

Direct



Line

The official magazine of the Rocky Mountain

Direct Marketing Association

January 5, 2011

LUNCHEON PRESENTATION NOON - 1:30 P.M.

30 Ideas in 60 Minutes

Offered up as luncheon treats in short bursts of inspiration and instruction, you will find these 30 ideas just the thing to make your marketing diet complete. Our panel showcases four top-notch direct-marketing experts – Sallie Burnett of Customer Insight Group, Deb Daufeldt of Second Story Solutions, Ryan Hartmann of Wizbang Solutions and Ian Serff of Serff Creative.

This is a program not to be missed!

“30 Ideas in 60 Minutes” continues a long tradition of new ideas for New Year’s week – this annual program is consistently one of the RMDMA’s hottest tickets of the year! Visit www.RMDMA.org today for registration information and links to signup ... it couldn’t be easier. And the program? Guaranteed to get your creative juices flowing to find new ways, in 2011, to look at the problems that perplexed you in 2010.

Moderated by John Baylis, Marketing Manager, Direct Sign Wholesale

In today’s demanding workplace, your knowledge of effective direct-marketing techniques needs to be current and broad. Regardless of your area of expertise, you need to be versed in many areas of marketing – not just your specialization.

With that in mind, join us on Wednesday January 5, for “30 Ideas in 60 Minutes.” Moderator John Baylis will conduct our four expert panelists through a fast-paced, interactive presentation that covers four diverse areas of direct marketing activity: Best practices in the areas of Social Media, Creative, Data Modeling and E-mail Marketing.

Best Practices for Effective Direct Marketing

These brief, fact-packed presentations include:

- Creating consistency for your brand
- Data modeling – who is doing it and why?
- The 3 “C’s of E-Mail Marketing – Consistency, Commitment and Continuity
- Integrating social media into your existing communications

Get new insight on four key marketing areas! Sign up today at www.RMDMA.org.



Wednesday, January 5, 2011 Meeting Line Up

Location:

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Workshop:	By 12/29	After 12/29
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Morning Workshop

Registration: 9:30 a.m.

Workshop: 10:00-11:30 a.m.

The Power of your Brand / Ian Serff

Register Early And Save!

Luncheon:	By 12/29	After 12/29
Member	\$35	\$40
Non-Member	\$50	\$55

Luncheon Presentation

Registration: 11:30 a.m.

Luncheon: Noon - 1:30 p.m.

*30 Ideas in 60 Minutes / Panel of Experts:
Sallie Burnett, Deb Daufeldt,
Ryan Hartman, Ian Serff; moderated by
John Baylis*

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48-hour cancellation required.

No-shows will be billed.

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Industry Certification

The RMDMA offers the region’s most sought-after marketing certification.

For more information about our next CDIM program offering in January, please turn to page 10, or call 720-922-9413.



MORNING WORKSHOP 10:00 - 11:30 A.M.

The Power of Your Brand ...

In our modern world, brand definition has to cover all the bases

In a world filled with “Social Media Techniques” and “SEO Strategies,” do you worry that your brand marketing strategy has lost its traditional punch?

If so, you're not alone. While the power of new media can enhance marketing results, those who stray too far from the traditional strengths – good design, strong copywriting and a physical presence in the real world – can find themselves up a data stream without a paddle.

Ian Serff, owner and creative director of Serff Creative Group, Inc., offers insights into strategies that do indeed leverage email tactics and digital delivery ... but retain the strengths of print-on-paper appeal and direct-mail delivery that have served the industry well for many generations.

Serff will explain the critical value of establishing yourself well on the many fronts of marketing in the 21st century – in print, web, social media and SEO. No matter the medium – high tech or low – you and your team have to understand how to be creative in building interest and in building brand awareness effectively.



LUNCHEON - Our Panel of Industry Experts Includes:



Sallie Burnett Strategist. Leader. Innovator.

An expert in the field of relationship marketing and a strategic thought leader in the ever-changing landscape of customer communication and brand loyalty, Sallie is the founder and president of Customer Insight Group Inc. – and the RMDMA's 2009 Direct Marketer of the Year. She is a highly sought-after speaker for national industry conferences and regularly serves on panels that address the successes of the industry and its future.



Deb Daufeldt Copywriter. Email strategist. Program designer.

