

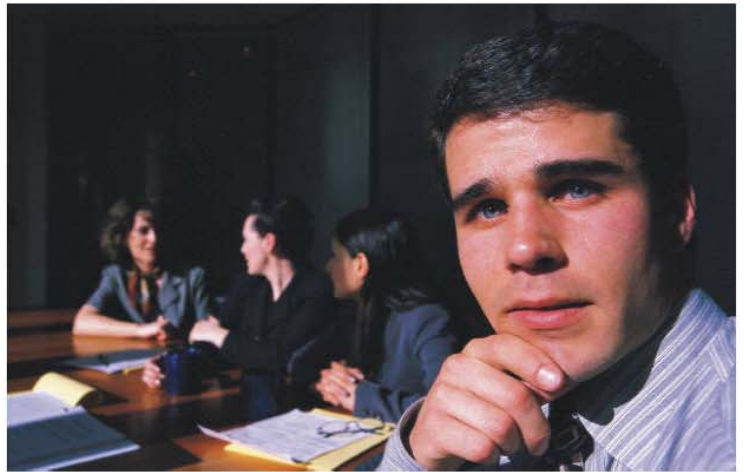
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Direct Mail

The Two-Minute Evaluator

You've got an idea, a budget, and the go-ahead for a direct mail campaign. How do you know if it will be successful?

You can get better odds that your campaign will work by using the Two-Minute Evaluator before going to print.



This two-minute evaluator will help you analyze your marketing materials for strengths and weaknesses; whether it meets your marketing objectives; or, as a last resort, where the mailing went wrong.

- **Does it quickly grab someone's interest?**
- **Is the message really clear?**
- **Is it really clear for the right audience?**
- **Does it involve and hold the reader?**
- **Is the format right for your budget?**
- **Does the design compliment your copy?**
- **Does it tell the reader what to do?**
- **Do all the components reinforce each other and read like they are from the same person?**
- **Does it avoid being too cute or too silly?**
- **Does it avoid being deliberately misleading?**