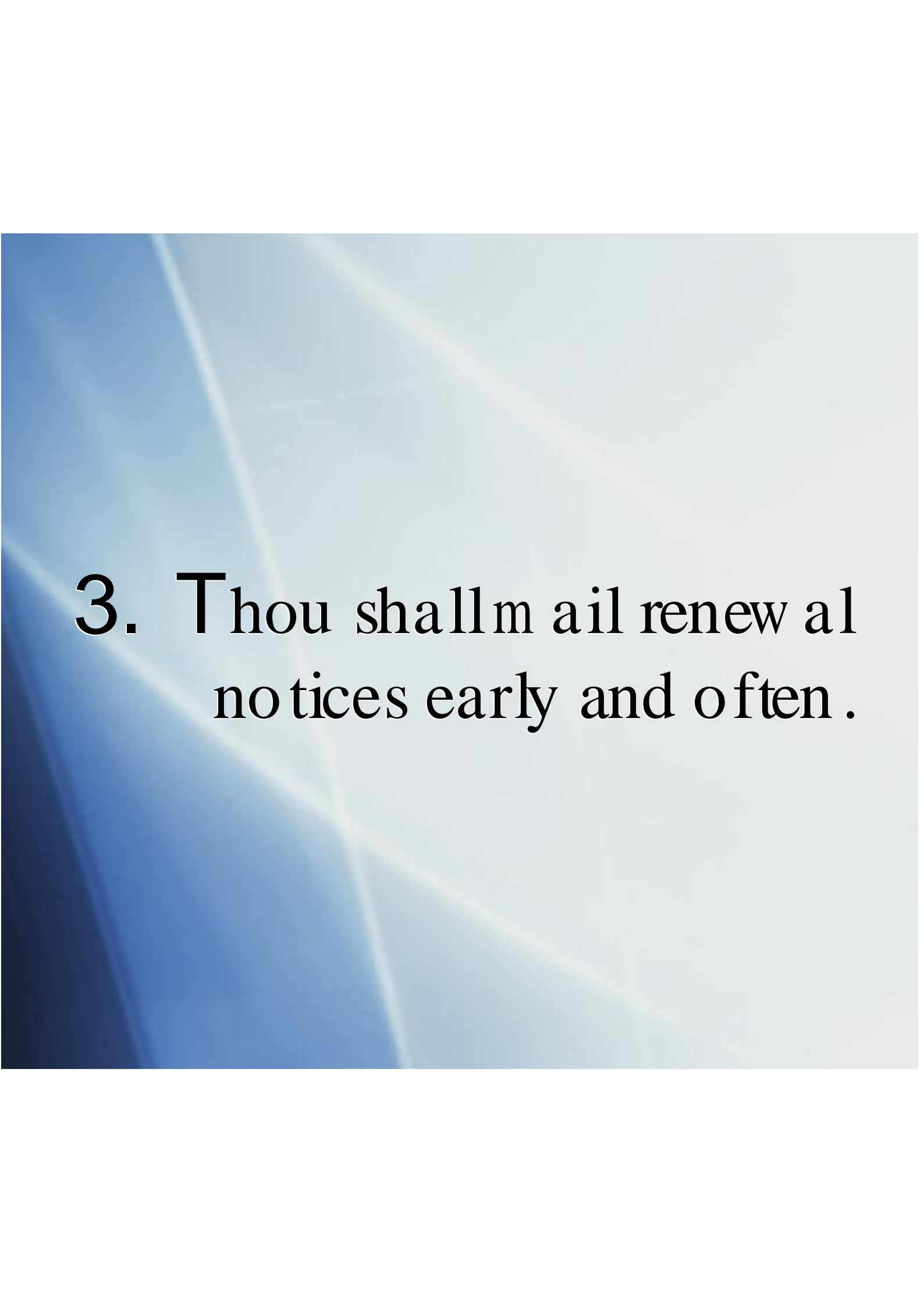





The 10 Commandments
of Renewal Success

1. Thou shall rem em ber that
Editors sell renew als,
not C ircu la tors.

