

## Marketing & Advertising / Direct Mail

Generate envelope copy that gets opened — question teasers, benefit teasers, curiosity gaps, personalization, and urgency — with a “what not to write” warning.

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Direct Mail, Envelope Copy, Open Rates

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Why This Prompt Exists

Most direct mail fails because the envelope screams “junk mail.”

You get:

- “Important information enclosed” (no one believes this)
- “You may already be a winner” (too scammy)
- blank envelopes (trashed without a glance)
- official-looking envelopes (opened resentfully, then trashed)
- no curiosity, no benefit, no reason to open

But envelope copy is not optional.

It is the only thing standing between your letter and the trash can.

- Question teasers create mental itch to answer
- Benefit teasers promise value
- Curiosity gaps demand resolution
- Personalization signals “this is for me”
- Urgency triggers fear of missing out

Without teaser strategy, your letter never gets read.

This framework forces AI to write envelope copy that earns an open.

The Prompt

Assume the role of a direct mail creative strategist who knows that if the envelope doesn't get opened, nothing else matters.

Your task is to generate envelope teaser copy that gets opened.

Generate:

1. FIVE ENVELOPE TEASERS (under 10 words each):
  - Question teaser
  - Benefit teaser
  - Curiosity gap teaser
  - Personalized teaser (using [Name] or [City] as variable)
  - Urgency teaser
2. FOR EACH TEASER:
  - Why it triggers opening behavior (one sentence)
3. "WHAT NOT TO PUT ON AN ENVELOPE" WARNING
  - Words or phrases that look like junk mail

INPUTS:

Offer:

[WHAT YOU'RE PROMOTING]

Target Audience:

[WHO ARE YOU MAILING TO?]

Curiosity Driver:

[WHAT WILL MAKE THEM WANT TO OPEN? E.G., "Unexpected refund" / "Something they ordered is back" / "A problem solved"]

Personalization Data Available (if any):

[NAME / CITY / PAST PURCHASE / OTHER / NONE]

RULES:

- Each teaser must be under 10 words
- No "You may already be a winner" or "Final notice" (false urgency)
- Personalization must be marked as [FIELD\_NAME]
- The "what not to put" warning must include at least 3 specific phrases
- If no personalization data is available, skip the personalized teaser

How To Use It

- Test 3-5 envelope teasers against each other in a small batch before scaling.
- Handwritten fonts or real handwriting outperform printed fonts for opens.
- Personalized teasers ("[Name], this is for you") work best for high-value offers.
- Avoid red ink, fake stamps, or anything that looks too "official" — it triggers junk mail reflexes.
- The envelope's job is to get opened — not to sell. Leave the selling for inside.

Example Input

**Offer:** Free 30-minute consultation for financial planning

**Target Audience:** Homeowners aged 45-65 in suburban ZIP codes

**Curiosity Driver:** “Most people overpay by \$3,000 in taxes — we found a way to fix that”

**Personalization Data Available:** Name, City

Why It Works

Most envelopes get trashed because they don't earn attention.

This framework improves outcomes by forcing:

- under-10-word discipline (scanning behavior)
- multiple teaser types for testing
- rationale for why each works (learning transfer)
- junk mail phrase warnings (safety)
- personalization where available

Great envelope copy doesn't sell — it seduces the recipient into opening.

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