

## Use the following checklist to assure that your direct mail pieces include everything important:

### The return address, phone number and Web site (if applicable) should be on every element.

- Outside envelope (carrier)
- Letter
- Brochure
- Reply card
- Business reply envelope (BRE)
- Other inserts (buckslip, lift letter, premium, guarantee, etc.)

### Outside Envelope:

- Return address (best on the flap)
- Postage
- "Teaser" copy to create interest

### Letter:

- Offer on page one
- Guarantee
- Use a "P.S."
- Type size no smaller than 10 pts. Legible face. Should look typed rather than typeset
- Space for letterhead at the bottom of the last page of letter

### Brochure:

- Call to action response subheads that direct the prospect to the order card
- People-oriented visuals
- Action-stimulating folds (short folds, etc.)

### Order Card:

- Terms and offer
- Payment options
- Guarantee
- Picture of product or service
- Name and address of customer
- Space for mailing address/label
- Return address and phone number

### Business Reply Envelope:

- Return address
- FIM markings
- Routing copy or attention-getting catch-phrase