

What goes into a successful direct mail campaign? The formula is simpler than the execution. It includes:

- Set goals
- Outline Strategy
- Determine the Appropriate Format size, shape
- Determine the Appropriate Target List and Where to Obtain It
- Create an Offer or a Response Tool
 - o A How-To Guide (like this one)
 - o Survey, Research or Industry Trend Information
 - o Success Stories, Testimonials
 - o Invitation to Meet Experts



