

POSTAGE HAS BEEN PREPAID BY
JP SCHEEMER COMMUNICATIONS
PO BOX 1413
SHEBOYGAN WI 53082-1413

(fold)

(fold)

P.O. Box 1413
Sheboygan WI 53082-1413

BULK RATE
US POSTAGE
PAID
SHEBOYGAN W
PERMIT #1

Can you spot the product in this direct mailer?

(fold)

Congratulations! You've found it. Just think how great this piece could have been with the help of your art director. Better yet, give me a call and let's find out for real.

j/p/schoemer
communications

v/ 920.459.9615
f/ 920.459.9600
e/ jpscom@execpc.com
P.O. Box 1413
Sheboygan WI 53082-1413

Objective

Generate interest in and inquiries for freelance creative/copywriting services.

Audience

Advertising agency and design studio creative directors.

Subaudience

Those of the above who are astute enough to recognize quality creative/copywriting talent when they see it, and with a willingness to partner with that quality on an outsourced basis for mutual success.

Key messages

I know marketing.
I know advertising.

I'm creative.

I can write.

You should be working with me.

Unique selling proposition

You and your clients will benefit from using a resource that's creative for business' sake (not for creative's sake), knows the English language inside and out, and understands how to plug both into an effective advertising and marketing strategy.

Performance requirements

- Must engage and speak to recipients in a tone and manner in which they're accustomed to operating.
- Must deliver the key messages through demonstration, not fluff.
- Must entertain, inform, and, oh yeah, sell.
- Must have minimalist design and copy to maximize the impact of the key messages.
- Must provide a means to directly respond.
- Must be grammatically perfect.
- Must be inexpensive to produce and mail (hey, this is coming from Sheboygan, not Madison Avenue).

(fold)

- Nah.** I have more important things to do with my time than read somebody else's advertising about advertising. Besides, my company doesn't use freelancers, so please remove us from your mailing list.
- Maybe.** We're handling things on our own right now, but keep those cards and letters coming so that we remember whom to call if the need arises.
- Probably.** I'd like to see more of your work because we *do* use freelancers, and you're someone we might want to work with at the next available opportunity.
- Yup.** We've got a project (or two) pending that we're interested in talking with you about. Plus, from the way you've designed this piece, you obviously need a decent art director and designer to work with.

Name _____

Title _____

Company _____

Address _____

City/State/Zip _____

Phone _____ Fax _____

E-mail _____

DIRECT MARKETING 101

(What would a direct mail piece be without a self-selecting reply vehicle?)

Please choose from one of the four options at left and return the card to me at your earliest convenience.

Kindly fill out the requested information about yourself so that I can respond (or, in the case of option one, not respond) according to your wishes. Or attach your business card (please use tape—you know how the Post Office hates staples).

I even invested an extra 20¢ in you so that you don't have to mess with postage. How can you turn down a schmooze like that?