

## Direct Mail Creative Work Order

*NOTE: This form is to be used for requesting copywriting or graphic design assistance for a Direct Mail package.*

Date \_\_\_\_\_

Representative/Distributor \_\_\_\_\_

Customer (Business Name) \_\_\_\_\_

Type of Business \_\_\_\_\_

1. What is the objective of this mailing? Be specific. (Examples: To generate sales leads; distribute coupons; To welcome new movers; To create new customers)

2. What does a typical customer or client of this business look like? What are the demographics of the customers that patronize this business? (Male or Female? Young or Old? Wealthy? Home Owner? Children at Home? Etc.)

2a. What is the customer most interested in? What is in it for them (wiifm) (Example: Looking for good food; Wants excellent dental care; Protecting their home and property; etc.)

3. What is the ONE most important point we want to tell the recipient when they read this mailing? (Examples: That we now have a 2 for 1 coupon; That we are now open for dinner; That we have a new office)

3a. What is the second most important point want to tell the recipient when they read this mailing?

4. What is the unique selling proposition for this business? What single thing sets them apart from all of their competitors? List other details about the business that benefit the

potential customer. (Examples: We employ only licensed electricians; Our prices are lower than anyone else; We contribute to your community)

5. Is there a special offer? Be very specific. Include any details. (Examples: Coupon, Whitepaper, Raffle for iPod, Buy One & Get One, 10% off)

6. Please list any other valuable information to the audience. (Example: Address, Phone Number, Website, Names of Doctors for medical office, etc.)

7. Are there any existing literature, brochures, or collateral that can be used to create this piece. Is there a logo or photos that can be used? Website Address?