



FACT SHEET

TIPS FOR DM SUCCESS

Keeping your mailing piece environmentally friendly isn't difficult to do, there are so many options and solutions for you from recyclability to carbon offsetting, these tips will help you keep your mailer in good environmental health without compromising on the 'wow' factor that mailing creates.

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Use a copy **"hook"** on the outer envelope



In your copy, be sure to use the word **"you"** multiple times



Don't use a full stop at the end of your headline. It invites people to stop reading and drop your mail piece



Make sure your offer is clear and up front – a hidden offer is no use to anyone