



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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Make reading easy by using short sentences and short paragraphs



The signature must be legible. If it is not, you lose credibility



Be sure to use engaging sub headings



To encourage your reader to keep reading, bullet points and bolding (used sparingly) are essential

Source Frank Chamberlin, How to make your Direct Mail more impactful, VoPP Mag – The Direct Issue, 2018