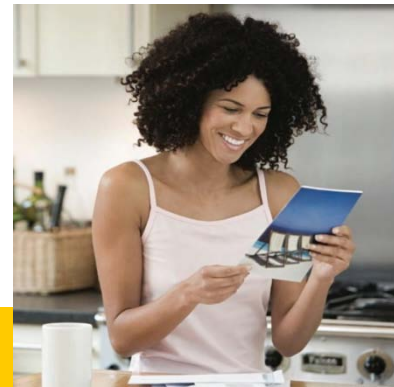


15 Surefire Offers for Your Direct Mail Campaign



Presented by: Allegra



Today's Agenda

- 5 primary strengths of direct mail
- 3 critical elements for direct mail success
- Characteristics of a great offer
- Power locations
- 15 surefire offers

5 Strengths of Direct Mail

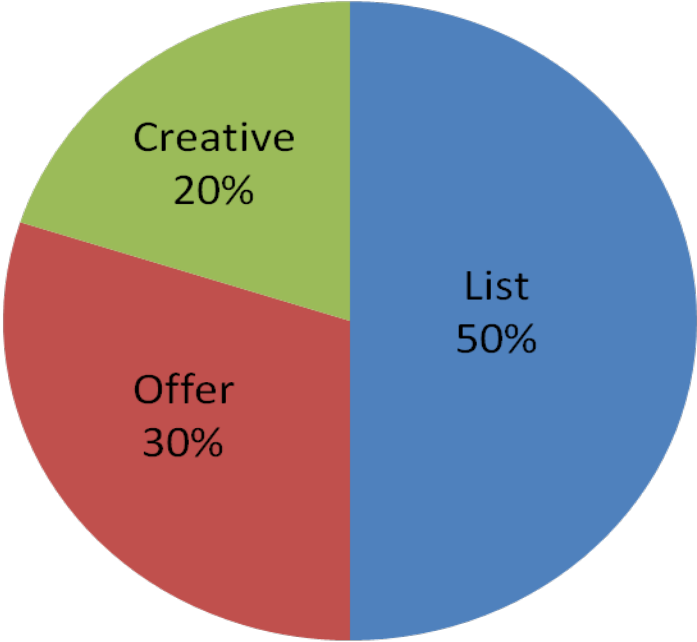
1. High attention value
2. Selective/less waste
3. Greater creative control
4. Timing control
5. Measurable

3 Critical Elements

- The target audience – selecting the most likely prospects for the campaign
- The offer – the motivator that drives the response
- The creative – the copy, design and communications format that delivers the offer in a clear and compelling way

Direct Mail Success

■ List ■ Offer ■ Creative



Characteristics of a Great Offer

The job of your offer is to motivate action:

- High perceived value to the prospect
- Simple, easy to explain
- Delivered with a sense of urgency
- Appeals to your target audience, but doesn't attract an unqualified customer

“Power Locations” for Your Offer

- Outer envelope
- In your letter as an opener
- In your letter as a closer
- In your P.S.



“Springbok prepaid cards are the single most effective method we have to drive sales.” -KA, Customer

FREE \$10 Prepaid Card!

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CALL TODAY! 1.866.581.9693

Get Our Charter Rate: Just \$10 a Year!

As a Charter Subscriber, you can get 2 full years of Taste of Home Holiday for only \$10 a year--**THAT'S OVER HALF OFF!** You save 60% off the cover price!

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This Offer Won't Last Forever!

So please hurry to guarantee your status as a Charter Subscriber...and get in on LIMITED-TIME Charter savings. Return the enclosed voucher today!

Sincerely,
Catherine Cassidy
Catherine Cassidy
Editor in Chief

Hurry! 25 lucky folks will win a KitchenAid Classic Mixer--FREE!

P.S. REPLY NOW and you could win a KitchenAid Classic Stand Mixer worth \$199.99--FREE! No good cook should be without this kitchen wonder! See the enclosed flyer for entry details, then hurry and respond right away!



“Power Locations” for Your Offer

- Johnson box (a block of copy above the salutation on the letter’s front page)
- Lift note or insert
- On a burst in your brochure or catalog



Healthy Teeth & Gums
for a *L*ifetime

Welcome Offer*

\$39
regularly \$225

A Complete Exam
A Personal Consultation
A Professional Cleaning
All Necessary X-Rays

For a limited time only.
Call for details.

Special Offer*
\$150 off
any major dental work

CALL NOW FOR AN APPOINTMENT
(734)427-7555

15 “Bankable” Offers

FREE...

1. Information
2. Demonstration
3. Trial
4. Estimate
5. Sample
6. Survey
7. Gift



Read this **FREE Case Study** to learn how one company used customer profiling analysis to save money and increase sales!

It's Easy to Order!

- Call: 800-732-9250
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- Go to www.infobaselistexpress.com/GiftsCaseStudy
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FREE KitchenAid Mixer!
▼ Peel Sticker Here! ▼

REPLY TODAY...
25 fast responders
will receive a
KitchenAid® Classic
Stand Mixer worth
\$199.99—FREE!
See entry details inside.

T1

freeshipping **hurry!**
offer ends
friday, may 1

on orders of \$75 or more from jcp.com or JCPenney Catalog*

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*Offer good only on merchandise orders of \$75 or more delivered within the 48 contiguous United States by standard delivery to your home, office or to a jcp.com/Catalog Desk location. The following purchases do not qualify for this offer: nor toward the \$75 purchase amount required: taxes; truck or express deliveries; clearance/Outlet prices; Jodee Catalog; jcp.com/Sephora; Teleflora; Services; prior purchases; orders being processed, or in combination with any other discount. Offer good through **May 1, 2009**.