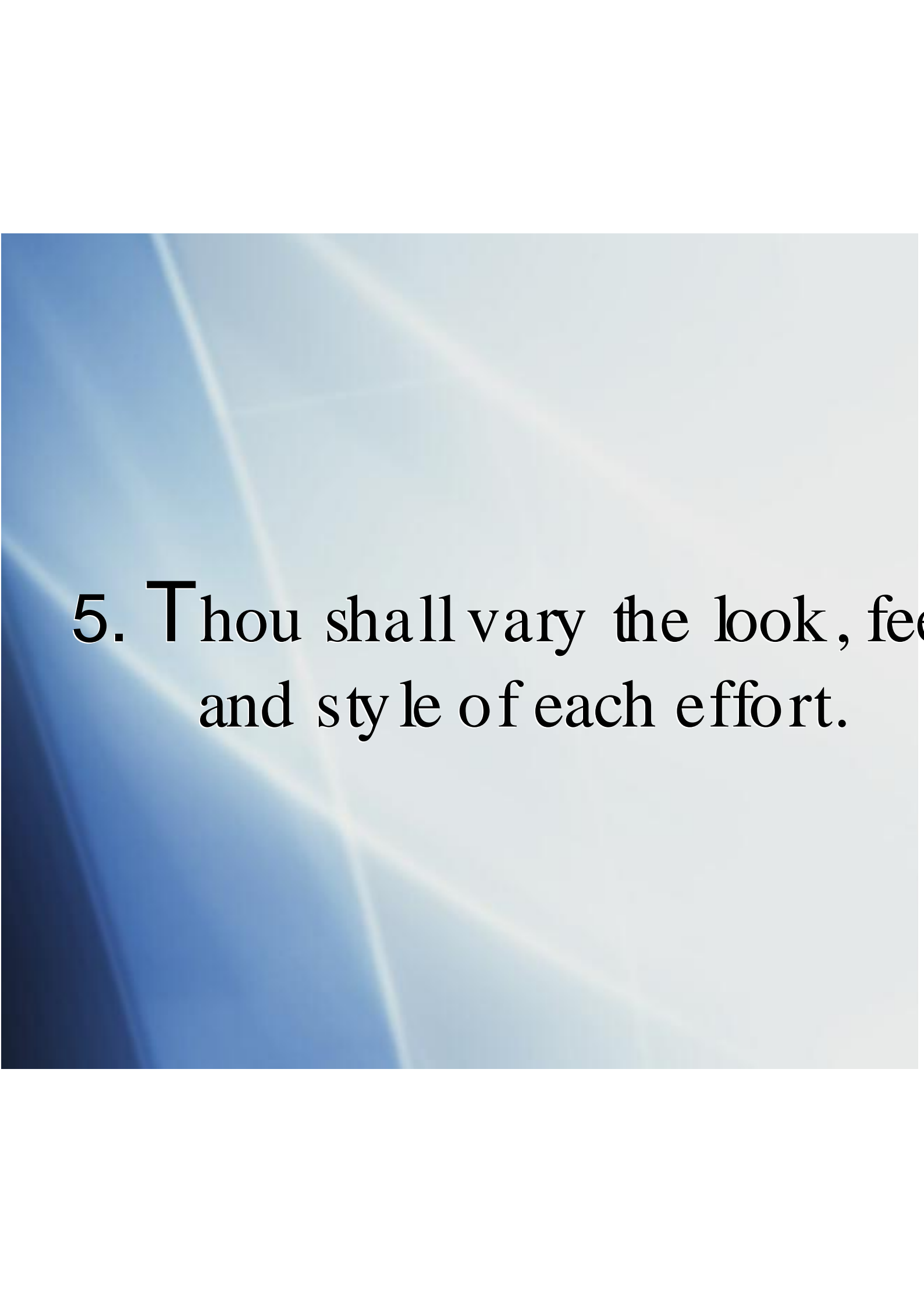
2. Thou shall understand the economics of your publication – **are you circ driven or ad driven?**



