

## When I think about my direct mail efforts...

- When did I last **verify** my contacts and titles?
- Do I have an **A and B list** for more targeted mailing?
- **How often** am I sending them this information?



- What campaigns or printed pieces have proven **most effective**?
- Is my subject **relevant** to my audience?
- Although it's printed, does my copy have good **scanability**?

- Have I provided multiple **ways to respond** and am I tracking it?
- Am I **adding new contacts** as they are qualified internally?
- Do I have a good **follow up** program in place? (at least for the A list?)

