

# Brunch & Learn

## Direct Mail: 10 Mistakes to Avoid

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April 29, 2014

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**#DMIQWebinar**

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# Today's Speakers

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**Gary Hennerberg**  
President  
Hennerberg Group Inc.

## Moderator



**Melissa Ward**  
Senior Content Editor  
*Direct Marketing IQ*

**#DMIQWebinar**

# Direct Mail: 10 Mistakes to Avoid *(Make that 12!)*

Presented by  
Gary Hennerberg  
Direct Marketing Consultant  
and Creative Director

# Presentation Overview

- Benchmarking “the numbers” is foundational
- Mailing lists and testing
- Knowing your prospect; developing creative strategy
- Stimulating emotion ... calming the mind ... engagement through story
- Positioning / repositioning ... interpretation ... and permission to buy
- What you must do after your direct mail has dropped

# But First ...

Repositioning of the presentation title ...

... from “mistakes” to “**mandates!**”

# #1: Run the Numbers

- Determine your risk
- Calculate Allowable Marketing Costs
- Create a Long-Term Customer Model

# #1: Run the numbers

- Reference:
  - <http://www.targetmarketingmag.com/article/gary-hennerbergs-four-part-series-marketing-costs-29155/1>
- Or use this shortened link:
  - <http://bit.ly/1mdCRqN>





## #2: Flow Chart Every Step

- Plots each step
- Nurture marketing
- Marketing automation

# #3: Mailing List Selection

- 40/40/20 rule
- Customers
- Exchanges
- Models
- Rented lists

## #4: Test!

- Test something!
- Resist testing “around the edges”
- Only way to get to a break-through
- A/B splits
- Statistical confidence

# #5: Identify the Persona

- Attributes: Demographic, but more important, get inside their heads with behavioral data
- Profiles and models

# #5: Identify the Persona – Examples

1. Trailblazers/Early Adopters
2. My Brand/My Lifestyle/My Growth
3. Money Matters (Value/Pragmatism/Accumulation)
4. Right Thing to Do: High Road/Health
5. Love and Social Relationships

# #5: Identify the Persona – Examples

- 6. Adrenalin Seekers: Opportunists
- 7. Playing it Safe
- 8. Feeding my Compulsion
- 9. Spiritual Centered
- 10. Did I Matter?

## #6: Stimulate Emotion

- The amygdala, or “lizard brain” has an evolutionary purpose
- Reacts to “fight” or “flight”
- Alerts to basic needs: anger, fear, reproduction

# #6: Stimulate Emotion: Amygdala

- Left Amygdala:
- Retains both pleasant and unpleasant emotions
- Right Amygdala:
- Retains negative emotions, especially fear and sadness




# #6: Stimulate Emotion

- Pleasant:
- Often successful in categories like fundraising, travel, gifts.
- Unpleasant: Fear / Uncertainty / Doubt
- Stimulates the most inner, foundational human emotion.
- Often successful in financial, health, and political campaigns.

## #6: Stimulate Emotion

- Direct Mail Letter headline example:

A photograph of a direct mail letter headline. The text is printed in a bold, blue, sans-serif font on a light yellow background. The headline reads: "A New Superbug is Killing Millions Around the World...".

