

31. Is 20 percent of your marketing budget allocated for testing?

Yes No

Direct Mail

All of the above plus:

32. *“A letter should look and feel like a letter.”*—Dick Benson

Does your letter look and feel like a letter?

Yes No

33. If the letter is personalized, does the typeface in the personalization (date, name, address, salutation) match the typeface in the body of the letter?

Yes No

34. Does the signature look real (as opposed to a computer-generated font) and printed in blue or black ink (as opposed to red)?

Yes No

35. Are all the elements in the mailing small enough to fit in the envelope and folded so they're machine-insertable?

Yes No

36. Have you given the lettershop detailed instructions—and a sample dummy of the mailing—so no question exists about how every element is folded, which order it's inserted and which side faces the envelope flap?

Yes No

37. Has a USPS expert analyzed your entire mailing to guarantee that you're taking advantage of all possible merge/purge and CASS (Coding Accuracy Support Systems) technology and presort postal discounts down to carrier route sort?

Yes No

38. Have you checked with your local postmaster to be sure the thing is indeed mailable?

Yes No

39. Have you cleared the mail date with all the list owners from whom you're renting names?

Yes No

40. Are the permit numbers on your outgoing indicia and incoming business reply mail correct?

Yes No

41. Is the address on your business reply mail correct?

Yes No

42. Do you have postage money for the mailing on deposit with your lettershop or the USPS?

Yes No

43. Do you have money deposited in your USPS Business Reply account?

Yes No

Space (Off-the-Page) Advertising

All of the above plus:

44. *“I’ve never bought an ad at full rate in my life.”* —Iris Shokoff

Do you have a professional media buyer negotiating the best rates?

Yes No

45. Does the publication have a history of success with direct response advertisers, and have your competitors advertised there?

Yes No

46. If your ad is running in a niche publication (as opposed to general interest), have you versionalized the headline and copy to appeal to that specific readership?

Yes No

47. Is the order coupon on the lower outside corner of the ad (as opposed to the gutter, the top or worse, in the center)?

Yes No

48. Is the coupon square or rectangular as opposed to a triangle, rhomboid, circle, or some other weird and disconcerting shape?

Yes No

49. Are the reply address, phone number, e-mail address and Web address on the order coupon as well as in the ad itself?

Yes No

50. Is there room on the coupon to legibly write a credit card account number?

Yes No

Catalog

All of the above plus:

51: Have you included an order form?

Yes No

E-mail/E-commerce

All of the above plus:

52. Is the subject line of your e-mail a grabber—irresistible?

Yes No

53. Will your subject line get past spam filters?

Yes No

54. Remembering that you're one click from oblivion, is your landing page powerful, to the point, easy to navigate, and not wordy or boring?

Yes No

55. Do distractions exist on your landing page that could take the customer's mind off the business at hand (e.g., Investor Relations, Press Office, About Us, Site Security, etc.)?

Yes No

Broadcast—DRTV

All of the above plus:

56. Are your 800 number and Web reply address prominently displayed in large type at the bottom of the screen throughout the commercial?

Yes No

57. Have you alerted your inbound telemarketing operation as to the precise times that your commercials are running and provided a response estimate?

Yes No

58. Have you made arrangements to handle overflow calls during spike periods?

Yes No