The founder and president of Second Story Solutions LLC, Deb provides website usability enhancement and search engine marketing, as well as email strategy, design, development, copywriting and integration services. An advocate of the concept that email marketing isn't advertising – it's dialog – she finds the often-hidden and subtle value of a company's products and services and develops a voice that invests credibility and demand.



Ryan Hartman MBA. Baby Boomer. Online apps.

Ryan is director of business development for Wizbang Solutions, builders of result-driven direct response marketing – strategies, creative, state-of-the-art data services, printing, lettershop and advanced fulfillment. Ryan's expertise stretches from casino/financial verticals to construction of customized online software. His fields of specialty also include politics, health care and IT.



Ian Serff Creator. Designer. Brander.

Ian's creative work focuses on ways to present your brand properly to customers and prospects. The owner and art director of Serff Creative Group, Inc., Ian's national clientele gives him unique perspectives on the sometimes tricky combination of strategic aims with creative design. Ian brings to the panel more 20 years experience in the design industry, including print, web, interactive media, and strategic branding implementation.

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President's Letter

Jon VanderWal
2010-2011 RMDMA President

RMDMA Members and Friends,

Well, here we are, halfway through our RMDMA program year again already. How time flies. With the long Indian Summer we enjoyed, the month of December has certainly managed to sneak up on us all.

But the advent of December snows brings plans for perhaps the most anticipated program we present each year: RMDMA's annual "30 Ideas in 60 Minutes" panel presentation on January 5. Our top-notch panel, moderated by John Baylis of Direct Sign Wholesale, has been huddling up in planning sessions for weeks, revving up a super program designed to be both educational and entertaining.

And, as a special enhancement, one of those panel members – Ian Serff of Serff Creative – will be our workshop presenter at 10 a.m. If you're familiar with Ian's work or have seen him at prior

RMDMA events, you know to anticipate an informative and insightful session ... so sign up today!

As we turn the page on a new year 2011, RMDMA is also turning a new page in our organizational history. With the hiring of Ed Swartley as our new executive director, the board of directors is joining with him to emphasize emphasize the two core values of RMDMA: Education and Professional Networking. Look for new focus in the coming year on those elements that will connect our great team of industry experts together – in a variety of forums – with members who want to learn more about direct-marketing strategies and techniques that work in the real world.

From all of us at the RMDMA, we wish a blessed holiday season to you and yours.

Sincerely,

Jon

Jon VanderWal is the 2010-2011 RMDMA President. He is the sales and marketing coordinator at Henry Wurst, Inc. a premier print, mail and fulfillment company with locations in Denver, Kansas City and Raleigh. Contact Jon at 303-487-3323 or jvanderwal@HenryWurst.com



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CRACKING THE QR CODE

Effective Website Design ... It's all about setting and managing user expectations!

By Theo Mandel, Ph.D., Success PragmatiQ

A direct marketing campaign targets appropriate audiences and (hopefully) drives them to visit a website.

The message in the direct marketing piece sets an expectation in customers' mind of what they will see when they visit the website. By virtue of the search criteria users enter, Search Engine Optimization (SEO) also sets expectations of what users will find on a site.

These expectations must be met and supported by the site's home or landing page, overall design, navigation and, especially, the content on the site. If expectations are not met, users will leave the site quickly.

Unfortunately, many companies design their websites as a standalone entity, when in fact the site should be an integral and integrated component in their marketing efforts.

Website user experience is the final step in an online marketing process (see graphic). Getting users to the site is one thing, but helping the user to complete their journey is quite another. This is where good user experience design practices really pay off.

As Mark Twain once commented that if a dog sits on a hot stove, he will never sit on a hot stove again of course, he won't sit on a cold one either!

If users get to your site and can't find what they need, they will never come back. This essentially reduces your potential market each time a user fails.

Before you start tweaking the fonts and colors on your website (what I call the "lipstick on the pig"), ask yourself these questions:

- Does the site present a specific and positive company and user-experience brand?
- Is the site navigation simple, clear and intuitive, from the user's perspective?

Key Pieces of the Marketing Puzzle		
Direct Marketing	Search Engine Optimization	Website Usability
"Find the appropriate audiences"	"Encourage visitors to visit a specific website"	"Enable users to perform their tasks"
<p>Goal: To drive purchases that can be attributed to a specific "call to action"</p>	<p>Goal: Improve volume and quality of traffic to a website from search engines</p>	<p>Goal: Provide intuitive/ usable navigation, interaction, structure and content</p>

- Do you present products and services, or solutions? Do you know the difference?
- Do you offer things of value (white papers, newsletter, articles, etc.) without requiring any personal information? (Asking for email, registration and such can be a killer!)
- Do you give users a reason to return to the site?

