

# ULTIMATE DIRECT MAIL CHECKLIST

*The Only Checklist You Need to Create a  
Profitable Direct Mail Campaign*

- Set the goal
- Determine your budget
- Define the target audience
- State your call to action
- Gather or build your mailing list
- Pick the best mailer for your message
- Design, create + personalize
- Set the mailing date
- Send to The Mailworks
- Start tracking + analytics

