

performancemarketing.expert checklist #1:

successful direct mail package

- ☐ Do you have a clear and believable selling strategy?
- ☐ Is the selling proposition based on research and the desires of the marketplace?
- ☐ Is the offer irresistible? Will someone stop and request it now?
- ☐ Does the outside envelope call out to the target market?
- ☐ Do the design, color, size, shape and appearance of the outside envelope lend credibility and reflect the quality of your company and product?
- ☐ Does the outside envelope motivate the reader to get involved with your message?
- ☐ Do your graphics reinforce your message and aid in its communication?
- ☐ Is the type easy to read?
- ☐ Is the copy relevant, specific and readable? Is it personal?
- ☐ Does your copy tell readers why they have to act now, not later?
- ☐ Does the package tell a dramatic story?
- ☐ Is the package written in the jargon of the reader and not the advertiser?
- ☐ Do the copy and package design guide the reader to respond?
- ☐ Is the story comprehensive?
- ☐ Does it present benefits, not features, with emphasis on the most important benefit?
- ☐ Do you reverse the sales risk by giving a guarantee of satisfaction?
- ☐ Do the letter and brochure support each other by repeating key points?
- ☐ Have you used testimonials or third-party sources to lend authority to your story?
- ☐ Does the package give a reason for immediate response?
- ☐ Did you make it easy to order and tell readers how to do so?
- ☐ Is your story consistent from beginning to end?
- ☐ Will it mail? Can everything be inserted? How will its weight affect postage?
- ☐ Can you preprint your piece to make it easy to capture tracking codes and measure response?
- ☐ Are the features presented as advantages?
- ☐ Does the package touch readers emotionally and appeal to their logic?
- ☐ Do you talk to the reader in a positive and flattering way?
- ☐ Do you prove and dramatize the value of the offer?
- ☐ Do you overcome the reader's fear, uncertainty and doubt?
- ☐ Are the features presented as advantages?