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Thirteen Point Checklist For Direct Mail

By Larry Brophy

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<http://findmorebuyers.com>

This checklist will help you make certain your Direct Mail has every chance of outstanding success:

1. Look at your Direct Mail as your recipient will look at it. Pretend you are they.
2. Remember your primary objective. What do YOU want your prospect, your customer to do?
3. Do your #1., #2. and #3. benefits "hit" your reader right between the eyes? Make sure they do!
4. Does your Direct Mail package "flow"? Does it look like it all goes together? Like it was planned!
5. Does your package encourage your reader to open it NOW? At once? Immediately? Before they do another thing?
6. Do you see the letter first? Since 2/3rds of your audience, if they are interested in what you offer, will make a decision based on your letter – make certain your letter is in the envelope where it is easily found.
7. Does your letter address the needs of the prospect, the customer? Is it written with the reader in mind? If there are no needs, there will be no sale. Make certain you address your readers needs.
8. Does your brochure "demonstrate" the benefits of doing business with you? With pictures, illustrations, charts and graphs — do you tell your complete story?

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9. Do the graphics through-out your Direct Mail package support the copy? Do they make the copy more readable? Do they make it better? As television "improves" the script from radio, so Direct Mail graphics must make the copy better.

10. Does your reply device include a summary of your full story? Does your card, fax-back form, application, sign-up sheet, coupon say everything? So your reader knows what they are suppose to do next?

11. Have you made your very best offer? Do you have a reason for your reader to reply...now!?! And is it pointedly clear?

12. Is it easy to reply now? The easier you make it the more likely you are to gain a response. Give

options on how to respond; phone, fax, E-mail, walk-in, drive-through, computer, mail it...every possible option.

13. If YOU are the recipient mentioned in #1 of this list...what would YOU do with your Direct Mail? Would you respond? If so, why? If not, why not?

Answer these questions honestly and bluntly. If you don't like the answers, don't mail it. Change it.

Successful

Direct Mail takes practice – but it's well worth it!

Direct Mailing: Is It Still Effective?

By Gabriel Adams

Direct mail, or marketing by snail mail, is an oft forgotten marketing method - after all, email is quicker, easier, and much less expensive. There are many businesses that now use email exclusively, and do not use snail mail for marketing purposes.

But I believe that these businesses are missing out on a piece of their pie. Actually, they are leaving a piece of their pie for other marketers (ones who use direct mail) to pick up.

DMIS, or the Direct Mail Information Service, reports some important statistics, showing that direct mail is indeed a vital marketing method, even in this digital age. For example, DMIS reports that 67% of direct mail is opened by the recipient, and 45% is both opened and read. Also, 32% of consumers surveyed reported that they had responded to a direct mailing in the past twelve months.

Direct mail is still an effective marketing piece that every business should use, even internet based businesses. Direct mailing has several advantages over email, such as increased delivery rates, higher readership percentages, and the fact that a physical direct mail piece will make a bigger impact than an email.

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If you run an internet business, you may not want to use direct mail as an initial marketing piece. Initial contact is probably the strongest point of internet marketing. But follow-up is one of the strong points of direct mail. Use direct mail to follow up with your customers, to let them know about promotions, or to follow up with prospects who have not made a purchase yet.

For all businesses, direct mail allows you to contact precise markets with geographical and demographical targeting. For example, if you sold commercial bakery equipment, you could send your promotional mailing to a list of bakeries.

Direct mail is still an extremely viable marketing method that you don't want to miss out on.

For more Direct Mailing Information, visit



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