

# W23

**Wednesday  
Morning  
Fax**  
*from*  
**The  
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Press**

## **D**avid Avrick's 12 Cautionary Notes on List Selection

- **Is the list owner himself renting the names on the list?**  
If so, Avrick says, odds are that the list will work for you.
- **Are the prospects truly in your market?**  
A city dweller or a Los Angeleno—even one who recently shelled out \$500 for a mail-order product—is unlikely to buy a snow blower.
- **If you are selling a men's product and using a list that is 50% female—even if you select only male names from it—your results are likely to disappoint you.**
- **How did the list's individuals pay for their orders?**  
If you are asking for payment by check, renting names of persons who paid by credit card will depress response.
- **Respect the calendar.**  
If you are making a Christmas offer, persons who responded to a Christmas mailing—even a year ago—will do better for you than individuals on a 30-day hotline.
- **Is the list composed of people who reacted to sweepstakes or free-gift offers?**  
Then a non-sweepstakes, no-gift offer is unlikely to work.
- **Check the dollar value of the buyers on the list.**  
It's unlikely that a \$2 buyer will take you up on a \$200 offer.
- **Consider the payment method.**  
The list individuals may have placed \$50 orders. But if they paid in four installments, they probably will not accept a \$49.95 payment-with-order offer.
- **Income matters.**  
A \$50 purchase by itself is not as important as whether it was for a necessity or a luxury or other discretionary buy.
- **How long have the list persons lived at the same address?**  
Recent movers generally buy more eagerly than long-established residents.
- **How active is your list?**  
The more often the list rents, the likelier it is to produce profitable sales. Yet list fatigue from overuse can defuse response.
- **How recent were the purchases by list names?**  
"The importance of recency cannot be stressed enough," Avrick advises.

**"A man who has a million dollars is as well off as if he were rich."**

—John Jacob Astor

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