



7 Ways to Stand Out in a Crowded Mailbox or How to Make Sure Your Envelope Gets Opened

By Scott Nichols, Founder CourtClerk.net

You could have the most persuasive offer known to mankind and still fail miserably. How? By failing to convince your prospect to open the envelope.

Many mail marketers overlook the critical importance of the envelope to the overall success of a direct mail package. They fail to realize that if your envelope isn't opened, nobody sees your message.

Here are a few tips to help you prepare an envelope that will stand out in a crowded mailbox and significantly increase your overall response rate:

1. Envelope design and teaser copy should reflect the image of the product and its intended audience. Don't **SHOUT** when you should *whisper*. Don't be white collar when you should be blue collar. Don't be formal when you should be informal. You are an attorney offering a professional service and your letter should reflect that fact...but that doesn't mean it has to be boring and nondescript.
2. As simple as it may seem, those letters that use a **live stamp** as opposed to a meter get much stronger results. After all, who uses meters? Junk mail and credit card companies. A recent CourtClerk research study showed that 79% of all letters used metered or pre-printed indicia.
3. An envelope which stands out from the rest of the mail is likely to get noticed. In that same CourtClerk study it was discovered that 88% of all letters are sent in white #10 envelopes. You can **make your envelope stand out** by using **colored**

paper, **colored** ink, making it **larger** or smaller than normal, using graphics, and so on. If you are using black ink on a #10 envelope with a metered stamp you may as well be using invisible ink because nobody is going to read it.



4. Alternatively, you could use some simple **involvement devices** on envelopes. Extra windows exposing tokens, peel and stick labels, side opening envelopes, and the like) can have a significant impact on your opening percentage.



5. It is amazing how printing something as simple as **"OPEN NOW"** on your envelope actually works.

6. You can start by **hand addressing the envelope**. The typical preprinted labels or windowed envelopes scream that the letter is a mass mailing. While it does take more time, addressing the envelopes by hand will really portray that personal touch and will provide a significant increase in your direct mail campaign.
7. If everyone else is using a letter, **try sending out a postcard**. When everybody zigs, you zag. The entire purpose of the mailing is to get noticed enough to entice the potential client to read your message. Using a postcard is not only cheaper, but with the ad copy immediately in front of them they have no choice but to read it.

Test. Test. and TEST again! Your mailing campaign can always improve. Make sure you get an accurate count of the mailings and responses so that you know what works for you. Make it a goal this year to try 3-4 different campaigns. Allow each campaign to run for several months before changing it and make sure you **track the results**. Using CourtClerk.net's **FREE Call Analytics** package can help you know for sure exactly what your response rate is for each of your campaigns. Because the only thing worse than not knowing the effectiveness of your marketing campaign is to think you know.

About the Author: Scott Nichols is the founder of CourtClerk.net and PA Court Names. He is a pioneer in the field of Direct Marketing for Attorneys. Mr. Nichols is the author of numerous articles on targeted marketing techniques and an influential speaker on the subject of ethical marketing practices for attorneys. He can be reached at snichols@courtclerk.net.

