

**Free Information** — If you sell a product or service that is expensive or that requires a significant investment of time or resources, it's likely you will need to break the sale into two or more steps. By offering free information, you can create a qualified list of prospects for further marketing or sales efforts. You can offer a catalog, booklet, video, fact kit, checklist, etc.

**Samples** — Do you have a truly superior product? Does it "sell itself"? If so, sending samples could work wonders for you. If you sell personalized calendars, for example, you could print one with the prospect's name and mail it. No amount of sales copy can take the place of seeing the product up close.

**Free Cost Estimate** — Here's a perennial favorite for service businesses. If you're in the lawn care business, for example, you could offer to send a representative to the potential customer's home to examine the property and provide a written estimate for mowing and fertilization. This offer also works well for consulting businesses.



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Providing over 40 years of building marketing strategies, develop solution providers, optimizing the sales process and evaluation of existing marketing, advertising and selling, with an open line for questions and help. Three reasons to subscribe to our Direct2Customers Marketing Community.

### 01 IT'S CONVENIENT

We'll sort through thousands of how-to-do articles, reports, studies and more, in our Library of Marketing, to meet your request and provide possible solutions for your problem.

### 02 WE ARE FLEXIBLE

If you want to be the best growing business or a B2B company with a great marketing and sales department, we have a variety of tools to share. Expertise in direct marketing and

mail, customer-customer-centric strategy, creativity, lead gen and selling solutions.

### 03 IT'S A LOW-RISK HIGH REWARD

Custom-Made Marketing is an eBook written to make you think, stimulate creative ideas, creative team building and much more. A valuable process to create custom marketing, advertising, and sales building strategic plans personalized for your company. There are 18 modules in our eBook with a lot of stimulating questions that will fit your company to a tee.

We know what works Because we create and write about it.

We are eager to share a ton of how-to-do direct marketing content and sales information when you join our community.

It's important to grow closer to customers. Today, more than ever, change is occurring at breakneck speed, and what is working today could be obsolete tomorrow. The direct marketing and customer-centric strategy is alive and well. 60 years old and still working. Learn how to change your marketing and advertising while building your direct-2-customer culture. Since 1984, over 2,000 companies know why and how I work and solve problems.

We'll schedule a **FREE** 30-minute discussion on the how and whys of **marketing a small B2B company** and using digital if it can work for you. **800-251-3608.**

**Direct Marketing + Mail Success...**  
*a direct marketing resource for using customer data, channel selection, skillful copy and design, relevance, postal regulations, and measurability of response for your company's marketing communications.*



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Sometimes...  
less is more

In business, the mantra is "give people choices." But hold on a second. Are more choices still a good idea?

My many years of experience as a business owner and a direct marketing mail specialist, I know that sometimes less is more with choosing. Choice comes with a cost.

For example, if you are selling a new app every mother would want, your brain may have other ideas to offer a variety of response avenues, such as

- ✓ Email
- ✓ Contact us page
- ✓ A landing page
- ✓ Social media
- ✓ A toll-free phone number

The logic is that everyone prefers a unique method, so if you offer them all you increase the number of orders you get. Right?

Not always. Sometimes, all those choices work against you because choosing between them may take an extra split second, which is enough to cause someone to put off responding until later. Once that happens, you may never get the answer at all.

It may seem like a subtle distinction, but there is a difference between offering choices and introducing extra decisions. If the "choice" of response method becomes a "decision," you can reduce the number of buyers and even orders.

### Consider only one.

For a reader-oriented medium such as a blog or content marketing, it is often best to offer a reader-oriented response and nothing else. That means forcing people to respond and provide no other avenue for response. Since there is only one way to reply, there is no decision to make. However, your copywriting must be crisp and to the point of what you want them to do.

If you own or work for a company that does most of its business online, driving people to a single

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contact link in your copy, makes the most sense.

Again, there is no decision on how to respond, so there is one less hurdle for prospects to jump.

Is this always the best approach? Yes and no, depending on what your marketing contacts prefer.

The only way to be sure whether to offer one or multiple response

methods is to test. If you offer several ways now, look at your data tracking to see how many answers come in through each type.

It may surprise you or to certify what you already know to find that one response method is superior to a greater extent than the others. This could be the basis for testing whether one type of response can increase or decrease your total response.



