



## Top Ten Tips to a Maximizing Your Offer and Creating Response

1. **Put the Benefit Front and Center.** Always put the primary benefit to the reader in the headline. Don't save the best for last. State your primary benefit immediately. You only have a few seconds to grab the reader's attention. State your most tempting offer right from the start.
2. **Clearly state your Unique Selling Proposition (USP).** This is not the headline or your slogan. Instead, a USP is the one-sentence response to the question "Why should I buy from your company as opposed to buying from one of your competitors, including buying nothing at all?" Your USP differentiates your offering in the marketplace. Use your USP everywhere. In all marketing communications. On your business card. In your office. Make it a part of your company culture.
3. **Say the Magic Word: FREE.** FREE is unquestionably a magic word that makes people stop in their tracks. Always figure out a way to include a FREE offer. Don't use a conditional FREE unless necessary. Can be free estimate, free delivery, free analysis. Always include a FREE offer.
4. **Get the Prospect Involved.** Use sweepstakes, gimmicks, pop ups, stickers, ruboffs, etc. They always work. Sweepstakes will improve results by 50% or more. Involvement devices ALWAYS work! Publisher's Clearing House mails millions of pieces every month and they have this technique down to a science.
5. **Put the Primary Benefit in the Headline.** Resist the urge to put a question in a headline. They don't work. The headline needs to be a positive statement that tugs on your prospect's emotional need.
6. **Premium Offers Work.** Dollar for dollar premiums are better than a cash offer as they are more tangible to your customer. But avoid anything that creates a negative emotion (i.e. vacation certificates, etc.). Two premiums are often better than one. If you can't come up with a great premium idea use a "mystery gift". If you ever wonder why other direct marketers always use this technique, it's because it works.
7. **Offer Financing.** Remove all obstacles that prevent your customer from saying yes. Credit / installment payments will give you as much as a 15% lift in response.
8. **Your Offer has to be Believable.** Credibility is one of the most important elements in any advertising campaign. If your customer does not believe you, you will fail.
9. **Repeat your Offer Everywhere.** You have no control what the reader will read first. Your letter? Your brochure? Your flyer? Be sure your compelling offer is visible everywhere so your customer can take immediate action.
10. **Tell Your Customer the Value of your Free Offer.** Always add a dollar value to anything you're giving free, or as part of the package. Make sure the reader knows the value of this gift or bonus.