

Hone your message to be effective and distinct by creating messages that instantly capture attention and drive customers to take action the way you want them to.

Here's an example of how to execute a direct mail campaign using the 7 advantages:

### PRESTIGE



If we were going to use the Prestige advantage, we would put it in a cream colored heavyweight envelope that might be embossed. It would clearly feel special when it arrived and there would be something about it that would have elegance and sophistication to it that would speak of luxury or premium quality.

### MYSTIQUE



If it were the Mystique advantage, there may be no return address. It would say open immediately, but there would be no clue as to what's inside, so that our prospect is curious.

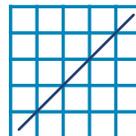
Curiosity is an incredibly strong motivator. It's when you give away all the details people are less likely to open your direct mail.

### POWER



If we were going to use the Power advantage, we'd have a big stamp on the front that said "important" and we would want to make sure that it was maybe even hand-delivered.

### TRUST



With the Trust advantage we just want to be classic, reinforcing expectation over time.

### PASSION



If we use the Passion advantage it would be difficult to do this immediately.

We would want to build a bond very quickly with them by doing something highly personalized and customized. We might do something specific to their neighborhood or we might "Google it" or take a photo of their house for the project. We could say, "We noticed that you've done xyz in the past, and we can help you do it again!" This way, we're demonstrating that there is a relationship.