
The Direct Mail Letter

The letter and envelope formula from Chapter 2 of *Dominate the Deal*. Personalize every [BRACKET], print, hand-address, and mail.

The Letter

Are you interested in selling your house at [PROPERTY ADDRESS]?

My name is [YOUR NAME], and I'm a local real estate investor here in [YOUR CITY]. I buy houses directly from owners – in any condition, on your timeline, with no agent commissions and no repairs needed on your end.

If the house needs work, that's not a problem. If you're behind on taxes or payments, that's not a problem either. I work with situations like these all the time, and once we agree on a price, I can usually close within days.

If you'd like to find out what I can offer, call or text me at [YOUR PHONE]. There's no obligation and no pressure – worst case, you'll know exactly what your options are.

If now isn't the right time, just hang onto this letter and call me when it is.

[YOUR NAME]
[YOUR PHONE]

P.S. I like to network with as many investors as possible, so even if you aren't interested in selling, feel free to give me a call anytime. I'm pretty plugged in to the [YOUR CITY] network, and I'd be happy to refer contractors, property management, and so on if you ever need anything like that.

Why this letter is built this way

Every sentence in your letter has exactly one job: get them to read the next sentence. The opening line grabs attention, the middle builds interest and trust, and the ending gives two clear calls to action — call now, or save the letter. Some of the most profitable deals come from people who call YEARS after receiving a letter, because the letter told them to keep it.

The Envelope Rules

■ **Hand-address every envelope.** Real handwriting that indents the paper. Never use fake handwriting fonts — they backfire. If you can't do it yourself, hire it out (roughly fifty cents per envelope to have them addressed, stamped, and stuffed).

■ **Use Purple Heart Forever stamps.** They look personal, they never expire, and they cost the same as any first-class stamp. Flag-style stamps look like presorted junk mail.

■ **Use #10 envelopes.** The standard business envelope reads as personal or important. Square, colorful envelopes read as gimmicks.

■ **Position yourself as small and local.** A real person and a neighbor, not a faceless national chain.

■ **Tell them to save the letter** near the end, every time.

■ **Always include a P.S. that adds value.**

Track every campaign: assign a unique phone number to every list you mail (CallRail or smrtPhone) so you know exactly which list, letter, and headline made the phone ring.