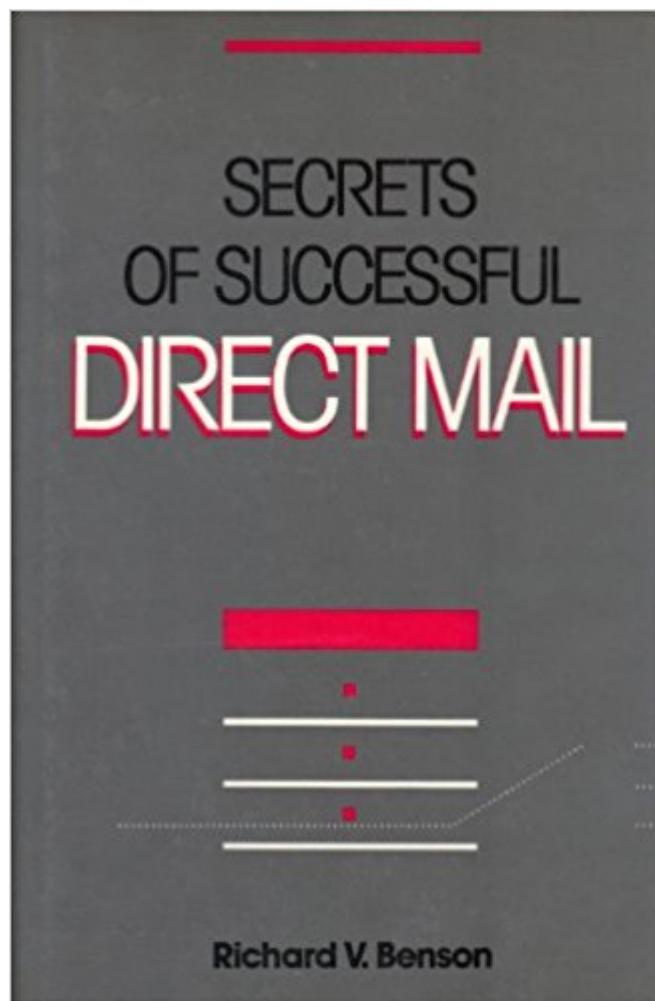


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# Secrets Of Successful Direct Mail



## **Synopsis**

In this book the author takes you through his 40 years of experience as a marketer for, and consultant to, publishers, manufacturers and fund-raisers, stopping along the way to spotlight examples that illuminate his proven theories of marketing.

## **Book Information**

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## **Customer Reviews**

In this book the author takes you through his 40 years of experience as a marketer for, and consultant to, publishers, manufacturers and fund-raisers, stopping along the way to spotlight examples that illuminate his proven theories of marketing.

More for marketing than copywriting

great book written by the great marketing genius, Richard Benson

I've been in the Direct Marketing field for a short time, and I have to say quite bluntly that despite the provocative title, this book does not contain any "secrets" that can't be found in many other sources of DM info. In fact, most of it is DM 101. Or maybe 201 at best. Benson's thin book is a series of short anecdotes, like Aesop's Fables, each ending in a platitude that describes a general principle of DM that has held true for Benson. (Warning: Your Mileage May Vary, especially if you're not a big fan of sweepstakes and reply-card stickers.) Many of the anecdotes throughout the book share the

same principles, and the anecdotes themselves are unsatisfyingly lacking in detail. There is little actionable how-to information in this book -- Benson unapologetically declares himself to be an Idea Guy, leaving the implementation details of copywriting, design, and campaign planning to others. So what we're ultimately left with is a skinny volume of mostly-obvious DM principles wrapped in undeveloped anecdotes, priced like a textbook. Perhaps I'm too demanding, but I want meaty content in the reference books I buy. This one, sadly, is just spareribs.

This book was written when I was unpacking the first personal computer Neodata had ever purchased. At the time Dick was a client of ours, and he eventually married a good friend of mine. He was by all accounts, a tough, crotchety curmudgeon with a soft heart. As a client, he was fair and he was extremely demanding. He was also brilliant! For those of you who undervalue this book, I say keep it in context and consider the time frame in which the book was written. Direct mail was king, and Dick was one of its masters - particularly when it came to Sweepstakes! He wasn't elected to the Direct Mail Association's Hall of Fame for nothing. I've been in this business for over thirty years and I will always maintain the highest respect for Dick Benson and the knowledge he passed along to many of us. For those of you who don't understand the significance of the DMA Hall of Fame award, read on..."The DMA Hall of Fame is the most prestigious award bestowed in the data-driven marketing industry honoring individuals who have made significant contributions in theory and practice have raised the level of professionalism, inspired future generations and have encouraged marketers to strive for excellence in data-driven marketing. Inductees are mentors, are master collaborators, who have shared knowledge and experience, are ground-breaking builders of businesses, are creative and have influenced innovative insights into the data-driven marketing business. Inductees are industry leaders who have distinguished themselves from others with their ingenuity and commitment to nurturing the progress of data-driven marketing which inspired many. Inductees are those who have become icons in data-driven marketing." Dick was a trail blazer, and he was certainly well deserving of every accolade he ever received. Too bad he passed before witnessing the multi-channel explosion of big data. He would have had a blast in this digital world we live in today. Chris Lynde Senior Executive B2B/B2C Database Marketing[...]

Some people can do the same thing for 20 years, and all this means is they have one year of experience, twenty times. Benson, on the other hand, made each day's experience worth a lifetime of wisdom. He gives you all this wisdom on a silver platter, here inside his book. If you use direct mail, it isn't possible for you not to either learn something, or pick up some good tid-bits for you to

use in your next project. Brilliant stuff, for sure.

I designed several successful direct mailing campaigns using Benson's practical information. Easy to read, easy to use. A classic. A basic for anyone interested in bringing a service or product to the attention of consumers.

I read this book again every year. And I pass it on to my staff, my friends, everyone I know in direct marketing. This book, itself, is one of the best kept secrets to successful direct mail.

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