

# DIRECT MAIL - *worksheet*

## *Goal*

*SMART (Specific, Measurable, Attainable, Realistic, Time Specific)*

## *Timeframe*

*When will you send the campaign? Will you give your recipient a deadline to respond?*

## *Audience Profile*

*Describe your target recipient (industry, demographics, geographic location, etc.). It can be helpful to select a specific business as your sample to keep in mind when composing your marketing message.*

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## *Components*

### CALL-TO-ACTION

*How will you drive your recipient to respond to the piece? (Needs to align with your SMART goal)*

### MAIN HEADLINE

*Needs to catch their attention right away! Speak to their felt needs and offer a solution.*

### MAILING LIST

List Size: \_\_\_\_\_

List Type (circle one): Customer | Non-Customer

### OTHER DETAILS (CONTENT + IMAGES)