

The ANATOMY of a Direct Mail Letter

The direct mail letter plays a pivotal role in delivering a strong response rate. Each part of the letter is strategically designed to impact decision making for optimal results.

The direct mail letter is comprised of three main parts

Body copy of the letter

More is more for the body copy. This information will help people make a decision and get them to "yes."

Right rail of the letter

Repeat the most important information and present the key points in a bulleted format for a quick scan.

Response device

The response device is a crucial component. Even today, as most people respond online, mimicking the look of a response device can provide a subliminal reminder to respond.

