

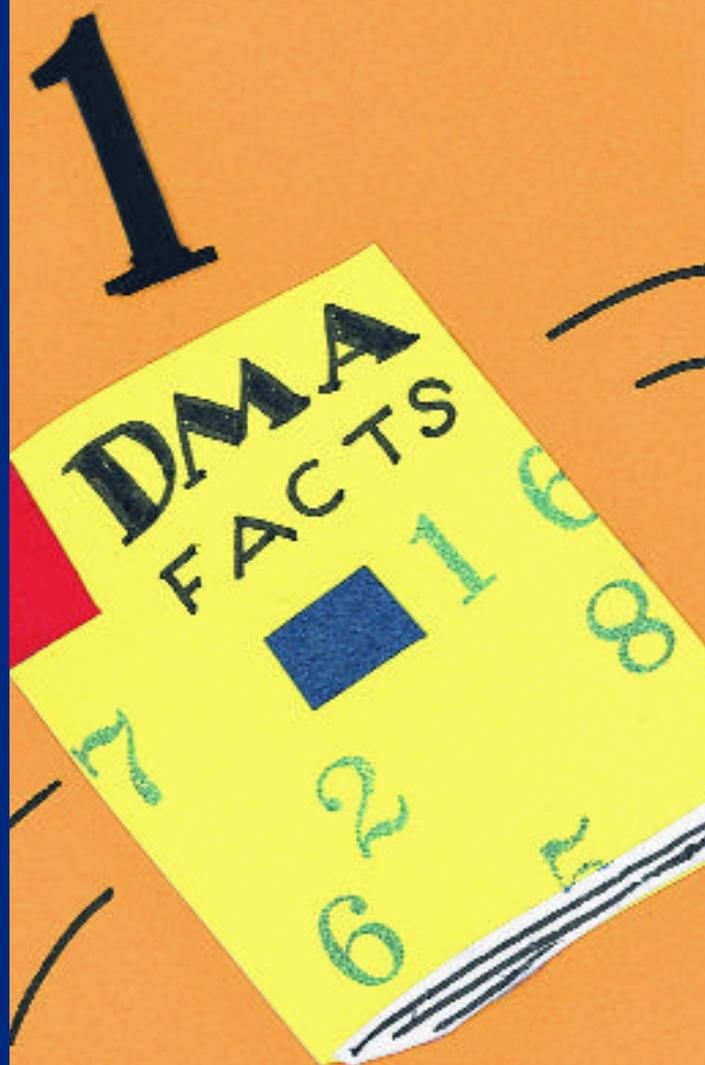
1000^s OF PAGES

Selected resources and further information.



Important Sources.

9



Resources

Governmental Agencies and Publications:

U.S. Postal Service Publications
(available from your local Post Office)

Designing Letter Mail

(Publication 25) A technical guide to designing letter mail for automation.

Designing Reply Mail

(Publication 353) A step-by-step guide to designing Business Reply and Courtesy Reply Mail.

Postal Addressing Standards

(Publication 28) A guide to the various U.S. Postal Addressing Standards.

Address Information Systems Product Directory

(Publication 40) A guide to products which improve the quality of address files.

Business Reply Mail

Accounting System

(Publication 46) Describes a system to reduce costs for Business Reply Mail users.

National Change of Address

(Notice 47) Describes the NCOA system, which makes available current change of address information.

Metering Your Mail

(Publication 125) A pamphlet on how to obtain and use meters.

Addressing for Success

(Publication 221) Addressing for compatibility with automated processing equipment.

U.S. Postal Publications

Available from the Superintendent of Documents, U.S. Government Printing Office, 941 North Capitol Street, NW Washington, D.C. 20402-9375.

Domestic Mail Manual

Available on a subscription basis. The official manual of Postal Service regulations, procedures and services.

Postal Bulletin

Available on a subscription basis. Issued biweekly with supplementary issues. Covers change in regulations and new services.

National Five-Digit ZIP Code® and Post Office Directory

(Publication 65) Lists ZIP Codes for every mailing address in the United States.

United States Postal Service

www.usps.gov

Books/Organizations:

Commonsense Direct Marketing

Drayton Bird
NTC Business Books, 1990.

