

TO George Duncan

WOW!! When I ran across your direct marketing articles on the net I felt like a miner who had struck solid gold.

I have subscribed to a very expensive direct marketing newsletter that promised to teach me how to be a better copywriter that promised steak but only produced the sizzle. Your material is solid Grade A beef.

Thank you!

Sharon Kuhn
rskuhn@ix.netcom.com

Thank you George Duncan!

"Just a short note to let you know: (1) I read several articles of yours on the Internet about direct mail and tried to follow your directions as closely as possible. (2) I wrote a 4-page "self-mailer" targeted to professional massage therapists. (3) We tested several different versions. (4) We rolled it out gradually: 1,000 pieces...2,000...5,000...7,000. (5) We sent a color version of the best performing letter to 50,000 (a big commitment for us) and the results are coming in just like the earlier tests: a response rate of approx. 3%. (6)We're thrilled! And I want to thank you for sharing your good knowledge on the Web."

Sincerely,

Richard Gelb
Looking Glass Home Video
REGTANA@aol.com

Hi George:

I'm new to DM, working in a large agency in Bahrain (Middle East) at the moment. I have found your articles very helpful and also interesting and sometimes humorous! Great stuff...keep it up - please!

Rowena
rowena1@batelco.com.bh

Hi George:

Your articles are easily the most rigorous, well-reasoned and intelligent available on the Internet on the subject of direct marketing. It's clear that you write from ample experience on the front lines. In fact, I get the sense that you've probably forgotten more about direct marketing than your competitors will ever know. Thanks again for your help with our campaign!

Brandon Toropov
senior Writer
DEI Management Group
New York, NY

I discovered your website today. My compliments. You give a lot of information. I have my own direct marketing company in Holland and it is getting more fun every day.

Thanks!
Sandra Schouten
direct effect, Holland

Dear George:

I have gotten a lot out of your website, I printed a good portion of it and made myself a research magazine for my own use.

Thank you

Marcus Osterhout
Picture Perfect Mortgage
ppc@ppc2win.com

Mr Duncan:

Thanks for posting so many great articles! I have a very small mail order business catering to archers for recreational target shooting and hunting.

Your article on testimonials was just what I needed. I've sent a letter out to past customers and am developing a testimonial letter to go along with sales information. Your articles on features/benefits really stretched my mind in developing offers and copywriting.

Thanks again!

Jim
LMT ycswcd@linkny.com

Mr. Duncan:

I have read your articles at duncandirect.com, and they are very good. I am currently Art Director for a small mail order company. However, on July 20 I will begin working at Levenger as technical/copy writer and I was looking for a site to point my current employer so that he might be able to keep up with the rest of the DM world. Your articles are perfect for that. Thank you.

Eric Chism

Dear George Duncan

This is Sang-Youb Lee from Korea. ...I love your articles. I am learning valuable knowledge about database marketing through your articles. Thanks so much again.

sylee777@unitel.co.kr

Mr Duncan,

I accidentally came across your 27 page document pertaining to direct mailers and at first glance though 'who would write 27 pages about a piece of paper and an envelope'. However, because of the size I was intrigued and read on and ended up printing the entire document.

Just wanted to say that it's an awesome resource and I can see how people would even charge for information like that and I was wrong. You point you a lot of things that I had absolutely no idea about and even stuff that other 'consultants' had not mentioned.

Just wanted to say great job and thanks for taking the time to put it down on paper.

Asaf Shad, President & CEO

T 416.622.4441 x331

Dear Mr. Duncan:

"What a classic and well-conceived treatment on direct response marketing you wrote! I have already made several of the mistakes that you pointed out in your article on the world wide web."

Ed Keck

EGK Systems

"As a designer at BYTE I very much enjoyed your article 'Clarity is King'. It seems to me that designers have tended to let the "tools" of the trade run away with them because of all the options available. I am developing a free-lance business here in Peterborough and I will be putting a bookmark on your article for future reference."

To: Mr. George Duncan

I was searching for some articles on database marketing over the Net. By chance, I found your article with the headline "Database Marketing - the Camel in the Dark". I would like to tell you that I found your article very useful. I am working in a n interactive marketing services company based in Istanbul, Turkey. Since the concepts of database marketing, relationship marketing and customer retention/loyalty are quite new to the Turkish market, I am trying follow the foreign developments. I bookmarked your page and will look from time to time for new additional information.

Sincerely,

Gulay Evren
gevren@mailexcite.com

Hello,

The articles on direct Marketing are interesting and useful, I often browse them, and recommend the site to many people in the Australian direct marketing community.

Tom Flanagan
Managing Director
DataTools Pty, Ltd.

TO: George Duncan
FROM: Edward McLean

Your piece on direct mail design in the January issue of Fred Goss' *What's Working* newsletter is excellent.

Ed McLean Direct Marketing

Dear Mr. Duncan:

Read "Designer," "Clarity" pieces with enjoyment and profit.

Best wishes,
Clark Irwin
Central Maine Power Company

George,

"Your "Anatomy of a Direct Mail Package" is one of the most cogent and immediately useful articles on the subject I have ever read."

Kelly Dueck
Circulation Manager
Farm Business Communications
Winnipeg, Canada

George:

I have read all of your articles over the months and I've enjoyed them all. thank you. I own a direct marketing agency in Montreal and refer to US magazines, books and the DMA for trends to bring up north.

Don Baker
bbmarket@aed.net