

Dustin's Twelve Laws of Direct Response Marketing

1. **Headline:** Does the headline grab attention, communicate the main benefit of the product/service, and/or create a sense of urgency?
2. **Offer:** Is the offer clear, specific, and compelling? Does it address a specific pain point or desire that the target audience has?
3. **Call to Action (CTA):** Is the CTA prominent and clear? Does it urge the audience to take immediate action, and is it easy to complete the desired action?
4. **Unique Selling Proposition (USP):** Does the marketing piece clearly articulate what sets the product or service apart from competitors?
5. **Benefits:** Does the marketing piece outline the benefits of the product or service in a clear and compelling way, and does it explain how those benefits will address the target audience's pain points or desires?
6. **Social Proof:** Does the marketing piece include social proof, such as customer testimonials or reviews, that demonstrates the product or service's effectiveness?
7. **Guarantees:** Does the marketing piece include any guarantees, such as a money-back guarantee, that will reduce the target audience's perceived risk?
8. **Personalization:** Does the marketing piece use personalization, such as addressing the target audience by name, to create a sense of connection and relevance?
9. **Clarity:** Is the messaging clear and easy to understand? Does it avoid jargon or technical language that may confuse the target audience?
10. **Design:** Does the design of the marketing piece reinforce the messaging and make it easy to read and understand? Is it visually appealing and attention-grabbing?
11. **Testing:** Has the marketing piece been tested to ensure it is effective? Have different variations of the piece been tested to optimize the messaging, design, and CTA?
12. **Method of Response:** Are there multiple ways for the prospect to respond to the offer? Here are some methods of response to consider for each campaign:



Online: Provide a website or landing page where prospects can respond online by filling out a form, making a purchase, or requesting additional information. These landing pages or URLs should be unique to the piece and trackable.



Phone: Include a phone number that prospects can call to place an order, speak with a representative, or get more information. This number should be a call-tracking number.



Mail: For some clients and industries, especially when using a product catalog, provide a business-reply card that prospects can use to mail in their order or request more information.



Email: Include an email address or link that prospects can use to respond via email.



Text: Include a text number or shortcode that prospects can use to respond via text message.



In-person: Provide a physical coupon and location where prospects can visit, such as a store or office, to place an order or get more information.



About Dustin S. Burleson, DDS, MBA: I'm a champion of patient-centered treatment and I have a long track record of helping doctors transform their lives and leave a strong legacy for their families, co-workers, communities and profession. My orthodontic marketing campaigns have generated over \$500 million in revenue for my clients and privately held practices. I'm the author of 7 best-selling books and provided more free orthodontic treatment to children in need through Smiles Change Lives than any other doctor in North America prior to a successful exit from private practice through private equity in 2021.

The 9,000+ members of my email list span multiple industries. They're doctors, dentists, lawyers, bestselling authors, musicians, executives, professors, students and residents. But above all, they're leaders and truth seekers. They have a passion for challenging the status quo about how the world works. They know the best way to get ahead is to be different, not better. They know it's almost always wrong to simply follow what others are doing.

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