**A New Superbug is  
Killing Millions  
Around the World...**

## #7: Calm the Mind

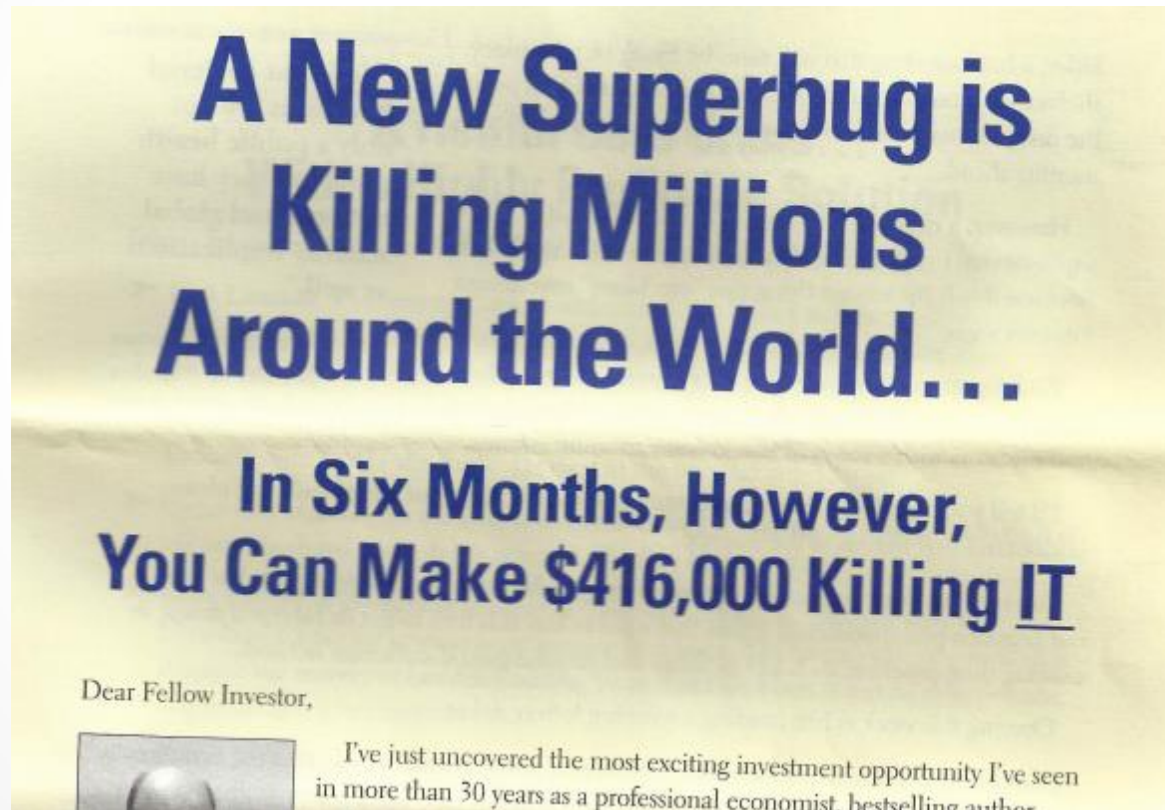
- After stimulating emotion, you must calm the mind
- Assure your prospect there is a solution that addresses their fears, uncertainty, and doubt
- If the stimulation of the emotion was pleasant, calm with reassurance that the good can continue

# #7: Calm the Mind

- Direct the person to emotions that offer:
  - Pleasure
  - Reward
  - Pleasant Memory
  - New Learning
  - Moderate the Mood

## #7: Calm the Mind

- Direct Mail letter example:

