

Direct Marketers Checklist

11. Does your company name and address appear somewhere on every piece in the promotion?

Yes No

12. Do you include a guarantee of satisfaction backed up with the real signature of a real person?

Yes No

13. Do you have a deadline date that is so far in the future it loses urgency or so near to the drop date that if the mailing is delayed your promotion is chopped liver?

Yes No

14. Do you include testimonials from happy customers or donors?

Yes No

15. Is your offer so simple an idiot can understand it?

Yes No

16. Do you make it easy to respond?

Yes No

17. Has your paranoid legal department destroyed the flow of the argument with disclaimers and footnotes in gray sans serif mouse type and/or a bunch of the following in superscript: * ‡ ™ © 1 2 3 ?

Yes No

18. Before going live, have you handed your promotion off to a half dozen strangers—who have no skin in the game—to make sure the whole thing makes sense, tracks, and the ordering mechanism is smooth and easy?

Yes No

19. Can customers respond in the manner most convenient to them: mail, phone, fax, e-mail or via your Web site?

Yes No

20. Does your response link address take the customer to your general homepage, as opposed to a special satellite page that directly relates to the specific offer?

Yes No

21. Will the phone be answered no later than the second ring?

Yes No

22. Will everyone that answers the phone be expecting the call and have a working knowledge of the product so questions can be answered?

Yes No

23. Do you have a fail-safe system in place that enables you to measure responses by source and determine return on investment?

Yes No

24. Are you able to fulfill orders immediately?

Yes No

25. Are absolutely foolproof instructions included with the shipment?

Yes No

26. *“The sale begins when the customer says ‘yes.’”*—Bill Christensen

Does your fulfillment material resell the product and reassure the customer that buying it from you was a really smart decision?

Yes No

27. Does your fulfillment material make the customer feel good about doing business with you? Does it contain a phone number in case the customer has a question?

Yes No

28. Is the product or service ready to use immediately for instant gratification? In other words, can the customer wear it, eat it, start reading or listening to it, hang it on the wall, sit in it, or plug it in and have it do its thing the moment it's unwrapped?

Yes No

29. Do you make it easy to return the merchandise?

Yes No

30. If the promotional effort is successful, can you turn on a dime and roll it out immediately to new prospects?

Yes No