Successful Direct Marketing Methods

Bob Stone
NTC Business Books, 1997.

The Direct Marketing Handbook

Edward Nash
McGraw-Hill, Inc., 1992.

Ogilvy on Advertising

David Ogilvy
Crown Publishers, Inc., 1983.

The Greatest Direct Marketing Sales Letters of All Time

Dick Hodgson
Dartnell Press, 1986.

How to Market a Product for Under \$500

Jeffrey Dobkin
The Danielle Adams
Publishing Co., 1996.

Uncommon Marketing Techniques

Jeffrey Dobkin
The Danielle Adams Publishing Co., 1997.

Direct Marketing Success

Freeman F. Gosden, Jr.
John Wiley & Sons, Inc., 1985.

1998 Statistical Fact Book

Direct Marketing Association, 1998.

Do-It-Yourself Direct Marketing

Mark S. Bacon
John Wiley & Sons, Inc., 1997.

Market 2 Win

William James
Market 2 Win, Inc., 1998.

Directory of Mailing List Companies

Todd Publishing
800/747-1056
www.toddpub@aol.com

SRDS Direct Marketing List Source

800/851-SRDS
www.SRDS.com

National Directory of Mailing Lists

800/955-0231
www.mediafinder.com

American Marketing Association (AMA)

312/648-0536

The Advertising Mail Marketing Association

202/347-0055

National Mail Order Association

612/788-1673

Mail Advertising Service Association

703/836-9200

Direct Marketing Association (DMA)

212/768-7277

Advertising Mail Marketing Association Bulletin

1333 F Street, NW, Suite 710
Washington, D.C. 20004-1108

Direct Magazine

911 Hope Street
6 Riverbend Station
New Canaan, CT 06907-0979

Direct Marketing

Hoke Communications, Inc.
224 7th Street
Garden City, NY 11530-5771

Direct Marketing News

19 West 21st Street
New York, NY 10010-6805

Target Marketing

North American Publishing
401 N. Broad Street
Philadelphia, PA 19108-9988

The following articles are of particular interest:

How to Buy a Great Mailing List

Jeffrey Dobkin
Direct Marketing, December 1997.

Lists: The Most Important Element in Any Mailing

Jeffrey Dobkin
Direct Marketing, July 1998.

Direct Mail is King

Scott Tangney
LOBSENZSTEVENS

101 Ways to Improve Your Response

Alan Rosenspan
Direct Marketing, July 1997.

16 Techniques That Work

Hallie Mummer
Target Marketing, February 1996.

Business-to-Business Direct Marketing—The Most Commonly Asked Questions

Randy Bean
Direct Marketing, June 1995.

**The Bright Future of
Direct Mail**

Albert Fried-Cassorla
Direct Marketing, 1998.

Designed to Get Delivered

Alicia Orr
Target Marketing, June 1996.

**Direct Mail Campaigns
Are a Match for
Small Businesses**

Robert B. Cargill
The Business Journal, July 21, 1997.

**Direct Mail Advertising
Can Promote Any
Product or Service**

Arkansas Business, August 18, 1997.

Guess the Winner

Tom Meyer
Target Marketing, June 1997.

Let's Examine Who You Are

Murray Raphel
Direct Marketing, July 1997.

16 Pitfalls to Watch Out For

Jack Schmid
Target Marketing, February 1994.

**Targeting Prospects
With Direct Mail**

Howard Scott
Nation's Business, September 1997.

**Improve Your Direct Mail
in One Day**

Alan Rosenspan
Direct Marketing, March 1998.

**Who Says There's No Free Lunch?
How About Follow-Up Mailings?**

Herschell Gordon Lewis
Direct Marketing, September 1997.

**Four Sure-Fire Ways to Ensure
Your Direct Mail Doesn't Work**

Jeff Spagnola
Direct Marketing, February 1998.

How to Pick the Best Format

Pat Friesen
Target Marketing, February 1997.

Beating the Control

Pat Friesen
Target Marketing, May 1995.

Special Report

U.S. News and World Report,
December 8, 1997.

