

Trish Witkowski's

"Make Magic With EDDM"

WEBINAR HIGHLIGHTS

The 7 Key Copy Drivers*

There are many ways to position a sale. Experts in the field of direct mail have identified seven key copy drivers—fear, greed, guilt, anger, exclusivity, salvation and flattery—and these drivers offer a critical guideline to follow when you're beginning the thought process and pulling together an offer. This is important because the way in which you choose to approach your audience will determine whether they take the bait or leave it hanging on the hook.

The following example is for a lawn care service looking to treat lawns for grubs. Let's write their copy 7 different ways:

- Fear:** "It only takes 10 grubs to destroy one square foot of lawn"
- Greed:** "Get twice the grub control for one low price"
- Guilt:** "Don't disappoint your family with an ugly lawn"
- Anger:** "Don't let grubs ruin another summer"
- Exclusivity:** "Lawn Pros Only: The Secret to Beating Grubs for Good"
- Salvation:** "Get rid of the grubs and get back to summer"
- Flattery:** "There's a reason why you have the best lawn in the neighborhood"

**The 7 key copy drivers were defined by two direct mail experts, Swedish entrepreneur Axel Andersson and Seattle direct marketing guru Bob Hacker, and are expanded upon in Secrets of Emotional, Hot-Button Copywriting by Denny Hatch (available at directmarketingIQ.com)*

Your Mail Must Answer Three Critical Questions:

- Is it clear?
- Is it timely?
- Is it relevant?

Components of Successful EDDM:

- Simple format, large in scale, sturdy paper
- Strong headline using a highly legible font
- Body copy that gets to the point
- Colorful photos that support the content but don't interfere with legibility
- Clear, compelling offer – state it, repeat it, repeat it again
- At least 2 response mechanisms
- Clear and noticeable expiration date to create a sense of urgency

Goal-Setting

What is the meaning of success?

- Hitting a sales target?
- X number of inquiries?
- X number of in-person appointments?
- Increased Web traffic?
- Accumulation of information?
- Greater awareness?
- Breaking even?