



Steps to Direct Mail Development

1. What is your direct mail piece supposed to do?
 - Generate leads
 - Generate a phone call
 - Create interest in a seminar or event
 - Ask for a donation
 - Ask for a purchase

2. What “shape” is your mail piece going to take and does it “fit” with the purpose?
 - Postcard - Can you get all the information you need to convey on a postcard?
 - Letter & Brochure Package - Your letter is the “salesperson” the brochure is the “display”
 - Self Mailer - Will people return it with the information you need?

3. Who is your target market? If you say “everyone”, then you need to do more homework.

4. Design Do’s & Don’ts
 - Don’t overwhelm the copy, be boring or talk about “we” or “me” - get personal
 - Persuade don’t manipulate
 - Good graphics, photos & color look professional and add interest
 - Don’t make promises or offers that can’t be kept
 - State the offer, give an incentive and ask for action
 - “Free” is still the #1 incentive, ex. “Buy 1 - get 2 FREE”

5. Direct Mail is Marketing...plan it into your budget