

This Free E-Book is brought to you by Natural-Aging.com.

100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Email List broker brief

By John McCabe

Email List broker brief by John McCabe

Email List broker brief

The Client: The clients name and reputation may be important to your negotiations.

Product/Service: To whom is the product/service most likely to appeal? As much detail here as possible - typical profiles, insight into your existing customer base etc.

Objectives: Provide as much detail as you can about the required volume/percentage of responses, also the "quality" of likely respondents.

Creative: Share with your broker exactly how the email will look and what it will offer. Include details of intended personalisation, incentives etc

Market: Anything you know about the profile of the ideal customer in terms of demographics, lifestyle and, in business mailing, position (eg Finance Director) within the organisation, how big should the target organisations be etc

Allowable costs: Detail budget allowed in recruiting leads. The list broker will be able to advice on the feasibility of the campaign. You should budget for between £250 and £350 per 1000 records.

Expected Quantities: Let the broker know how many you would ideally like to target given budgetary and logistical constraints.

Tests: If you intend to test any lists, make it clear. You will need to know the minimum quantities and the rate for test samples (usually 5,000 for consumer files and 3,000 for B2B)

Previous history: If you have previous email results you are able to share with your list broker - these will be extremely useful.

Timing: Any specific dates which must be met, and time required to complete the html creation and broadcast etc.

Tel: 0121 745 8290

Fax: 0121 733 1939

<http://www.ukmarketingmanagement.com>

John McCabe is the co-founder of UK Marketing Management a specialist direct marketing agency

based in the UK. With 15 years experience of developing direct marketing campaigns in a variety of industries. During the last four years he has concentrated on email marketing, both as a corporate end user and as an agency. During this time he has helped develop the media with list owners, broadcasters and clients – pushing up service levels and quality of data.

What Is A Home Loan Refinance Mortgage Broker?

By L. Sampson

When it comes to getting a home loan refinance, sometimes it helps to go through a mortgage broker. This can be especially helpful if you have bad credit. Most mortgage brokers can help you with a bad credit home loan refinance. If you have good credit, a mortgage broker has access to a variety of lenders. You can go to one place and find the best possible loan for your situation, rather than shopping around for a home loan refinance that has the terms that you want.

What is a Mortgage Broker?

A mortgage broker is someone who works with lenders in order to help you get financed for a loan. A home loan refinance mortgage broker works to help you find a lender that will fund your home loan refinance. The broker acts as a go-between you and the lender. It is important to realize, however, that you are not getting your mortgage refinance from the broker. He or she is merely facilitating your home loan. Your refinance mortgage will actually be serviced by a lender. Once the broker gets you and the lender together, his or her work is mainly done.

What Does the Mortgage Broker Do?

A home loan refinance mortgage broker can help you with all of the paperwork necessary to get your refinance mortgage approved. He or she will help you understand what documentation you need to gather, as well as help you fill out the necessary forms. A mortgage broker can take you through the steps of the home loan refinance process. Additionally, a home loan refinance mortgage broker can help you determine the kinds of terms that work best for you. He or she can help you look for good interest rates, as well as loans with lower closing costs and loans with a term-length that is acceptable

to you.

Finding a Mortgage Broker

Most places have a mortgage broker nearby who can help you with your home loan refinance. You can usually locate them in the phone book under "brokers" or "real estate." When looking for a home loan refinance mortgage broker, you want to make sure that you are comfortable with him or her, and you should look for someone who takes the time to understand your situation. When your mortgage broker better understands you, you can get a better refinance home loan.

Visit

 for help in finding a good Home Mortgage Refinance

Broker.



This Free E-Book has been brought to you by Natural-Aging.com.

[100% Effective Natural Hormone Treatment](#)
Menopause, Andropause And Other Hormone Imbalances

Impair Healthy Healing In People Over The Age Of 30!