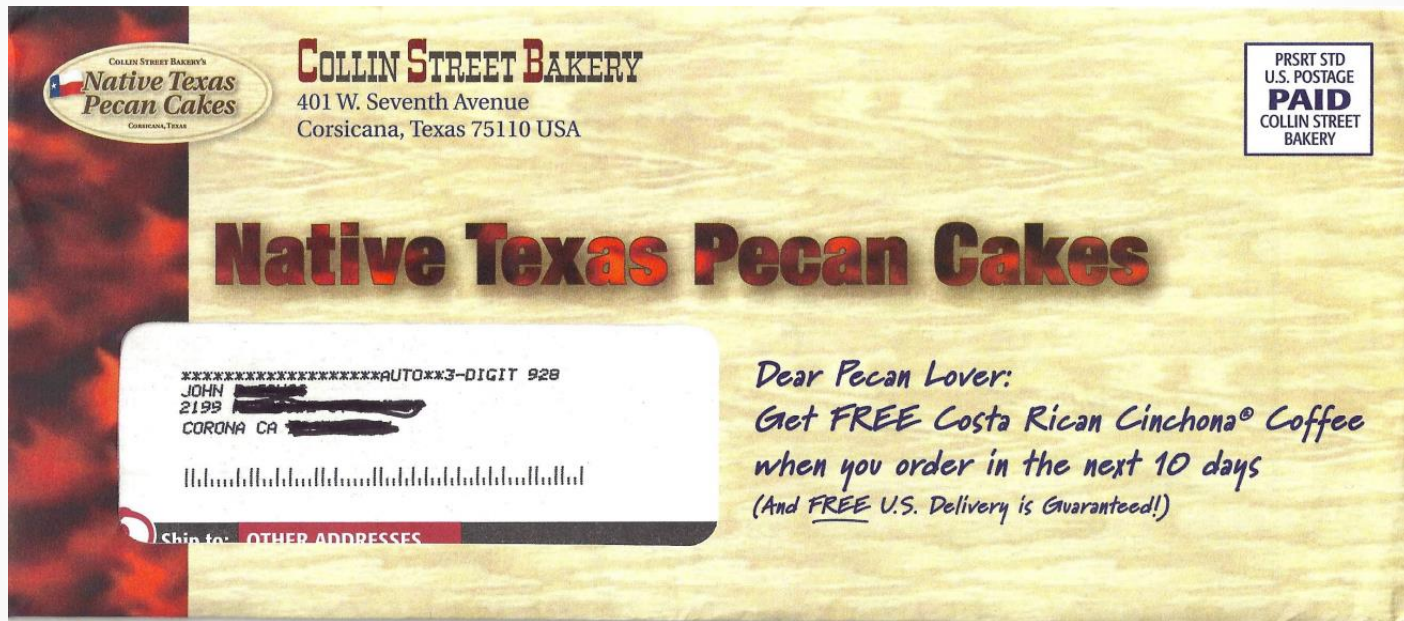


## #8: Position / Reposition

- Brain function: Hippocampus turns a new memory into long-term memory
- Unique Selling Proposition, or Unique Value Proposition, quickly positions your product and your organization
- New memory is highly desired

# #8: Position/Reposition

- Direct Mail Outer Envelope Example



# #9: Storytelling

- Story creates new perspective and new memory.
- Brain function: Hippocampus creates new memories. Solidify the new memory with a compelling story well told.



# #9: Storytelling

- Story is the most fundamental of proven selling techniques whether in direct mail or hearing a presentation
- Magnetically pull the individual into your story ... encourage stepping into the storyline so they have a role

# #9: Storytelling

- From a direct mail letter:

