

Postalytics Direct Mail Copy Checklist



11 Tips For Writing Persuasive Direct Mail Copy

"In the modern world of business, it is useless to be a creative, original thinker unless you can also sell what you create."

David Ogilvy

- Use a copywriting formula - Before-After-Bridge, Problem-Agitate-Solve, etc.
- Work backwards from your offer for better copy
- Focus on benefits, not on features
- Identify and use customer pain points
- The deeper the personalization, the better in direct mail copy
- Answer objections - look at copy as sales in written form
- Write to "You" (problem solving) rather than from "We" (feature listing)
- Prioritize readability. Keep your words short and clear. Readers will skim first
- Enhance credibility with technical details
- Create an attention getting Call To Action
- Recycle what works - use your successful campaigns as a guide to future copy