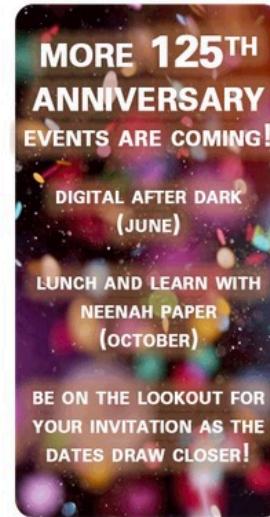


## Get Those Envelopes Opened! 9 Tips

What's the secret to boosting great response rates to direct mail? Getting recipients to open the envelope! The best-written sales letter can't work until the recipient opens the flap. Here are nine tips for piquing recipients' interest and engaging their curiosity.

- 1. Get creative.** Try new substrates, such as smooth, heavier stocks that show off your colorful designs or textured stocks that offer a high-end feel. So many options — vellum, glassine, polybag-type envelopes — try them all!
- 2. Go big!** Consistently, oversized envelopes get higher response rates than #10 envelopes. Larger pieces stand out in the mailbox, and with their oversized dimensions, people can't help but wonder what's inside.
- 3. Go windowless.** Window envelopes are often used for statements and bulk mail, so a plain, windowless envelope is more likely to get opened.
- 4. Use teasers and other on-envelope messaging.** Consider placing dynamic messaging on the envelope's front, back, and even inside. Your copy should provoke curiosity but not give everything away.
- 5. Mix it up.** Keep mixing up your messaging and design. Each time you send a mailing, it should feel fresh and new.
- 6. Add a personal touch.** Make the recipient feel special. Whether it's through personalized printing, using a legible script font, or actual handwriting, give it that personal touch.
- 7. Use an actual stamp.** Recipients notice when you use genuine stamps. It tells them this isn't just another bulk mailing and piques their curiosity.
- 8. Put it between the T's.** Unless you want a campaign to drop on a Monday or Friday, the best open rates tend to be Tuesdays, Wednesdays, and Thursdays. Shoot for these days for your in-home windows.
- 9. Don't over-saturate.** Six weeks is a reasonable interval between mailings. This way, you stay fresh in your prospects' minds without becoming a nuisance.

Envelopes offer many creative possibilities, making them a versatile and effective tool to convey your message. For the greatest success, embrace your creativity, tailor the encounter, and experiment with fresh ideas now and then!



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### How can I help you?

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