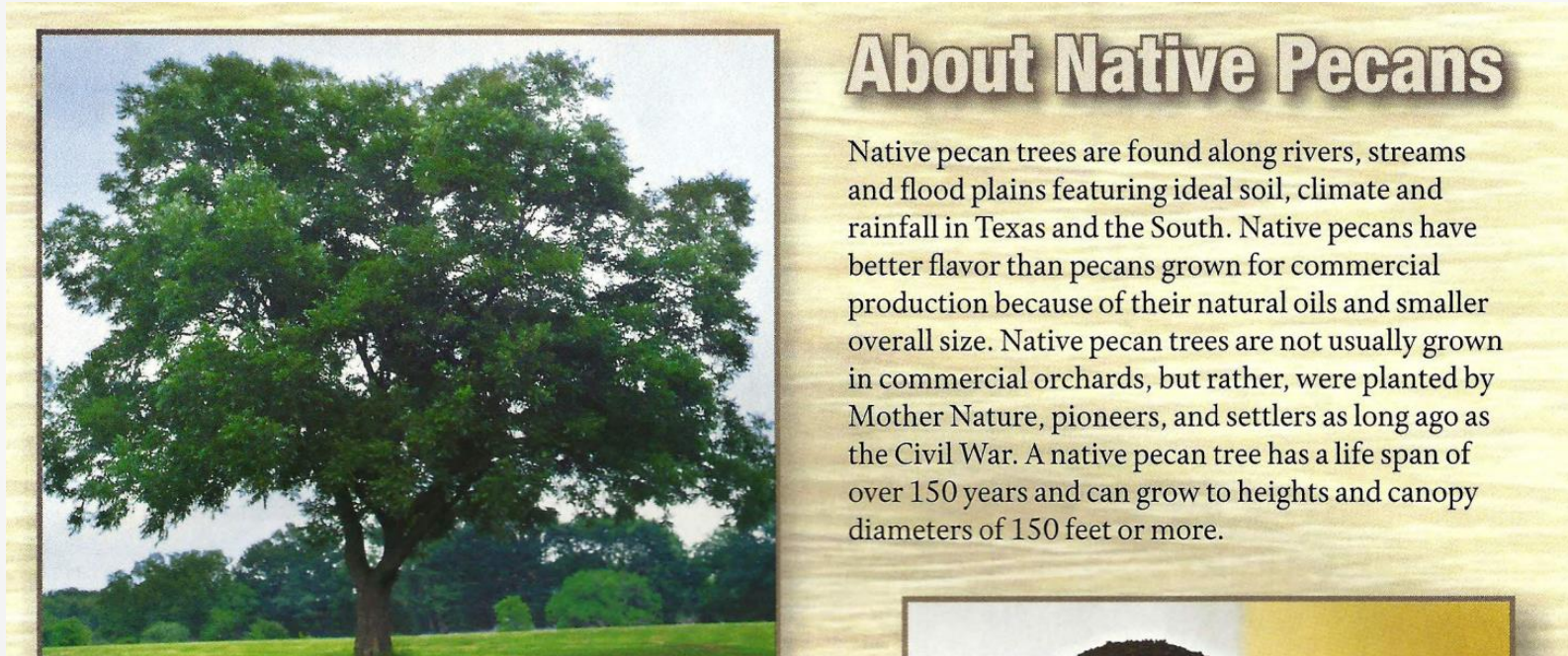
## Why We Use Native Pecans

We use native pecans because they have a better flavor than pecans grown for commercial production. The natural oils found in native pecans

produce unsurpassed taste and offer outstanding nutritional value. Native pecan trees are found along the banks of only a handful of major rivers, streams and flood plains in Texas and the South that feature ideal soil, climate and rainfall conditions. Native pecan trees are not usually grown in commercial orchards, but rather, were planted by Mother Nature, pioneers, and settlers as long ago as the Civil War.

# #9: Storytelling

- Direct mail brochure example:




# #9: Ancient Storytelling Methods

1. Exposition: introduces important background
2. Rising Action: series of incidents builds to a point of greatest interest
3. Climax: Turning point that changes the predictable outcome
4. Falling Action: moment of final suspense
5. Denouement: Conflicts resolved creating normalcy and release of tension or anxiety

# #9: Ancient Storytelling Methods

- Today @ Target Marketing Blog Post:
  - 5 Ancient Storytelling Methods Direct Marketing Copywriters Can Use Today
- Reference:
  - <http://www.targetmarketingmag.com/blog/5-ancient-storytelling-methods-direct-marketing-copywriters-can-use-today>
- Or use this shortened link:
  - <http://bit.ly/1qV5F6U>



## Reinventing Direct

By Gary Hennerberg

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**About Gary**  
Reinventing Direct is for the direct marketer seeking guidance in the evolving world of online marketing. Long time

**5 Ancient Storytelling Methods Copywriters Can Use Today**  
By Gary Hennerberg | Posted on March 19, 2014

# #10: Interpret the Outcome

- Right brain: interprets abstract stimulus, can slide back to negative emotions
- Marketers must interpret the outcome for the individual

# #10: Interpret the Outcome

- Skepticism must be overcome
- Interpret features to benefits
- Encourage shares of testimonials or reviews
- Assure through a strong guarantee of satisfaction



# #10: Interpret the Outcome

- Direct Mail Certificate Example

**Assurity Direct**  
Assurity Life Insurance Company

**FAMILY PROTECTION PLAN**  
MODIFIED BENEFIT WHOLE LIFE INSURANCE PRESENTED FOR APPLICANT

HL-225 (8-05)

**Sample A. Sample**

**GUARANTEED RATES FOR THE REST OF YOUR LIFE  
EVEN IF YOUR HEALTH CHANGES  
(NO MEDICAL EXAM REQUIRED)**

**BENEFIT LEVELS AVAILABLE:**

<b>\$3,000.00</b>	<b>\$5,000.00</b>	<b>\$7,000.00</b>	<b>\$10,000.00</b>
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**PROVISIONS FOR APPLICANT NAMED ABOVE:**

