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Sample Piece Direct Mail – Local Restaurant

This is an example piece written for use with a new local diner in the community. While B2B (Business to Business) writing is usually more subdued than B2C (Business to Consumer), there are still elements found in both types of copy. These include:

- Painting a picture
- Appealing to wants and desires
- Appealing to practical needs and personal needs
- Features and Benefits
- Conversational Tone
- Call to Action with urgency
- Use of a P.S.

The ideal use would be to send as a single letter in a direct mail envelope within homes and local businesses within a mile or two of the restaurant as marketing budget permits. The use of the coupon allows for measurement of the success of the campaign.

Hey Neighbor & Good Food Eater Enthusiast!

Have I got a new breakfast diner you will definitely want to add to your arsenal of favorite breakfast go-to-places!

Ahh . . . Yes . . . Just picture yourself pushed back from the table. You've just finished a VERY enjoyable breakfast, with LARGE portions, TERRIFIC service, and VERY GOOD coffee! (And I'm picky on coffee.)

Sounds good, huh! So why do I think you've gotta check this out?

- Well, let's just start with that Very Good Coffee. . You just have to have great coffee! Right! Nice, strong, smooth flavor without that bitter aftertaste that comes from using tap water. . The water is filtered and the coffee is single sourced from Nicaragua. It's so good it's available for purchase.
- Large generous portions. . . Don't you just love it when a business gives you more than you paid for? Very nice servings that make you spontaneously say: "Oh, wow! . . .now THAT looks gooooood!" The plates are big and heavy and filled to the edge when breakfast comes.
- Terrific food! There are nearly 50 entries of omelettes and scrambles and benedicts and pancakes and waffles and french toasts and sides and specialty dishes on the menu . . . Lots to try and explore!

Just right there is a three-base hit for putting it on your breakfast favorite list! Bringing it in for a home run you can add:

- Nice ample table and booth space . . easy for families or groups to set together and you don't feel like your bumping your neighbor next to you.
- Terrific attentive service. . Servers stopping by just often to be helpful and check on you without being overly obtrusive.
- House made ingredients . . Orange Juice is squeezed fresh daily and many of the items are prepared, baked and made in house!
- Great for taking friends and family to when their in town . . A place enjoyable and terrific for conversation and visiting.

I don't think you're going to find a better combination of good things in a breakfast diner within 30 miles (and maybe 200!). I haven't even talked about the lunch and dinner menu, business values that make you feel all warm and fuzzy or the menu layout which is a delight to read in itself! AND breakfast is served all hours!

(Over)

Painting a picture is a classic approach in direct mail copy.

Tone of the letter is conversational with some energy and excitement.

Use of painting pictures in the prospect's eye

Breaking a list of features up (if possible) in to two groups, can build perceived value.

Researching a product or services features beyond the main appeal can add benefits customers may be interested in.

Including a Unique Selling Proposition is used in both B2C and B2B copy.

Where's this place at you ask? It's the Cedar Ridge Diner at the intersection of Page and Zelby Road. They open daily at 6 a.m.!

So if this looks as tempting in print as I know it will be in person, you've got to look at your calendar and find a time to go! Like soon. . like right away. . . like now! :)

Oh, by the way. . who am I? I am Bill Mayors. The owner of this new breakfast diner. I know I'm a little biased for this restaurant. But. . I do like good food and think you will too. :)

Sincerely,

Bill Mayors
General Manager – Cedar Ridge Diner.

Todd

P.S. To make your visit even sweeter. . . come try the diner out by April 30th and enjoy this complimentary most excellent large croissant style glazed bear claw with almond filling! Goes great with coffee!

The P.S. is often used to increase a call to action (in this case coming to the diner), by including an additional bonus. The time deadline adds urgency to the appeal.

Coupon