



Ten Step Direct Mail Marketing Plan

by Bill Alpert

Forget the elevator speeches and the boring chamber mixers. Follow this plan and you're marketing will have legs!

1. Concentrate on pinpointed target market(s). If you're not clear about your market, how could the reader clearly identify he/she should be your customer? When possible call to check names and contacts on your marketing list.
2. Have at least two good reasons to add a name to your list. Make it clear to the readers that you understand that this offer is relevant to them.
3. Write great copy, for real readers. Make it compelling and clearly visible, along with desired actions you'd like the reader to take.
4. Rewrite the headlines, PS and text. Try a dozen versions or more. Great copywriting isn't an instant process.
5. Remember that copy defines graphic design, not vice versa.
6. Freely offer real value to your readers.
7. Start small. Test and refine. Set goals that you can measure.
8. Scale up your best performing design.
9. Follow up all leads without delay. Have your followup plan in place before your mail.
10. Make your product/service clearly best in class. It should be irresistible.

Yes, building a program like this is a lot more work than a slapdash postcard sent to everyone and everything that moves within a 20 mile radius. Which is exactly why it works. Junk mail and spam are so very, very easy. Which is exactly why you should avoid them.