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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!

Quick, Helpful Tips for Direct Mail

By Wild Bill Montgomery

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Make Your Offer Irresistible – All good copywriters will tell you, the secret to great copy is to make it impossible to say "No"!

Find the Good in Everything – Rather than try to hide negative sides to your product, try making them known with a positive twist.

Stay Focused – Product or Audience. Keep your advertising focused. The wider your scope, the easier it gets to lose your reader.

What, Where, Why, Who or How – One of the quickest ways to grab attention, is to pose a question to your readers they can't help but answering.

Tell Them What They Know – Another way to get your reader interested is to state a negative fact that your reader already knows, and offer a solution.

Just the Facts Ma'am – Although "Power" words are great eye catchers and help the flow of your copy, nothing beats providing facts and product details.

Be Sincere – People can spot phonies and phony copy just as easy.

No Fear? Wrong! – Fear makes a great motivator. Fear of missing a great deal or fear of what can happen without

your product.

Be Personal – Address you reader in the first person. In many situations the "human touch" is a great benefit as well.

Don't Write A Book – Direct Mail, whether in online or off, needs to be just that, "Direct". Don't waste time with "warm-up" text.

Flattery Will Get You Everywhere – Vanity will serve its purpose, as long as you don't overdo it.

Use Power Words – Use words proven catch their eye and them to buy.

Easy Respond Procedures – In Direct Sales especially, you want to make it easy and obvious how they can respond to your offer, while you have they're attention.

Showcase Your Guarantee – With the overwhelming abundance of Internet and Mail Fraud plaguing us, people need a guarantee.

Offer Insider Information – People like to think they are getting something Exclusive or Special.

Wild Bill Montgomery ATTENTION: Are You In Business On The Internet? Do You Want The Best In Helpful Information and FREE Software & Sites? Want Direct Links To All The Latest Articles? Want A FREE Software and Reports Package? Start Getting Our Two Sizzlin' Hot Newsletters and Find Out What You're Missing! Go To

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.

Quick, Helpful Tips for Direct Mail

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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