



## 12 Tactics to Improve the Look of your Direct Marketing Package

1. **No Reverses.** Don't print in reverses (white letters with a colored background). They are a distracting graphical trick that interrupts the flow for the reader.
2. **Don't Shout.** We should all know that ALL CAPS is taboo in email as it translates as shouting. Another reason to not use ALL CAPS is that it is HARD TO READ in both email and traditional direct mail.
3. **One Font, Please.** Don't use multiple type fonts or typefaces. They interrupt the flow for the reader.
4. **Use Easy-to-Read Typefaces.** You may notice that old school direct marketer use the courier typeface (or font). That's because it works. For one, the courier typeface is very easy to read. Plus it delivers a subliminal "I just typed this on a typewriter" look. Don't use sans serif type (i.e. Arial, Helvetica, etc.)... except with high-tech offers.
5. **Don't Get Too Colorful.** Don't place type on a dark background or use a light colored ink. Black type on a white background works best. Blue as a highlight text color is acceptable, but use it sparingly. In the end, make it easy for your prospect to read your message.
6. **Make It Look Like a Real Letter.** You absolutely need a salutation and a signature. And indent your paragraphs - that's what people are used to seeing. You want to make your written words 'comfortable' to the reader.
7. **Underlining is More Effective than Boldface.** Do underline important phrases and words. Your prospects will scan your document - make sure their eyes go to your most important statements. Highlight your benefits. Indent key statements.
8. **People Love Lists.** Use bulleted copy that's easy to read. Even better if it is a numbered list (i.e. Fortune 500, Letterman Top 10 List, 7 Secrets to finding the perfect mate, etc.)
9. **Keep the Flow.** Breaking a page in the middle of a sentence (or a word) might be a distraction for a business letter, but it is a great tool in direct marketing. It keeps the reader engaged and flowing to the next page.
10. **If it is a Coupon, Make It Look/Feel Like a Coupon.** Perforations are a solid investment as they encourage the prospect to interact with the mail piece.
11. **No Naked Photos.** Always put a caption beneath every photograph. Best if it is a single word/phrase/sentence that reinforces your USP and/or offer.
12. **Yes, You Really Do Need All of those Inserts.** Adding additional elements to your mailing package will drive up results even though it adds cost. This always works. Direct marketing pros know that test after test proves that the more 'inserts' you have the better the response. You will notice this technique with all of the classic direct marketing packages that you receive at home.