Remember, your users have these expectations in mind when they visit your site. Are you prepared to meet (and exceed!) their expectations? Or, have you designed a website that is a pig with lipstick?



A 20-year consulting veteran, Theo Mandel is an expert in user experience and usability, conducting research, designing products and performing user tests for clients. A presenter at marketing events nationwide, he is a widely sought after speaker and consultant. He can be reached at TMandel@SuccessPragmatiQ.com or 480-664-1202.



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Be honest ... But do it gently, please

By Gary Harvey,
Achievement Dynamics, LLC

“Honesty” and “salesperson” are two words not commonly paired in word association exercises. Despite the prevailing stereotype, most salespeople, however, are ethical professionals offering a product or service.

But in some cases, honesty and salesperson shouldn't be paired, because salespeople are afraid to be honest. Being honest with people, helps both parties. The rule for doing this is, if you feel it, say it gently.

Third-party stories are a great way to be honest with prospects and clients without being confrontational. If a prospect tells a salesperson a planned solution to a problem that the sales person has seen fail, they need to address the issue.

“Not sure it's the case with you, but when that has been implemented in the past they ran into problems A, B and C. Do you foresee that as an issue for you?”



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Sometimes salespeople need to be honest for the sake of sales efficiency. Clients and prospects commonly stall salespeople with think-it-overs and other polite ways of saying “no.”

Again, that's a good time to be honest. While sales people can't accuse a prospect of putting them off and wasting time, they can say: “It's probably not happening here, but when a prospect tells me they want to think it over it often means no but they're too nice to tell me. I just want to make sure that's not what's happening here.”

There are an infinite number of examples in selling where salespeople get uncomfortable being honest. Typically we're uncomfortable because we fear a negative reaction.

While negative responses do happen, most people appreciate a sales professional that can foresee complications, will be direct about addressing mistakes, and looks to efficiently solve problems.

Remember that tact goes a long way in these situations and we need to be gentle when relaying the information. When that is mastered you'll find yourself in the fortunate position of being honest with people, and getting the same in return.



Gary Harvey, founder and president of Achievement Dynamics, a sales training, coaching and development company, recently received the David H. Sandler Award by Sandler Training, the highest award for its trainers worldwide, given only 12 times in the company's 43-year history. He can be reached at 303-741-5200, or gary@achievmoresales.com.

Leveraging Integrated CRM and Email Marketing Systems

By Deb Daufeldt, Second Story Solutions

They're simple facts ...

If apartments are unoccupied, they're not making money.
If retailers aren't selling, they're not making money.

If service providers don't convert prospects to clients, they're not making money.

You get the point: Organizations marketing goods and services can greatly benefit from a highly flexible system to manage sales leads, accounts, and customer relationships.

With a sophisticated CRM application (such as Salesforce.com), organizations can decide on special offers and communicate them immediately to the sales team, which helps to maximize sales. These organizations can also run marketing campaigns aimed at particular audiences.

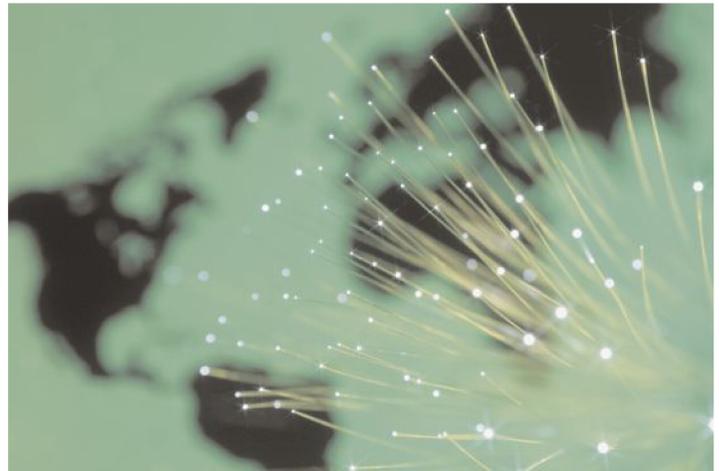
The CRM system can be customized to analyze which activities generate the best results. This is particularly useful and can help direct marketing spending. For example, the marketing department can capture data on leads generated as a result of a particular campaign, which helps to identify the best ones in which to utilize in the future.