### YOU!

A few old geezers in your past, probably taught you this first word you learn in copywriting. While writing copy for advertising, direct marketing, mail, sales, and so forth, you appear close and personal with your reader, referring to them as you. You speak to them one person at a time about features and benefits, interests, ambitions, and desires.

### Versus WE

Like for instance, how many times the word "we," "us" or "our" appear in direct marketing and sales copywriting, rather than "you." If you are using these words, they draw away the attention from the reader's need to you as a seller. Still, when using the word "you," the message catches the eye directly toward the prospects and customers.

I reassure the folks reading the copy they are important that **YOU** understand their needs, wants and desires. Altogether, a copywriter's first aim is to get the copy read. How to use the word "you" grabs the reader's attention, which is more than likely will attract people to make a purchase.

Copywriters use the effective "you get," copy focused on the "you." Right now, your offer is "You get two of these, and you get four," never, "We give two of these and four of those." Test drive the "you" on your next copy for marketing and sales prospecting. Believe me, this can make a difference for you.

There are hundreds of offers and millions of offer combinations and variations to choose from when you are planning a direct mail campaign or other communication channel. To help you decide, here are a few offers that have proven themselves in countless direct marketing and mailings over the years.

**Free Trial** — This is a powerful offer that lets people try your product or service without charge before they make a buying decision. The trial is usually for a specified period, such as 30 days. This allows you to move a potential customer closer to buying while removing perceived risk.

### Money-Back Guarantee

Some say it is not an offer, but it is. The offer is: pay upfront, but if you are not happy, you can return the item for a full refund. Like the free trial, this offer removes risk. Few people take the trouble to return something even if they are unhappy, so it almost always creates higher sales and profits.

**A Gift** — A gift usually generates a better response than an equally valuable discount. That is because it presents a more tangible benefit. It also helps to preserve the value of your core product or service.

**Limited-Time** — Any time you put a time limit on an offer, you will get more response. A time limit forces people to get off the dime and act immediately. Experience shows that the more quickly you can get people to decide, the more likely the decision will be in your favor. People dislike to "miss out" on a good deal.

**Yes/No** — This is a powerful offer you see used with subscriptions. However, it is possible for many types of products and services. You simply ask your prospect to respond with a "yes" or "no," often as two check boxes, repositionable stickers, or tokens. By forcing people to choose one or the other, you will end up with more "yes" responses.

## 14 Proven Money-Making Offers for Direct Marketing Mail...



or any other communication channels your customers prefer.

**Negative Option** — The negative option is one usually with a free trial. For example, you allow your potential customer to try your product for free, then enter the order automatically unless the customer cancels the transaction. It uses this with shipped products, subscriptions, ongoing services, and other items. Just be sure to make the offer clear to avoid confusion or complaints.

**Sweepstakes** — This offer is not as popular as it once was, but it can still be effective. I do not link entry into the sweepstakes to a purchase, but the excitement of the contest can translate into purchases either upfront or on the back end. An important point to remember using sweepstakes are always regulated to some point and you must follow the rules carefully. Also, consider the downside of creating a customer list solely from sweepstakes offers. They are often larger but are inferior to lists created from straightforward sales.

**Dollars Off** — This is a classic. You simply include a certificate or coupon featuring the discount, which is redeemed with a purchase

We sometimes use this sort of offer as a "loss leader" to gain customers. Real profits come from future purchases.

**Introductory Price** — Similar to dollars off, the introductory price allows people to try your product or service at reduced cost for a specified period. It is used to gain new customers quickly.

**Installments** — When you do not want to lower your price but think a smaller payment would improve sales, try the installment offer. I can sell a product that sells for \$99 in 3 monthly payments of just \$33 each. This removes some pain of buying while putting the full price in your pocket.

**Free "Keeper" Gift** — The keeper gift is a friendly way to help potential customers make a purchase decision. When they buy, they get your product and the gift. If they change their mind, they return the product but keep the gift as a token of your appreciation.

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## Do YOU Know the Three Important Letters in YOUR Direct Marketing? Mail? Email? Social? Lead Gen? Well, we do, and will share it with YOU.

Similar people say as the changes in technology are rapid, but not as fast, words in copywriting, direct marketing, mail, and lead generating, fade, and flow in popularity. Some come and go, while others are constants for the immediate future, which is also shrinking.

Such words remain constant for a reason—they never lose their effectiveness. Next time when you develop a copy for a direct marketing and advertising promotion, keep in mind the following staples in direct marketing vocabulary.