



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 credible testimonials if you have them



Avoid UPPERCASE TEXT. It is more difficult to read



Be sure to leave a line of space between paragraphs. It increases readership dramatically



Make sure the order form is super easy to use with enough space. Get a 12-year-old to try it and make changes if it is not completely straightforward

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