Dashboards provide a graphic scorecard of key performance indicators covering sales, marketing, and support. This provides a picture of the health and prospects of the business in a one-page snapshot featuring benchmarks and critical corporate metrics and data. Each logical sub-team could have its own dashboard, which can be leveraged as the agenda for meetings and conference calls as appropriate.

A robust CRM application can dramatically reduce the amount of wasted effort chasing information and time spent by salespeople on reporting. Reporting is highly automated so salespeople spend less time on administration and more time selling. It's much easier to see the effectiveness of salespeople resulting in a much better view of prospective residents globally and a more accurate feel for trends in the marketplace.

All lead information and activities are logged into the CRM system, ensuring the company has a real-time view of every lead, every sales situation, and every lead touch point. The sales team can view account history, and quickly identify leads that have (or have not) been contacted for a particular period – as well as their line of interest.

A plug-in for spreadsheets means the sales managers can run any number of spreadsheet-based dashboard reports which are based on data pulled from the system.



The system would also enable organizations to create, execute, and manage the results of multi-stage, multi-channel marketing campaigns, aimed at luring new customers to its offerings plus enabling accountability for each item of marketing spend.

Email Marketing

From the world's largest enterprises to sophisticated small businesses, effective data management is vital to successful one-to-one communications.

Updating and managing contact data is time consuming and error-prone; multiple promotional messages can accidentally be sent to the same prospects or customers all too easily. A customized, integrated CRM/Email solution could deliver and track email marketing campaigns to enable:

- The analysis of customer data and a history of communications from a complete view
- Increased relevance and timeliness of exposure to that customer base
- Time savings and improved productivity through automated solutions
- Standardization and consistency of marketing campaigns across the organization
- An improved level of accountability and tracking

Most companies use a variety of methods to communicate with their key audiences, with email being a large part of that strategy. However, they can quickly run into a problem that many marketers face – disjointed data sources and process inefficiencies.

The process for updating and managing contacts can be time-consuming and result in multiple promotional messages going to

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Copywriting tips to harness the power of LinkedIn

By Debra Jason, The Write Direction

A few years back, I received an invitation from a friend to join him on his LinkedIn network. At that time, I hadn't heard about LinkedIn so I ignored the request. However, soon after, I started to receive more invites from colleagues. Intrigued, I decided it was time to say "Sure, let's LinkIn."

I accepted the invitations, but still wasn't quite clear on the value of this social network and how it would benefit me. That's when I started asking questions. Curious, I contacted a colleague and asked why he liked it.

He said there was value in connecting with others and starting conversations. He'd even gotten new business this way. With that feedback, I took a different approach, reworked my profile and started getting more involved.

With more than 75 million members in over 200 countries, LinkedIn is the world's largest professional networking site. By interacting with members, via groups and discussions, you give other like-minded colleagues the opportunity to get to know, like, and trust you – three vital keys to building successful relationships.



Optimize Your Profile with Keywords

Creating your professional profile is more than just posting your resume. Similar to your website, when you're writing content, it's important to utilize keywords in your profile. After all, when prospects are searching for someone like you, you'll want to show up high on LinkedIn's results list.

For instance, a couple of the phrases I use in my headline are "web copywriter," and "copywriting services." So, I place keywords in at least six strategic locations:

- Your professional "headline," which appears right below your name. Be concise. Use those phrases you think someone might search to find a professional like you.
- Current work experience. Include the keyword in the title.
- Past work experience. Weave the keyword in where you can, if it's appropriate.
- Specialties. List a few areas of expertise in which you specialize.
- Web sites. Include links for up to three different pages on your site (or to different sites if you have more than one) and use keywords to describe them.
- Summary. The most important section because it communicates who you are. It also conveys what you're passionate about and how you can help others. Avoid having really long paragraphs. Shorter ones make the content more inviting to the readers' eyes.

Whether you're already a LinkedIn member or thinking about it, taking advantage of these six strategies will help you harness the power of the world's largest professional networking site.



Debra Jason, a past president of RMDMA, now runs The Write Direction from Kauai. She transforms clients' ideas into content that converts prospects into loyal customers. She may be reached at (808) 826 1846, debra@writdirection.com, on Facebook at <http://facebook.com/writdirection>, or on LinkedIn at <http://linkedin.com/in/debrajason>.

