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1. Do 40 more surveys of your public. These people should be people who are not already your patients. (At a mall, etc.) \_\_\_\_\_
  
2. Finalize the concept for your mailing piece and get it to a printer/graphic designer. Have them do the artwork on it. Check the proof using the Promotional Checklist before finalizing it. If you have any questions regarding this process or would like for us to look at the proposed artwork, you can call us at our Florida office (727) 530-4277 or fax us at (727) 532-9497. \_\_\_\_\_
  
3. Use the new surveys to make sure that your promo piece represents the reality of your public. \_\_\_\_\_
  
4. Get a count on a list of names for your area. Ideally the number you should have on the list will be between 6,000 and 10,000 names. Use the median in come for your area as a guideline. Call a mailing list company and get a count on the number of people in your zip code that fit the income criteria and expand the list by increasing the area. You can call a local mailing house or American Business Information at (402) 593-4500 or Dunhill at (800) DUN-HILL. \_\_\_\_\_
  
5. Order your list on disc in "ASCII (Text File) comma Delimited format, with zip +4 and carrier route." The fields that must be included are Name, Address, City, State, Zip, Zip +4 and carrier route. There is usually an extra charge for additional fields (phone number, etc.) so make sure you ask for only the needed fields. \_\_\_\_\_
  
6. Call a local mailing house to get a quote for the printing and mailing of your piece. Get the quote done in a couple of different quantities of printing and mailing so that you can review the price differences. \_\_\_\_\_
  
7. Keeping in mind that you must keep up a consistent mailing, decide how many you will print and mail at any given time based on your marketing budget. This can be done by figuring out how much you can spend per week and then determine how many pieces you will be able to print and mail on a weekly basis with this amount. \_\_\_\_\_
  
8. In coordination with the designer of your piece, get your final proof for your mailing completed and ready to print. \_\_\_\_\_

9. Mailing sequence: You should minimally mail to each address three times, and five times is even more effective. Take the number of pieces you decide to send out weekly and multiply this figure by three.

EXAMPLE: You have decided to send out 1000 pieces a week,  $1000 \times 3 = 3000$ . Take the first 3000 names from your mailing list and divide them into three groups (the mailing house will do this for you) as follows:

Group A	First 1000
Group B	Second 1000
Group C	Third 1000

Your pieces would be mailed as follows:

Weeks	1	2	3	4	5	6	7	8	9
Group	A	B	C	A	B	C	A	B	C

10. Have your printer print the pieces in the quantity needed. Your mailing house may also be doing the printing. \_\_\_\_\_
11. Once your pieces are printed, turn over your promotion, the mailing list and instructions with regards to the sequence of mailing to the mailing house. Get a report from the mailing house each week on what has been sent. \_\_\_\_\_
12. After you first run three to five completed mailings (nine to fifteen weeks) review the results and make any changes or re-survey as necessary. \_\_\_\_\_

*End of Checklist*