

## Classic Mailer

### Letter:

Talk-up what my product can do for you.  
2-color for pertinent phrases, words, etc.  
Good head liner

### Envelope:

Tie in offer with envelope  
Free offer on outside.

### Brochure:

Capture the excitement on paper.  
Guide the reader step by step toward purchase.  
Explain product benefits thoroughly.  
Answer questions in advance.  
30-day trial offer = guarantee - send it back

### Reply Card:

Receipt stub + guarantee  
Busy looking reply card  
Colored ink or colored stock

### Letter body copy:

- Promise a benefit in the headline - most important benefit.
- Enlarge on most important benefit.
- Tell reader specifically what they are going to get - benefits.
- Back-up statements with proof and endorsements.
- Rephrase prominent benefits in closing offer.
- Incite action - give them a logical order to follow.
  - All orders are shipped on a first come basis.*
  - It may be months before we go back to press on this book.
  - The sooner yours is received the sooner you can start - benefits.
  - Direct attention to the order form - reply card.

75% of the words are 5 letters or less.

Short sentences - mix them with longer ones (fewer).

Check list.

Bucket brigade.

No paragraph over 6 lines.

**Text:**

Feature vs. benefit

List them in order of importance

What your product has vs. what it means to the buyer.

Copy strategy:

Gain something they do not already have

Avoid losing something.

Basic human wants:

To save time

Avoid effort

Achieve comfort

Be popular

Receive praise

Be in style

Snob appeal:

Join the *elite* group of people who use this product.

Find their *hot* button.

**Basic Propositions:**

Free info - gift inside,

Free trial period

Yes - No involvement proposition

Yes I want the book.

No I don't want the book but I wish to remain on the mailing list.

Yes I want to learn how.

No I don't want to learn

Benefits outweigh price - will buy.

**Copy Preparation:**

Make it look valuable

With perf receipt stub that has guarantee on it.

Don't call it an order form.

If letter or brochure is lost, order form should stand alone to do the selling.

restate offer and benefits.

Ample margins

**Lead Lines:**

“Don’t let your lack of knowledge hold you back from *something* anymore.”

Now...you can learn etc.