

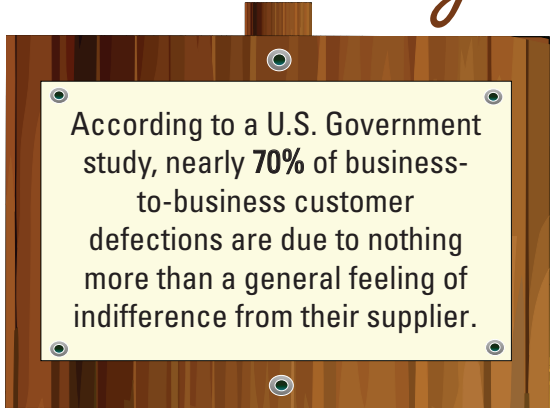
# 10 “Must Do” Tips To Direct Mail Success

BY JIM CECIL

## DIRECT MAIL SUCCESS TIPS

1. Never use a Window Envelope
2. Always use a first class commemorative stamp
3. Use Quality Paper: letterhead and envelopes
4. Print address directly on a standard envelope
5. Utilize your logo
6. Add dimension to your letters with lumpy enclosures
7. Always hand-sign your letters (use blue ink)
8. Remember what gets opened: Boxes, FedEx, Lumpy Mail and 8x10 envelopes
9. Avoid Bar Codes
10. Include your name on your mailing list

*Why?*



According to a U.S. Government study, nearly **70%** of business-to-business customer defections are due to nothing more than a general feeling of indifference from their supplier.

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