

## Writing A Good Sales Letter

We believe, and research backs this up, that any good direct mail campaign should contain a covering letter or a sales letter.

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This allows you the opportunity to add credibility to what you do, tell your potential customer a little more about your business and reinforce any offer you are making within your marketing campaign.

All good sales letters follow the 6 point plan.

### What is this?

1. Start with a benefit statement in headline or first paragraph (try underlining or emboldening your headline)
2. Restate the benefit(s)
3. Tell the reader what they're going to receive in the way of features
4. Build up credibility with references to past customers, quality awards etc.
5. If your letter includes a special offer remind the reader what they might lose out on if they don't purchase
6. End with a call to action

This is just a summary but if you would like to see some samples or need any further information, please email us on [info@schoolmailings.com](mailto:info@schoolmailings.com) or call **01257 460036**.