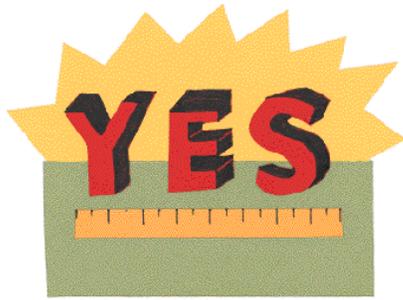
**Improve Your Direct Mail
in One Day**

Alan Rosenspan, Pat Friesen
and Mary Ann Kleinfelter
Excerpted from the *12th Annual
Catalog Conference*.

Local Resources:

Finding help to get you started is closer than you think. Look to your local *Yellow Pages* to find everything from lettershop companies to freelance writers/art directors to stock houses for photography. The Internet is another great resource for virtually everything and anything. Don't forget to look into trade associations, as well.

Putting Direct Mail to *work* for you



*Now that we
have taken you
through
the processes
and many benefits
of Direct Mail,
here is a simple
step-by-step
guide for you
to use.*

Step 1:.....

Planning:

Set your goals.

Do you want to:

- Generate new leads
- Generate store traffic
- Generate customer loyalty
- Increase sales
- Increase referrals

Try to keep the goals focused so they are obtainable.



Identify your target.

Do you want to reach:

Demographic profiles such as:

- A particular age group
- A specific household income, etc.

Are you interested in psychographic profiles such as:

- Hobbies
- Groups or organizations target may belong to
- A specific geographic location
- All of the above

**Develop a strategy—
HOW you're going to achieve
your goal.**

*Determine the offer.
Keep the goal, strategy and
target in mind.*

- Decide what is the best offer for meeting your goals
- Decide on the “featured” product or service you want to promote
- Decide on the timing, or seasonality, of the offer

Set your budget.

And consider it throughout the entire process.

Determine how much you can afford. Remember, the size and hygiene of your list will go a long way toward determining the cost-effectiveness of your mailing.

Make sure people who will be creating your mail package know the budgetary limitations before they design/write your piece.

Be aware of preproduction costs (mechanicals, photography, typesetting, etc.) as well as printing costs.

Don't forget the costs of:

- Color versus black & white
- Packaging and formats and their effect on postage
- Paper stock

Remember to include the costs of fulfillment, such as:

- Toll-free service
- Follow-up mailings
- Shipping costs, etc.

Step 2:

Nuts and bolts:

Get a list.

- Contact list brokers in your area.
- Be sure to ask them about list management and list cleaning.
- Work with your broker to help set the criteria for the list.
- Check the list for recent updates.

Merge and purge your list.

If you have a database started, make sure to eliminate duplications.

Now you've set goals, strategy and demographic profiles.

Next...



Step 3:

Creative:



Keeping your budget in mind, develop “rough” ideas for your mailing. Once the ideas are approved, “flesh out” the design/layout/copy.

Step 4:

Production:



Here, you really have to keep your budget in mind. Work closely with your printer and lettershop to minimize unnecessary expenses.

Step 5:

Testing:



Decide what to test.

You have three choices:

1. Test the offer.

Send out two different groups of test mailings with varying offers (different discounts, promotions, etc.) *See which has a stronger response.*

2. Test the format.

Which gets a better result?
A simple postcard or a letter?

3. Test the creative.

Does one design or format produce a superior result to another?

Remember:

Only test **1** element at a time.

Step 6:

Build your *own* database:



All those who respond to your offer (whether they purchase anything or not) can become part of your internal or house database.

Get as much relevant information as possible to help shape future efforts.

Make sure you have the software to retrieve the data in useful ways.

Be sure to assign unique identifiers for each customer.

- Use your house database to help select new mailing lists to generate new customers.
- Establish a profile of your best customers to set the criteria for new lists that you rent.

As your house file grows, utilize your database to:

Build customer loyalty

Give customers important product information

Cross-sell based on buying history

Build continuity programs
Ask for new referrals

Step 7:

Work with the Postal Service:



Take advantage of available discounts by knowing USPS regulations involving Standard Mail A™.

Work with your lettershop to take advantage of further savings using barcodes and automated systems.

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