

How We Work Together

We pride ourselves on our positive client relationships and believe that by maintaining clear and consistent communication, we help them to achieve optimal results from their direct mail campaigns. Our clients appreciate the efficiency of our optimized systems for managing their projects. To that end, we have developed this overview of the most efficient process for creating, managing, and implementing effective direct mail campaigns.

1. **WE** send you our ***Start-Up Package***, including:
 - Contract (agreement between our company and your organization)
 - Invoice (initial deposit required to initiate your campaign)
 - Information Request Memo (checklist of the information we'll need from you)
2. **YOU** review these materials and gather the requested information, returning to us:
 - Signed Contract
 - Initial Deposit Payment (mail check or call in credit card)
 - All information detailed in the Information Request Memo
3. **WE** begin your campaign by writing the copy and designing the direct mail piece that will speak to your specific target audience. We email you drafts of both elements for your review.
4. **YOU** review the drafts and contact us with your specific feedback. At this stage, by providing very specific and objective feedback, you help us to revise the rough concepts into your ideal piece.
5. **WE** revise both the copy and the design based on your feedback and return it to you for review. This step typically takes 3-5 days.
6. **YOU** provide us with final edits to the copy and design.
7. **WE** revise the copy and design as needed to develop the final piece.
8. **YOU** approve the final piece for production.
9. **WE** create and provide you with the ***Project Implementation Timeline***, including:
 - production schedule
 - mail preparation
 - detailed budget
 - list acquisition
 - drop date
10. **WE** keep you informed of changes in your ***Project Implementation Timeline***. Each and every direct mail campaign is unique; however, general estimates for each phase are:
 - Artwork development – 10 business days
 - Printing – 12 business days
 - Mailing – 7 business days

11. **YOU** begin receiving responses from the recipients of your direct mail campaign and track the results on your customized ***Campaign Results Tracker***. After 3 weeks, you provide us with a copy of your completed ***Campaign Results Tracker***.
12. **WE** create your customized ***Course Analysis*** which details the results of your direct mail campaign, along with a sample of the entire mailing for your records.
13. **WE** work with **YOU** to identify opportunities for future direct mail campaigns.

As you can see, the successful implementation of your direct mail campaign is a partnership between our company and your organization. We are committed to completing your campaign to your satisfaction in a specified timeframe. Your organization's ability to complete certain steps within the estimated time frames will ensure that we achieve this goal together.

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