

How To Master the Art of Direct Mail Lead Generation

By

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“Holding Attention”

Part III of IV

Grabbing and holding prospects’ attention is a “must” in lead generation. There are many ways to do this. Here are three proven and effective methods:

1. *Simplify Your Message* – Amateurs use big words and long sentences to impress people. Professionals use little words and short sentences to get response.

According to Jonathan Kozel, in his book Illiterate America, the average working American reads at the eighth grade level. As unfortunate as that is, you must recognize the fact and use it in your marketing.

When prospects don’t understand your message, whether in the mail or in person, they won’t respond favorably. They’ll either toss your mailer or say “I’ll think it over,” with absolutely no intent to buy.

The Gettysburg address, one of the remembered speeches of all time, was only 267 words in length, with 80% of the words being five letters or less. If you want prospects to respond to your words, written or verbal, simplify your message.

2. *Use Testimonials* – Testimonials give you credibility and believability. Testimonials verify and support your message. Remember, it’s always better if someone else says you’re good, than if you say you’re good.

When you use testimonials, bombard prospects with as many as possible. One by itself draws suspicion. It suggests the question, “Did you or someone in your office write it?” That’s why it’s important to use lots of testimonials.

3. *Magic Words* – Here’s a quiz. Which of the following price offers, which all mean the same thing, pulls the best response?
 - a) “Buy One, Get One Free”
 - b) “50% Off”
 - c) “Half Price”

The answer is “Buy One, Get One Free.” It gets more response because of the magic word “Free.” How much better does it perform? According to test results, it pulls a full 40% better than the other two offers.

Everyone wants something for nothing. So if you can provide a free gift or free information, do it.

Have the free offer relate to your product or service. Free pens and free calendars are nice. But just because people want one, they are not necessarily interested in what you have to offer.

Another magic word is “New.” Americans are trained from an early age to want to know the latest information, whether it’s sports, fashion, politics, or business.

Holding attention is critical in generating leads. You only have a brief opportunity to get prospects to respond. So use every technique you can to make the most of your prospecting efforts.

In Part IV of this series, you will learn tested tips to generate the most leads possible.

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