# **Massive Response Marketing**



## **Information**

- Clear USP (as a testimonial)
- Focus on Them. Not You
- Testimonials (Social Proof)
- Short & Easy to Remember URL
- Headline



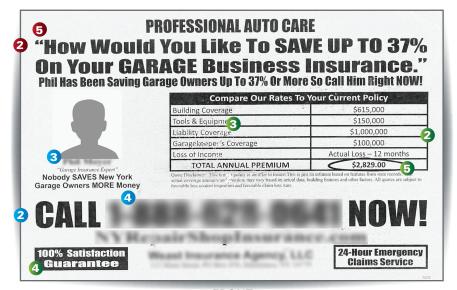
## Response

- Tracking Phone Number
- Strong CTA (call to action)
- 3 Friendly Picture (a 'Real' human)
- Large & Clear Number
- 5 Odd Number of Previous Clients (5784 not 80)



### Offer

- Simple Call to Action (one thing)
- Clear Benefits
- Specific to Target (speaks to audience)
- 100% Satisfaction Guarantee
- Odd Numbers (more believable)



**FRONT** 



BACK

## **Helpful Resources**

#### **FONTS**

Arial Black, Tahoma or Verdana

#### HEADLINE

48pt

#### **PAPER**

Bright Colored: Orange, Yellow, Green

#### **DESIGN**

Fiverr.com for Layout and Design (Only 5 bucks!)

#### TRACKING PHONE NUMBER

Kall8.com or Callfire.com

#### PRINTING/MAILING/FULFILLMENT

Selby Marketing or Information Distributors

#### SIZE

8.5" width x 5.5" Height Landscape printing Presorted Standard Postage (Use A Real Stamp)

