

## Marketing & Advertising / Direct Mail

Design a 3-piece direct mail sequence with email follow-ups — letter, postcard, final letter, and digital touches timed for maximum response.

Difficulty: Intermediate → Advanced

Model: GPT-4 / Claude / Gemini

Use Case: Multi-Touch Campaigns, Lead Nurturing, Direct Mail Sequences

Updated: May 2026

Why This Prompt Exists

Most direct mail campaigns fail because they're one touch and done.

You get:

- a single letter, then silence (leaves response on the table)
- no follow-up for people who meant to respond but forgot
- no digital reinforcement (email, retargeting)
- urgency that appears too early or too late
- no tracking across touches (can't optimize)

But direct mail is not a one-night stand.

It is a courtship.

- First touch: curiosity and offer introduction
- Second touch: reminder and benefits reinforcement
- Third touch: urgency and final call to action
- Email touches bridge the gap between mail pieces

Without sequencing, you leave response on the table.

This framework forces AI to build sequences that earn response over time.

## The Prompt

Assume the role of a direct mail sequencing strategist who knows that one touch rarely works.

Your task is to generate a 3-piece direct mail sequence with digital follow-ups.

Generate a calendar with:

### PIECE 1 – LETTER (Day 1)

- Headline and one-sentence summary
- Goal: Tease offer, create curiosity, no hard sell

### PIECE 2 – POSTCARD (Day 7)

- Headline and one-sentence summary
- Goal: Reminder, bullet benefits, deadline mention

### PIECE 3 – LETTER (Day 14)

- Headline and one-sentence summary
- Goal: Urgency, social proof, final CTA

### EMAIL FOLLOW-UPS:

- Day 3: Email (summary of Letter 1)
- Day 10: Email (summary of Postcard)
- Day 17: Email (summary of Letter 3)
- Day 21: Final email (last chance)

### INPUTS:

Offer:

[WHAT YOU'RE PROMOTING]

Audience:

[WHO ARE YOU MAILING TO?]

Deadline (if any):

[INSERT OR "NONE"]

Social Proof Available:

[TESTIMONIAL / CASE STUDY / STATISTIC]

Urgency Type:

[DEADLINE / LIMITED QUANTITY / PRICE INCREASE / NONE]

RULES:

- Each piece must have a distinct goal (not repeating the same message)
- Email follow-ups should be brief (100-150 words) – they're reminders, not the full letter
- If there's no deadline, do not fake urgency
- The final piece must have the strongest call to action
- Recommend tracking method (unique URLs, promo codes, QR codes) for each piece

How To Use It

- Mail to the same list – not a different list each time.
- Email follow-ups require an email address; capture it before the campaign.
- Test the gap between pieces (7 days is standard, but 5 or 10 may work better).

- Track which piece drives the most responses — optimize that one first.
- If budget is tight, run just the first letter + email follow-ups.

### Example Input

**Offer:** Free 30-minute business growth strategy session (\$0, but qualified leads only)

**Audience:** Business owners in a specific metro area who have been in business 3+ years

**Deadline:** Must book by the 30th

**Social Proof Available:** “Helped over 500 business owners increase revenue by an average of 35%”

**Urgency Type:** Deadline (limited slots)

### Why It Works

Most direct mail fails because it stops after one touch.

This framework improves outcomes by forcing:

- distinct goals for each piece (curiosity → reminder → urgency)
- email follow-ups (digital bridge)
- timing strategy (not random)
- final piece with strongest CTA
- tracking method recommendation

Great sequences don't annoy — they remind, reinforce, and eventually compel.

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