Tapping into Human Behavior to Increase Open, Read and Response Rates

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Shortcuts to decision-making
2010 direct mail spending: $55.7 billion

5,000 marketing messages per day
“95% of purchase decision making takes place in the subconscious mind.”

Gerald Zaltman
Harvard Business School
People respect authority
Humans are naturally curious
Gatekeepers make very deliberate assumptions
People look at who and where mail is from
We’re inclined to touch things
Our eyes gravitate to certain words
“No” - really can mean “tell me more”
The top 5 myths of notebooks.
Debunked by Dell.

1. “Mobility won’t boost productivity.”
2. “Notebooks are too expensive.”
3. “Notebook performance is subpar.”
4. “Notebooks are unreliable.”
5. “Notebooks make people cry.”

Some responses are automatic
People are most interested in themselves
Dear Sales & Marketing Executive,

I'd like to give you a free magazine... a valuable, no-risk offer... a $10 savings... and one important bonus.

Sales & Marketing Management is a unique business magazine that you can't afford to miss. In fact, if you're not reading it each month, you may be reading the wrong publication. Look how it compares with the others below.

<table>
<thead>
<tr>
<th></th>
<th>S&amp;MM</th>
<th>Forbes</th>
<th>Fortune</th>
<th>Inc</th>
<th>Business Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exclusive focus on sales and marketing</td>
<td>YES</td>
<td>NO</td>
<td>NO</td>
<td>NO</td>
<td>NO</td>
</tr>
</tbody>
</table>

Dear Dealer:

It's my pleasure to tell you of an expected increase in your sales. Here's why.

The U.S. Mint Olympic Coin program is breaking into a brand new market this December, when they debut their offer in Inc., the only leading business magazine written for top executives of small to mid-sized companies.

This is good news for you. All indications are that Inc. executives will be big buyers of these limited issue Olympic Gold Coins. They buy more through mail and phone than any other method.
People make decisions for rational and emotional reasons.
Avoidance of pain
People feel obligated
We want what we cannot have
We do what people like us and people we like - do
## THEY TOOK CONTROL OF THEIR FUTURE, AND SO CAN YOU.

A select listing of our active advisors who have joined TPL this year, as of July 2005.

<table>
<thead>
<tr>
<th>Name</th>
<th>City</th>
<th>State</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>John Doe</td>
<td>New York</td>
<td>NY</td>
<td>123-456-7890</td>
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<tr>
<td>Jane Smith</td>
<td>Los Angeles</td>
<td>CA</td>
<td>987-654-3210</td>
</tr>
<tr>
<td>Michael Jones</td>
<td>Chicago</td>
<td>IL</td>
<td>456-789-0123</td>
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</tbody>
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"All of our hotels earned back their investment in Business Listings in a few days, and within a few weeks, we made it back several times over."

-Adele Gutman, Vice President, HKHotels, New York, NY
Thank You

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