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February 2007

**Dear Brian,**

Effective marketing campaigns can be incredibly fickle. Make one small change in the design or wording and response rates could double or shrink. In order to provide any kind of positive response effective direct mail campaigns must clear the following three significant hurdles.

1. The mailing piece must be attractive and interesting enough to **stand out** among the other mail pieces in order to be opened or read.
2. The contents must have an **appropriate message** that resonates with the appropriate audience.
3. The offering must **present clear benefits** in order to invoke some form of action from its audience.

For the next three months, the CourtClerk.net newsletter will focus on each of these subjects in turn. This month's message will help you design a mail piece that **Stands Out** in a crowd!

### This month's edition:

- OUT STANDING!
- Guaranteed to Get Noticed
- Increase Your Repeat Business & Referrals

### Guaranteed to Get Noticed



If you've been opening your mail lately, you must have already read our latest marketing message (see left). This postcard was sent just a few days ago and was designed with one simple purpose

in mind...to draw your attention to this article.

### OUT STANDING!



Okay, time for a quick reality check. First, grab today's stack of mail. Now shuffle in one of the envelopes you've been using to attract clients to your practice. Have an assistant spread the entire stack of mail across your conference table while your have your back turned. Now, turn around and quickly identify the first three things that jump out at you.

Chances are that the things that caught your eye were pictures, logos, color, unique font, or an unusual size or shape of an envelope. Unfortunately, if you are like too many of our clients, **your envelope blended quietly and unceremoniously into the rest of the mess.** Bottom line is if your envelope failed to catch your eye quickly, how is it

Why a postcard? Because it is different. It **STANDS OUT**. It's size, color, and clever picture not only make it unique in the mailbox, but it also has a strong secondary benefit...you didn't even have to open it to read the message. The entire contents were right there on the outside. Glancing at the post card to see what it was immediately conveyed the complete message. If you were interested you got the message and kept the card as a reference. If you weren't interested, you still got the message.

Used in conjunction with your normal letter of service, a postcard can pack a powerful ONE-TWO PUNCH when sent a few days before or after your initial mailing. A well-designed postcard could precede your normal mailing by two days with a simple announcement to "Watch your mail for an important legal notice from Your Law Firm, LLC." When the letter arrives a few days later, your potential client immediately recognizes the branding on the envelope and is expecting to open it.

[Click here if you did not receive our postcard.](#)

## Increase Your Repeat Business & Referrals

You know what you are doing. You are a competent professional who provides a valuable service to those in your field. Your clients appreciate your work and trust your advice.



They will come back for repeat business and will send their colleagues your direction when the need arises...if they remember.

The truth is, your clients are likely to forget you within a month...unless you remind them. Business cards get lost and phone numbers are quickly forgotten. **Make sure you maximize your ability to grow your practice from repeat business and key referrals by staying in touch with your previous clients.**

A postcard provides a very effective and economical way to keep in touch with past clients. Whether you mail one postcard a year with your branding and a simple message or alternate between post cards and personal letters, **your former clients are by far your best source for new business.** Don't let them slip into obscurity by telling yourself that they will remember you because they won't be able to without your help.

If you haven't sent some form of communication to your past clients within the past three months, you need to revisit your goldmine. CourtClerk.net can help you create an

supposed to be gain the attention of a potential client? by your potential client?

The United States Postal Service delivers 26 pieces of mail to each house in the United States each week. Nearly half of this amount is from unsolicited mail. Developing a mailing that stands out in this crowd is clearly a challenging endeavor but we have five simple changes you can implement now and boost your response rate immediately.

[7 Ways to Stand Out in a Crowded Mailbox...](#)

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## Enter Your Email to Join Our Mailing List!

effective referral campaign via post card, standard letter, brochure, newsletter, or electronic communication. You already have the names, all you have to do is stay in touch.

**[Coming Next Month: Learn how to build a strong message that resonates with your target audience.](#)**

email: [bacord@courtclerk.net](mailto:bacord@courtclerk.net)  
web: <http://www.courtclerk.net>

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