail, is an oft forgotten marketing method - after all, email is quicker, easier, and much less expensive. There are many businesses that now use email exclusively, and do not use snail mail for marketing purposes.

But I believe that these businesses are missing out on a piece of their pie. Actually, they are leaving a piece of their pie for other marketers (ones who use direct mail) to pick up.

DMIS, or the Direct Mail Information Service, reports some important statistics, showing that direct mail is indeed a vital marketing method, even in this digital age. For example, DMIS reports that 67% of direct mail is opened by the recipient, and 45% is both opened and read. Also, 32% of consumers surveyed reported that they had responded to a direct mailing in the past twelve months.

Direct mail is still an effective marketing piece that every business should use, even internet based businesses. Direct mailing has several advantages over email, such as increased delivery rates, higher readership percentages, and the fact that a physical direct mail piece will make a bigger impact than an email.

If you run an internet business, you may not want to use direct mail as an initial marketing piece. Initial contact is probably the strongest point of internet marketing. But follow-up is one of the strong points of direct mail. Use direct mail to follow up with your customers, to let them know about promotions, or to follow up with prospects who have not made a purchase yet.

For all businesses, direct mail allows you to contact precise markets with geographical and demographical targeting. For example, if you sold commercial bakery equipment, you could send your promotional mailing to a list of bakeries.

Direct mail is still an extremely viable marketing method that you don't want to miss out on.

For more Direct Mailing Information, visit

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