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Choose the right format for your DM package

By Cindy Williams, Williams Creative

I once worked for a creative director who thought the format was the concept. If we were soliciting credit card applications, he wouldn't think of the clearest, most engaging way to share the offer.

He thought of a fun format we could use – one that would stand out in the mail.

We mailed some amazing packages: See-through envelopes with 20-hits of white ink in a checkerboard pattern, a check that was hand-inserted into a brochure as a tab, and a box with a fancy die-cut brochure with pop-ups inside.

All were interesting. Each was overkill.

At the time, this struck me as the most obvious mistake a person could make. But, the longer I work in the direct marketing business, the more often I find creative people who become enamored with a format without considering whether it is the best way to present the offer.

Let your concept drive the package format

This creative tip is simple, really. When your copywriter and art director team up on concepts for a mailing, have them develop their killer concept FIRST then choose a format that lets the idea unfold in a way that assures the reader experiences the “ah-ha” moment as envisioned.

Allowing the format to drive the package robs your concept of its power. It may also push your concept into a format that is far more expensive and flashy than is required to have impact (this happened a lot with the aforementioned creative director).



Proof is in the response

What has always worked best – and this has been proven by response, time and time again – is to develop a concept, then think through exactly how many panels are needed to fulfill it in a logical, easy-to-follow way.

A second, equally important consideration is to make sure to use a format with enough room for copy to tell the story that needs to be told.

If these two considerations are met, you will have a successful mailing – assuming, of course, that you have a strong offer being mailed to a mail-responsive audience with well-targeted interest.



Cindy Williams applies 25 years of direct-marketing industry experience to a wide range of tasks. She is the 2003 winner of the RMDMA's Direct Marketer of the Year award, and 2009's Creative Person of the Year. The owner of Williams Creative, she can be reached at cindyindenv@comcast.net or 303-465-1744.

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DirectLine advertisements reach more than 1,600 potential customers and DM professionals each month – everyone who is a prospect or member on the RMDMA mailing list. It's a great way to give yourself, your products and your services high exposure with the people and business you most want to reach, and support the association too!

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- Anyone interested in understanding the intricacies of one-to-one and highly targeted programs

The overall CDIM program consists of four sessions, with each set of classes delving into a distinct core area, followed by a certification exam administered by the RMDMA. CDIM candidates should have a general business and direct marketing background, but even if you are not interested in pursuing the CDIM designation, you are welcome to take any or all of the courses that suit your specific needs.

This next session begins January 20, with five 3-hour evening classes covering the guiding principles of offer and creative, lists, and the theory behind effective direct marketing:

- How does direct marketing differ from traditional marketing?
- Learn about "best practices" from industry experts
- Gain hands-on experience
- Leverage invaluable networking opportunities as you interact with professionals from some of the region's top firms.

Ed Swartley
RMDMA-Ed@rmdma.org
720-922-9413



Donna Furman
Lead Instructor
Furman.Donna@gmail.com
303-870-3743

**Begins Thursday, January 20,
from 6:30 to 9:30 p.m.**

Sign up TODAY!

Leveraging Integrated CRM and Email Marketing Systems

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the same prospects and renters. Even worse, a single HTML promotional email could take anywhere from 8 to 40 hours to produce and often require custom code without using a commercially viable email system. Today's email applications can help get promotional emails out in one day without writing any code enabling streamlined processes and the ability to send targeted one-to-one communications easily.

Email + CRM = A Streamlined Solution

Organizations can develop customer lists for direct marketing campaigns, create and send HTML emails using approved templates, and track the results of each campaign – all without leaving the CRM application. All email tracking data can be pushed directly into the CRM application through a simple API, giving a holistic view of all marketing campaigns.

The result? A simplified process that saves both time and energy and dramatically improves accountability and trackability.

An integrated solution with the right CRM and email applications could deliver everything a sales/marketing team is looking for – and more. Using templates to develop emails eliminates the need for coding, reduces the time to create promotional messages to less than a day, and allows sales/marketing teams to create their own messages without relying on an outside department.

In addition, with the detailed tracking data that can be accessed in the CRM system, organizations will be able to refine mailing lists and send more targeted messages to key audiences.



Deb Daufeldt is Founder and President of Second Story Solutions LLC, which provides website usability enhancement and search engine marketing, as well as email strategy, design, development, copywriting and integration services. She can be reached at 303-662-1888 or deb@secondstorysolutions.com

Writers needed:

RMDMA members: The monthly DirectLine newsletter needs two experienced writers who are experienced in one or more aspects of Direct Marketing. If you'd like to see your articles published in a forum widely read by those in the local industry, please send an email to Ed Swartley, DirectLine Editor, at RMDMA-Ed@rmdma.org.



