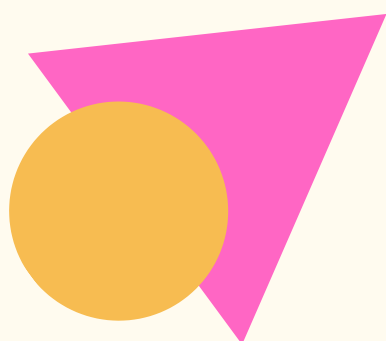


Direct Marketing Copy Success

Milestones and Writing Rules keep your Direct Marketing Copy snappy, mesmerizing and successful in driving your ROI. Direct Marketing is measurable, but your writing has to drive the numbers.

01 *What's the point?*

"One ping only, Vasily," says the Captain of *Red October* in the movie of the same name. Choose one point to make in your writing and highlight the reason for that point throughout. The more specific you are, the better.



02 *A Personal View*

Your college professor may have told you to keep it professional, but she neglected to tell you it should also be *personal*. Driving an emotional journey is the best way to use our shared human experience to drive the customer forward.

03 *Whatchu Doin'?*

Another fact about Direct Marketing copy that probably drives your professor insane is that grammar is a bit more flexible in these waters! While you don't want to create confusion in your copy, you do want to drive familiarity and intrigue. Do-it To-it...with language.



04 *From Short Phrases to Long Lines*



You don't have to avoid long sentences - but you do have to avoid long, complex *phrases*. Keep your writing focused and shorter, and you will see your customer lines grow longer. A *very* good trade!

05 *Unforgettable, that's what you are* Don't forget the P.S.!

I ordered enough gifts - I think! - to give away to anyone who signs up for my services by December 30th, but why wait for me to reorder when all you have to do is write an email to LKCopyArts@gmail.com!

