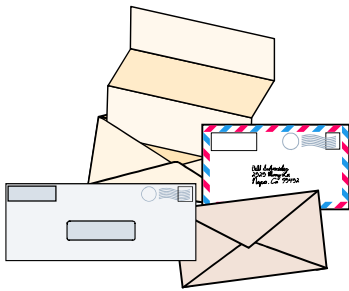


- **10 “Must” Elements**
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How to Create Lucrative Direct Mail Campaigns...

The Ten Most Powerful Elements of a Sales Letter!

Arch Telecom, Inc. thanks Hilton and Lisa Johnson, founders of Sales Academy (www.salesa.com), a virtual sales training and coaching organization specializing in real estate for providing portions of this newsletter. Check out their website for more powerful sales ideas and a FREE monthly email newsletter.

Direct mail is one of the most effective methods for generating new business and maintaining existing business. However, most professional sales people never fully capitalize on this opportunity. Many assume that all direct mail is the same and the only key to success is to get your name, face and services in as front of as many people as possible and the cash will just start rolling in. The Direct Mail Association says this assumption is one of the six biggest reasons most mail campaigns fail.

In this newsletter we are going to outline those six reasons and name ten powerful elements necessary for a successful direct mail piece.

Why Direct Mail Fails

- 1) **Failure to convey a succinct sales message.** The salespeople wrongly assume that their products or services are understood. Too often, the prospect never fully realizes what the offer is.

- 2) **Lack of specialization.** The sales message does not identify the salesperson's offer as unique or special.
- 3) **Lack of follow up.** The sales message is a one time offer, with no follow up.
- 4) **Lack of persistence.** Direct mail has the most impact when the offer is presented several times.
- 5) **Lack of knowledge to present a compelling sales letter.** (See “10 elements of a successful sales letter”)
- 6) **Lack of knowledge of product.**

Where Are You?

Most real estate agents and mortgage originators fall into one of three categories with regard to direct mail. The first group includes those who don't do it and believe it to be totally ineffective. The second group does it, but is more motivated out of fear than production because they don't track its results and don't know its true effectiveness. The third includes those who have mastered the following elements. For them, direct mail has become the lifeblood of their business.

If you are interested in making direct mail one of the most economic and profitable sectors of your business, include in your letter these ten elements

provided to us by Hilton and Lisa Johnson experts in sales language techniques.

Ten Elements Of Every Successful Sales Letter

1. The Headline

The headline is the most important element of a sales letter. It is the determining factor for whether or not your sales letter gets read.

Before writing your headline, target a specific demographic. Ask yourself who the ideal client is for this mailing, i.e. first-time homebuyer, investor, FSBO, etc.

Headlines do not need to be short. Make them as long as necessary in order to attract attention and identify your demographic.

When a headline from another agents or company grabs your attention, ask yourself why, then make a note of it. A variation of that headline may come in handy for a later campaign.

2. Subheadings

Subheadings reinforce your message and provide excellent direction when you are changing your message. Accent your sales letter with a couple of subheadings throughout, especially when you are changing the direction of your message.

3. Create Emotion in the Body

If you have done a good job of grabbing attention with the headline and subheadline, the prospect will begin to read the body. It is imperative that you create emotion immediately here. Create emotion by "painting word pictures" that have the prospect assuming ownership. A few examples of this are testimonials, storytelling and using the "problem-solution-confirmation" (PSC) technique.

For example, a lender who is targeting refinance opportunities has a database of homebuyers purchased over five years ago. An example of creating emotion in PSC sales language is: "As a homeowner who originated a loan before 1993 you are literally throwing away an average of \$400 dollars per month on unnecessary interest payments. Money that could be used for home improvements, children's education, vacation--\$400 dollars a month! We (name of company) are pleased to provide you an opportunity to pocket that \$400 by refinancing your mortgage using today's interest rates. You'll save more money now and in the future."

4. Tell a Complete Story

This means tell the entire story from beginning to end. Put your offer and all of the details on the table in one letter. While it is important to be complete in your offer, it is equally important to be concise and succinct. Remember: this may be your only time to tell your story so tell the whole thing and nothing more.

5. Make It Conversational

In a presentation, you want to be persuasive, therefore you speak to the prospects in a way that you know they will understand you, right? You would probably also act naturally and let your personality come out spontaneously. Do this in your sales letters, as well. Avoid trying to be clever with big words and fancy jargon. You can only persuade someone that understands you. One

powerful technique is to tape record your verbal presentations, then extract language for your printed presentations.

6. Draw Attention Stylistically

Emphasize messages that carry more weight than others do by changing the font, underlining, bolding, etc. But beware, don't overuse this technique; it can become annoying and look messy. You can defeat the purpose of style with overuse. The idea is to emphasize, not distract.

7. The Guarantee

Every letter should offer complete satisfaction or a better-than-risk-free guarantee. Although many people believe guarantees are worn out, they're not. They still convey the message of "no risk" and that you stand behind your service.

8. Testimonials

Nowadays, it's nearly impossible to see an ad campaign of a successful company that lacks testimonials. Your sales letter should include testimonials, too.

If you don't have any testimonials, call up some of your past clients and make it easy for them to give you one. Offer to write it for them and only ask for their approval. If you've done a good job, your clients will be happy to reciprocate. Over time you should build a testimonial bank. A good time to ask for a testimonial is when clients offer unsolicited thanks.

9. Call-to-Action

A call to action is a few words prompting, or asking, the prospect to call you. This can be as simply stated as, "If you're interested in selling, call and get a FREE copy of this special report!" All of your sales letters must have a call-to-action because your response rate will be much higher than if you had not.

10. Enable Easy Access

By always including your Arch 800 number in your letters, you'll enable the client to receive valuable information about you, your services and products in

an easy non-threatening manner. It also enables you to track each sales letter's effectiveness with the source digit.

FOLLOWING UP

No matter how strong your sales letter is, no matter how many you send out, the impact of it is far greater when you follow up after the mailing. It's common to get absolutely no response from the mailing but enjoy tons of sales after you make a follow up call. Many already know this but still refrain from telemarketing. For this reason, Arch developed Voice Broadcast. Voice Broadcast will canvass your entire database automatically and deliver your personally recorded message. Voice Broadcast is time efficient and cost effective, so you can always follow up no matter how busy or short staffed you are. Call an Arch representative for more information.

LINK YOUR WEBSITE TO OURS

Many of you have your own website, which is just one of many of the hottest sales tools available today. As an Arch customer, you can double the power of the Internet for your business success. We will be creating a page exclusively for adding links to our customers' websites. The idea is to create some reciprocity for referrals and have Powerline users sending one another business. Any Arch customer is invited to participate. If you have your own website and would like to link it to Arch Telecom, please send an email to jennifer@archtelecom.com. Title the email "Add my link" and include your web address in the body of the email. The site should be up by mid-November.

We Appreciate Your Referrals

Nothing says thanks like a referral. Arch offers a \$50 thank you for every one of your non-competing peers!