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Three rules for Christmas giving and New Year's Resolutions ...

By Ed Swartley, Fixer Publications Group

TA trivia question, if you please: How many spirits visited Ebenezer Scrooge in the Dickens' classic, Christmas Carol?

Without thinking, most will respond "three!" But a prize to those who correctly reckoned "four." Indeed, Jacob Marley, bound in chains, was the first of four spirits who visited the cowering hermit – telling him to expect three (more) spirits ere the dawn of Christmas morn.

Rule number one: Check your facts, even if you think you know them.

As a corporate copywriter, I was forever doomed it seems – with no prospect of reprieve at the dawn of Christmas Day – to grasp for some chain that might bind strong and stylish words to a product or service whose benefits are ethereal, at best.

Yes, the English language is gorgeous, melodic. The hypnotic melody of well-formed rhetoric can spell-bind an audience.

But if rhetoric is to be more than eloquent pomposity, there has to be some there ... THERE! It is great fun to write words simply for their own sway – but it is sound and fury signifying nothing. The words may ring admirably in the air ... but they won't ring true.

Rule number two: If value and offer are missing, your work is a Halloween spectre; no measure of elocution blended into



any ghostwriting recipe will save a sales campaign. Melodic words? A good turn of a phrase is a fine thing ... but leave the singing to the choir.

Our final rule is a kindergarten no-no: KISS. And again, we can turn to Dickens. His writing was lengthy, to be sure, but he was not one to overcapitalize, or to exclaim with an exclamation mark when a simple declaration and a period would suffice.

Yet, in Christmas Carol, he capitalized each separate word of the signature "God Bless Us, Every One!" and added an exclamation point for good measure. What are we to make of that?

Well ... here, the exception proves the rule by emphasizing a new and different element being employed. Dickens understood the emotional impact those five words would have on the reader, who has witnessed the tale lovingly unfold, like a Christmas treasure from a ream of silver paper and bows.

Pacing. Pitter-patter. Amidst long and sweeping paragraphs, Dickens' work is suddenly adorned by the staccato flourish of a catch-phrase sentence.

Today, nearly two centuries later, most can readily identify Tiny Tim as the speaker of that prayerful five-word affirmation (even those multitudes who lack the perspicacity to reckon the names of those who lectured on the mustard seed, for example, the value of a penny saved, or of peace in our time).

Rule number 3: Forget the singing (see rule 2), but rhythm is a critical element of good writing ... copywriting included. So "Keep It Simple, Stupid!" KISS – but don't be afraid to let your hair hang down.

Ed Swartley is a writer, editor and book-publishing consultant. The former business editor of the Colorado Springs Sun and editor of the Vail Daily, he spent two decades in corporate marketing & communications. His book, "When Did I Become the Oldest Person in the Room?" is available at Amazon.com.



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- Creating consistency for your brand
- Data modeling – who is doing it and why?
- The 3 “C’s of E-Mail Marketing – Consistency, Commitment and Continuity
- Integrating social media into your existing communications



See you at the Pepsi Center!

The Ridgeline, Located on the Club Level
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Workshop: By 12/29 After 12/29
Member \$35 \$39
Non-Member \$45 \$49

Morning Workshop | Registration: 9:30 a.m.

Workshop: 10:00-11:30 a.m.
The Power of your Brand / Ian Serff

Register Early And Save!

Luncheon: By 12/29 After 12/29
Member \$35 \$40
Non-Member \$50 \$55

Luncheon Presentation | Registration: 11:30 a.m.

Luncheon: Noon - 1:30 p.m.

30 Ideas in 60 Minutes / Panel of Experts:
Sallie Burnett, Deb Daufeldt, Ryan Hartman, Ian Serff

Calendar of Events

For more information about all of our upcoming events, go to www.RMDMA.org

Wednesday, January 19, 2011

RMDMA Schmooser

5 to 7 p.m., Location TBD

Wednesday, February 2, 2011

Workshop: Inspiring Customer Loyalty / Sally Burnett, Customer Insight Group

Luncheon: Marketing to Hispanics in the Heartland / Laura Sonderup, Heinrich Hispanidad

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30 Ideas in 60 Minutes

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