



Got Spring Flowers?



How about Tulips?

- The tulip, a symbol of life, love and immortality, actually dates back to the time of Confucius. By the late 1600's in Holland, bulb prices often exceeded the price of precious metals. A single bulb is said to have sold for more than \$2,000.
- Interestingly, tulips continue to grow and elongate after they're cut, often stretching toward a light source.
- Tulip plants are generally found in hilly country with extremely cold winters and hot dry summers.
- Pick up a bouquet of fresh tulips so you can introduce a breath of spring to your home. Better yet, send tulips to someone you love!

Eye/Comm offers automated list update service

Start updating your mailing list the easy way. Eye/Comm's new Automated Move Update Service allows you to receive electronic change of address notification so you can keep your mailing list current and comply with new move update requirements from the Postal Service.

Beginning November 23, 2008, the Postal Service will require all mailing lists be updated within 95 days of the mailing date using one of several USPS approved move update methods. Our Automated Move Update Service utilizes one of the approved methods, One-Code ACS™ (Address Change Service). Eye/Comm will download move update information from USPS and transmit directly to you to keep your mailing list current.

Keeping your list up to date cuts down on undeliverable mail which can lower your printing, mailing and postage costs, reduce waste and make your business greener. Automated Move Update makes it easy.

Got Laughs?

- It's not who you know, it's whom you know.
- Wear a watch and you'll always know what time it is. Wear two watches and you'll never be sure.
- How long a minute is depends on what side of the bathroom door you're on.
- The early bird may get the worm, but the second mouse gets the cheese.
- Two rights do not make a wrong, they make an airplane.

Special points of interest:

- *Move Update Compliance*
- **Postage Increase**
- **Create Compelling Copy**
- *Your questions answered*

From Eye/Comm

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Postage Rates increase May 12th 2008


2008 Postage Rate Chart

| First Class Rates 1 ounce | May 12 | | Standard Mail Rates up to 3.3 ounces | May 12 |
|---------------------------|---------|--|--------------------------------------|---------|
| Regular letter | \$0.420 | | Presorted letter | \$0.260 |
| Presorted letter | \$0.394 | | Automation letter | \$0.257 |
| Automation letter | \$0.369 | | Presorted flat | \$0.553 |
| Regular flat | \$0.830 | | Automation flat | \$0.489 |
| Presorted flat | \$0.727 | | | |
| Automation flat | \$0.702 | | | |
| | | | Non-profit | |
| Postcards 1 ounce | | | Presorted letter | \$0.162 |
| Regular postcards | \$0.270 | | Automation letter | \$0.159 |
| Presorted postcards | \$0.242 | | Presorted flat | \$0.420 |
| Automation postcards | \$0.223 | | Automation flat | \$0.356 |

For more information on the new postage rates and how to minimize their impact on your mailings, give us a call. 619-448-6111

Just could not resist

- Despite the cost of living, have you noticed how popular it remains?
- If #2 pencils are the most popular, are they still #2?
- What was the best thing BEFORE sliced bread?
- Do Roman paramedics refer to IVs as "4s"?



Create Compelling Direct Mail Copy

By Jim Elliott

Over the years, I have created direct mail solicitations for companies, non-profit organizations and political campaigns. Most were successful, but not all. Did I spend less time or was I perhaps less careful with those that did not quite succeed. I honestly don't think so.

What I have learned?

Find out everything you can about your organization, product and competitors. Ask questions. Why do people buy, give or vote for your organization? Why do they support your competition? You can spend a fortune on research. Many clients do. At the very least talk to people who support you and those who do not. Ask them to tell you just what they would like. Honestly, sometimes their comments will come out verbatim in your copy. In other words, they will tell you how to motivate them.

Never forget we are talking about direct mail. Our message is unsolicited. We must pull our reader into the message quickly. Your research will provide your headline or first line of copy. "She is our hopes and dreams. What will her future be?" "A woman and her small child were living in their car. They had no place to go. I took them home with me." "I'm just not happy with my landscape. My neighbor's home looks terrific. He told me to call you" Examples of copy I have written. You get the idea! When I compose a letter (I confess, I am partial to letters) I usually place the beginning copy over the salutation.

The body of the letter should be easy to read with short sentences and paragraphs. Think of two friends having coffee at the kitchen table. One tells the other a story. No matter how many messages Eye/Comm is mailing, you are only writing to one person. Make certain your copy is friendly. Don't use big words. Edit ruthlessly. Often the words "that" and "the" are unnecessary. Justify every word.

Your copy should be as long as it needs to be and not one word longer. The reader will stay with you if the message is compelling and relevant to him/her.

Ask for the order. I am amazed how often I see a direct mailer solicitation not asking the reader to take action.

Include a PS. The reader will scan the letter before reading it. Many times I'll have the PS relate to the opening message.

Test, test and test. We are attempting to get inside people's heads and move them to action. Anyone who has written advertising copy will tell you his or her gut is not always right. Try different copies. Which one worked best? You may be surprised. I have been.

Don't mail a large quantity the first time. You will make mistakes....we all do. Make them inexpensive.

At Eye/Comm, we can work with you, write your copy and design your piece. (It always works best as a collaborative affair.) Alternatively, at no charge we will be happy to examine what you have and make suggestions.

We want you to succeed.

For 33 years, Jim Elliott was President of Western Graphics Direct Marketing in Lemon Grove. Western Graphics has now combined with Eye/Comm.



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Did you know...

Dragonflies have six legs but cannot walk.

What can we do for you?

- **Can you help me track the responses from my mailings?** Yes, we can help you track response rates, who replied, what that reply was worth, how different lists performed, and other information you may need to know.
- **On a small print quantity, what is the most cost effective method of printing?** Generally on small print quantities the most cost effective option is digital printing. The quality is very good and depending on the quantity, can beat offset printing prices.
- **What are the current rules about change of address thru the post office?** Currently only presorted first class mailings require proof of move update compliance within the last 120 days. Beginning November 23, 2008 the post office will require move update compliance within 95 days for both presorted first class and presorted standard mailings. There are several approved processes including National Change of Address (NCOA) and Address Change Service (ACS). See the article on page 1 for more information on move update and Eye/Comm's simple Automated Move Update Service.



Questions? Please call or email them to us and you might see your question in our next newsletter.
info@eyecomm.org

Words to the wise:

- I have never let my schooling interfere with my education. — Mark Twain.
- I'd rather be a failure at something I love than a success at something I hate. — George Burns
- Human beings are the only creatures on earth that allow their children to come back home. — Bill Cosby