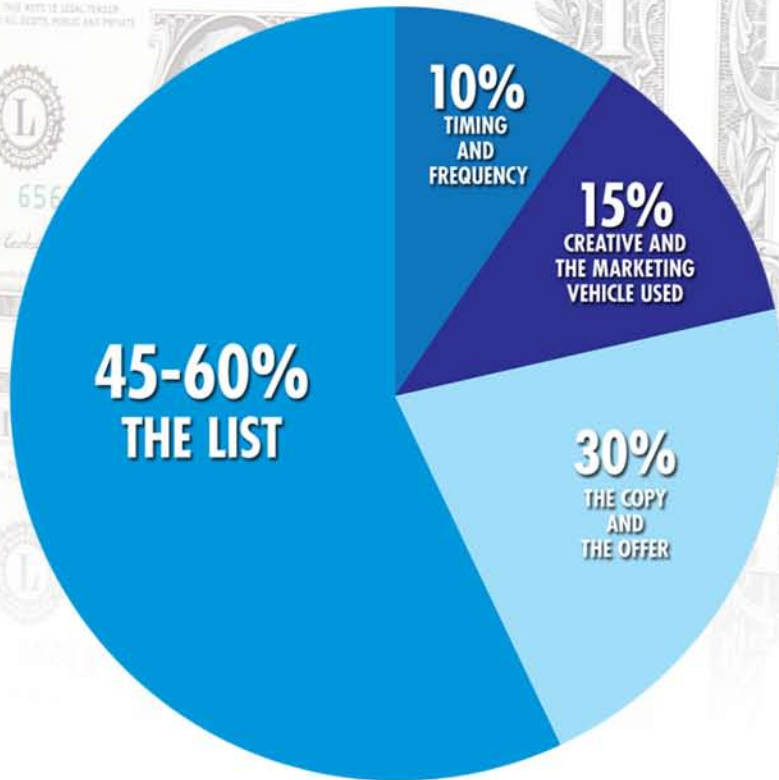


THE FORMULA FOR DIRECT MAIL SUCCESS



Add Up All the Details to Make Your Direct Mail Work...

THE LIST

Direct mail doesn't stand a chance without targeted, healthy data. The list is the most important and overlooked part of most direct mail campaigns.

In fact, up to **60% of your return** can be directly attributed to your list.

Winner-Mail makes finding a mailing list easy. Just use our simple data questionnaire to help us locate and build the right mailing list for your business.

THE COPY & OFFER

75% of people reading your mail will read your headline.

25% will continue reading your piece.

Next to the list, **the offer** is the second most important component to a successful direct mail campaign.

Your mail must:

- Capture Attention
- Build Interest
- Create Desire
- Motivate Action
- Make Sales!

THE CREATIVE

The **creative design** makes direct mail successful. It is what cuts through the clutter and directs the reader to your headline – setting the stage for the offer and the close.

People will look at:

- Graphics
- Headlines
- Bullet Points
- Text and Copy

In this exact order!

We're Confident You'll Find Winner-Mail™ to be the Best Value and Partner for All Your Print and Direct Mail Marketing Needs

Contact Us Today! 866-WIN-3330