1. No medical exam required. It's all done conveniently by mail. No medical questions are asked.
2. Your acceptance is guaranteed. Your current or past health history does not exclude your acceptance.
3. You cannot be canceled, even if your health changes, as long as you pay your premiums on time.
4. Your premiums stay the same for the rest of your life. Your locked-in rate will not, and cannot change, even if your health changes.
5. Choose the amount of financial protection your family needs: \$3,000.00, \$5,000.00, \$7,000.00 or \$10,000.00.
6. Affordable monthly rates start at 37¢ a day.
7. Based on current tax law, your beneficiaries will not have to pay any income tax on the cash benefits.
8. Apply up to age 75. We will never cancel your policy when you continue to pay your premiums up to age 100. At that time coverage stops and you receive a cash benefit equal to the face amount of your policy, less any outstanding policy loan.
9. Your benefits never change and do not decrease just because you get older.
10. Tobacco users are not penalized with higher rates.
11. Immediate coverage starts the first day. Your beneficiary will receive 100% of the face value amount of coverage for accidental death starting the day we issue your policy, and for death from natural causes after two years.
12. If you die due to natural causes during the first year of your policy, your beneficiaries are paid 125% of one year's premiums.
13. For death due to natural causes in the second year of coverage, this plan will pay 250% of one year's premiums.
14. You build cash value. Part of your premium is used to fund cash values which earn interest and grow 100% tax deferred. You can borrow against it or just let it grow.
15. Your spouse or other family members may also apply for and lock in for life this exceptional life insurance policy.
16. First month's premium is only \$1.00.
17. 30-Day Free Look Money-Back Guarantee. After you receive your policy, you will have a full 30 days to review it. If for any reason you change your mind, simply return the policy to us in the first 30 days and we will refund all premiums paid.



# #11: Permission to Respond

- Left Brain: logical, mathematical calculations processed here
- Determines cost to value
- Decisions made here
- Influences how the individual will act

# #11: Permission to Respond

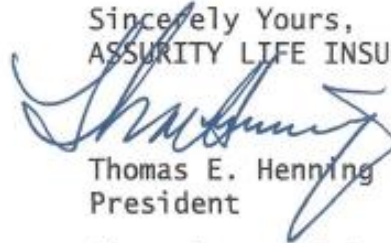
- Introduce the financial cost.
- Present with the perceived return on investment and value component.
- Naturally lead the individual to say:
  - “This is good.”
  - “This is smart for me”
  - “I give myself permission to act, buy, or contribute now.”

# #11: Permission to Respond

- Direct Mail P.S. and P.P.S. Example:

This financial protection is too important for you to pass by.  
I strongly urge you to take advantage of this offer now.

Sincerely Yours,  
ASSURITY LIFE INSURANCE COMPANY



Thomas E. Henning  
President

P.S. You have my assurance there is no risk with this life insurance offer. When you receive your policy in the mail, take advantage of the 30-Day FREE Look privilege. If you are not completely satisfied, simply return the policy within 30 days for a full refund. It's that simple.

*P.P.S. What is it worth to you to have the peace-of-mind that you can give tax-free cash to your loved ones? For about what you pay daily for a cup of coffee, you can give those closest to you \$3,000.00, \$5,000.00, \$7,000.00 or even \$10,000.00 in tax-free cash benefits. Isn't your family worth it?*

# #12: Analyze Results

- Metrics can include:
- Response rate
- Conversion rate
- Cost per response/Cost per order
- Do these numbers come within the parameters established in the first step (running your numbers)

# *Thank You!*

- Contact Gary Hennerberg
  - [gary@hennerberg.com](mailto:gary@hennerberg.com)
  - <http://hennerberg.com>
  - (Note: Messages received between May 1-11 will be returned starting May 12)

# Question & Answer Session

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If you haven't done so already, please take this time to submit questions to our speakers using the "Q&A" box on your console.



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# Thank You

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[www.directmarketingiq.com/webinar](http://www.directmarketingiq.com/webinar)

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