11DMD 029805 DPCA

Please send me my **FREE Case Study!**

Email USPS

Please allow 4-6 weeks for delivery of your free case study. Please print your name and address clearly.

Name: _____
Address: _____
City: _____
State: _____
Zip: _____

Please send the **Gift of Information Case Study** via:

My company's mailing is: _____
The type of bill or notice we pay with:
 Consumer Business Invoice

My direct mailing card is:

11DMD 029805 DPCA

AXIOM
A Division of Information Resources, Inc.
Infobase List Express
1342 Central Blvd., Suite C-19
Ft. Myers, FL 33907

POSTAGE
PAID
BELLEVILLE, NJ
PERMIT NO. 684

15 “Bankable” Offers

Business-to-Consumer

- 8. Rebate after sale
- 9. Seasonal sale
- 10. Customer appreciation
- 11. Two-for-One



Hillers Market Discount Offer *Hillers*

\$4.00
MAIL IN REBATE

Offer expires May 10th 2009. Proof of purchase necessary.
Limited one per guest per visit. May not be combined with other offers.

PIRATES
Golden Beak



2-for-1 Sale!
Get a full year of
Good Housekeeping &
Redbook for just
\$19.97

YES! Please send me 12 issues of
Good Housekeeping plus 12 issues of *Redbook*.
All for the great low price of only \$19.97.

Payment Enclosed Please Bill Me

NAME (PLEASE PRINT)
ADDRESS/APTA
CITY/STATE/ZIP
EMAIL ADDRESS (OPTIONAL)



Join our eClub today
and get another **\$5** off!
In addition, when you sign up, we'll
email you a voucher
for a **FREE APPETIZER**
just for joining, a **FREE DESSERT**
for your birthday and
your choice of a
FREE DESSERT OR APPETIZER
on your anniversary or
special day of your choice.

THERE'S ALWAYS A
GOOD REASON TO BUCA

15 “Bankable” Offers

Business-to-Business

12. Time limit
13. Introductory pricing
14. Volume discounts
15. Trade-in

SAVE 50% NOW!

SAVE 50%—
when you buy all five!
Only \$249

Item No. 24-8501-50808, List price: \$499.75
SPECIAL CATALOG PRICE: \$249.00

NEW! 60-Minute Video Solutions
at special introductory pricing

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ESCAPING THE TIME TRAP
4 strategies to find the time you need to do what you want
Are you working longer and harder, yet still never find the time to do all the things you need to do—let alone the things you want to do? Have you put goals and dreams on hold because there is simply not enough time—or energy—to pursue them?
A lack of time is one of the loudest complaints business professionals have today. If you want make time for the things that are important to you, you have to face it and do something about it. This video teaches you how.

Item No. 10-9107-50808;
one DVD and Program Guide, List price: \$295.00
ONLY \$195.00—YOU SAVE \$100!

COMMUNICATING WITH CONFIDENCE
Learning the keys to confident communication
Make sure everyone in the organization gets a chance to see this on-target video program. In it, you'll encounter people who are very much like those you work with every day—some are very good at interpersonal communication; others aren't at all.
This program is full of easy-to-apply tips and tactics, illustrated by real-life scenarios, including the five reasons why people have trouble being heard, the six keys to effective listening and the eight keys to assertiveness.

Item No. 10-9111-50808;
one DVD and Program Guide, List price: \$295.00
ONLY \$195.00—YOU SAVE \$100!

DEALING WITH DIFFICULT EMPLOYEES
How to handle your problem people
Army Attitude ... Blameless Bob ... Clock-watch Carl ... Waller the Whiner ... do you know any of these people? Do you have to work with them or supervise them?
Every workplace has its own collection of difficult people, and your job as a supervisor or team leader is to handle them! It's not an easy assignment—there aren't any clear-cut rules or guidelines. This video shows you how.

Item No. 10-9108-50808;
one DVD and Program Guide, List price: \$295.00
ONLY \$195.00—YOU SAVE \$100!

CREATING CUSTOMER SATISFACTION
4 ways to eliminate the headaches and stress
How can you build trust with your customers when you feel pressured by their demands? Or balance your company's customer service expectations with your customers' needs? How can you say "no" effectively?
Many customer service professionals ask these kinds of questions every day, and don't know where to turn for answers. That's why we reveal some of the tools and techniques that the pros use to eliminate the headaches and stress of customer confrontation.

Item No. 10-9112-50808;
one DVD and Program Guide, List price: \$295.00
ONLY \$195.00—YOU SAVE \$100!

SUPERVISORY SOLUTIONS
6 skills you need to succeed in management
Do you feel that others have unreasonable expectations of you now that you're "part of management"? While that's not necessarily fair, it's usually a fact.
Chances are that you got into management because you excelled at what you were doing. You had mastered a special set of skills. Along the way, others noticed your healthy ambition and desire to lead. All of those skills helped you get to this point. Now, what does it take to survive and succeed in this new role of managing? Find out in this brand-new video.

Item No. 10-9108-50808;
one DVD and Program Guide, List price: \$295.00
ONLY \$195.00—YOU SAVE \$100!

EXPLORING MANAGEMENT STYLES
How to turn differences into strengths
Do you feel frustrated by the strange and confusing behavior of the people you lead? If you're one who's been challenged by the difficulties of getting people to work together effectively, then you need this video.
Based on the work of Michael Dobson in his book *Exploring Personality Styles*, this program illustrates both the positive and the negative aspects of each style when it interacts with the others.

Item No. 10-9110-50808;
one DVD and Program Guide, List price: \$295.00
ONLY \$195.00—YOU SAVE \$100!

Keys to Direct Mail Success

- The list and the offer have the greatest impact on the success of your direct mail.
- Copy and graphics also play important role.

Thank you!!

