

# 8 essential elements OF A DIRECT MAIL PROGRAM

So you've decided that Direct Mail is right for you.  
Knowing these 8 critical elements may make a difference  
between mediocre and exceptional results!

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| 1. | PURPOSE / GOALS / INTENDED RESULTS   |
| 2. | CLEAR & FOCUSED MESSAGE or PROBLEM / SOLUTION  |
| 3. | TARGET YOUR AUDIENCE / MAILING LIST  |
| 4. | CREATIVE OFFER or ATTENTION GRABBING COPY<br>(PERSUADE-MOTIVATE-INSPIRE)             |
| 5. | CALL TO ACTION, CREATE URGENCY OF RESPONSE   |
| 6. | MEASURABILITY ASPECT   |
| 7. | REPETITION / TIMING  |
| 8. | TESTING (DIFFERENT CREATIVE OFFERS, DIFFERENT<br>FORMATS, DIFFERENT AUDIENCES, ETC.) |

You know your goals, but now what?!

Call TVL today (**375-7700**) to help with critical elements 2 through 8!

52% of households have  
ordered products &  
services based on direct  
mail pieces they  
received in their mailbox.

