



DO YOU KNOW HOW TO WRITE AN EFFECTIVE MARKETING LETTER?

No matter what your business, marketing letters can definitely be of value—if written correctly. By targeting a potential client with a dynamic and forceful letter that succinctly illuminates your message, you have the potential of reaping benefits in the form of new business. If you have no one on staff who can handle the writing job—find someone who can! There are plenty of competent freelance writers who specialize in writing punchy, attention-grabbing copy. Now, let's get down to business about how to write a letter that will attract your potential client...

1. Find a “hook” on which to hang your message—one that will pull in your reader and he or she interested in reading further. It is of no value to try to sell something until you have first made the recipient want to read your letter. Work to build a relationship with a compelling, powerful message that makes them read beyond the opening salutation. If you have a testimonial quote from a satisfied client, put it up front.
2. Build a sales-generating message by starting with a catchy opening—and close your letter with a call to action. It's important that you engage your recipient immediately and hold their attention as you outline your services or product as succinctly as possible.
3. Make the reader feel special: give them a challenge; give them good news; shock them with a frightening statistic; let them know you can help them; or make them a tempting offer; anything that will command their attention!
4. If you are selling a product or a service, the approach is the same—you want to “sell” precise benefits of your service or product.
5. Avoid a form letter using “find and replace” names and addresses. Personalizing your letter will help insure that the recipient feels it is directed specifically to him or her.
6. After the initial opening sentence, the one that will grab the reader and make them want to read further, it's time to get down to business. Explain who you are and what you have to offer. Don't get too wordy—offer your credentials in a sentence—don't be long-winded—be unique by being specific. Brevity is best!
7. Ask your recipient a question: “Are you getting the results you expected from your marketing efforts? No? Well, that's unfortunate, but we have some ideas that can raise your profile among your customers and expose you to others who can respond to your message!” Then give them a suggestion or two that will explain how you can give their marketing efforts an energetic boost.
8. As you formulate your letter, trumpet your company's competitive advantages, and make sure those advantages are customer-oriented—not business-oriented pitches.
9. Remember: crisp, clean sentences with little hyperbole and a strong message will be remembered.