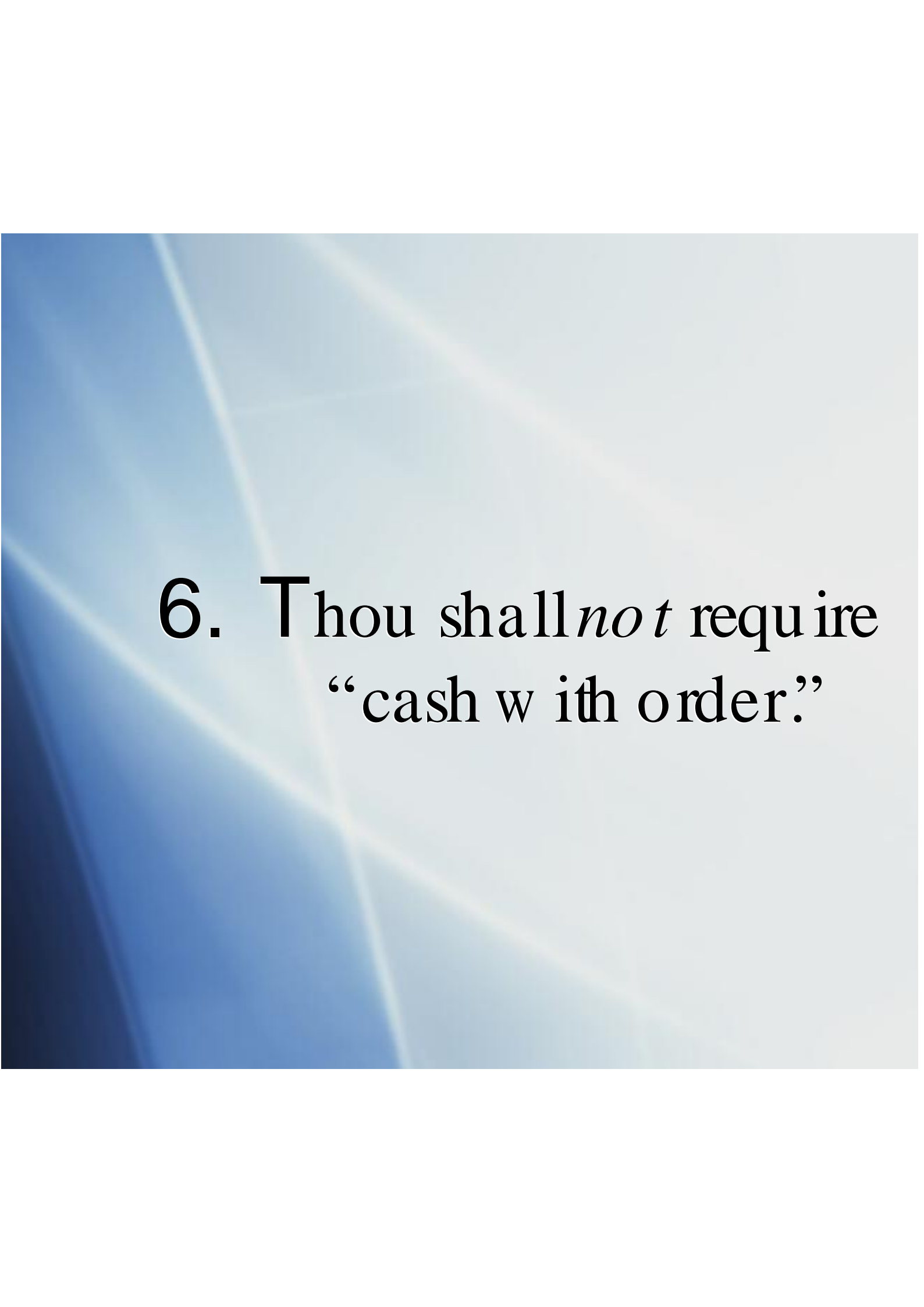
3. Thou shalt mail renewal notices early and often.

The background of the slide features abstract, flowing shapes in shades of blue and white, creating a sense of movement and depth. The text is centered in a black serif font.

4. Thou shalt “brand”
renewal efforts.



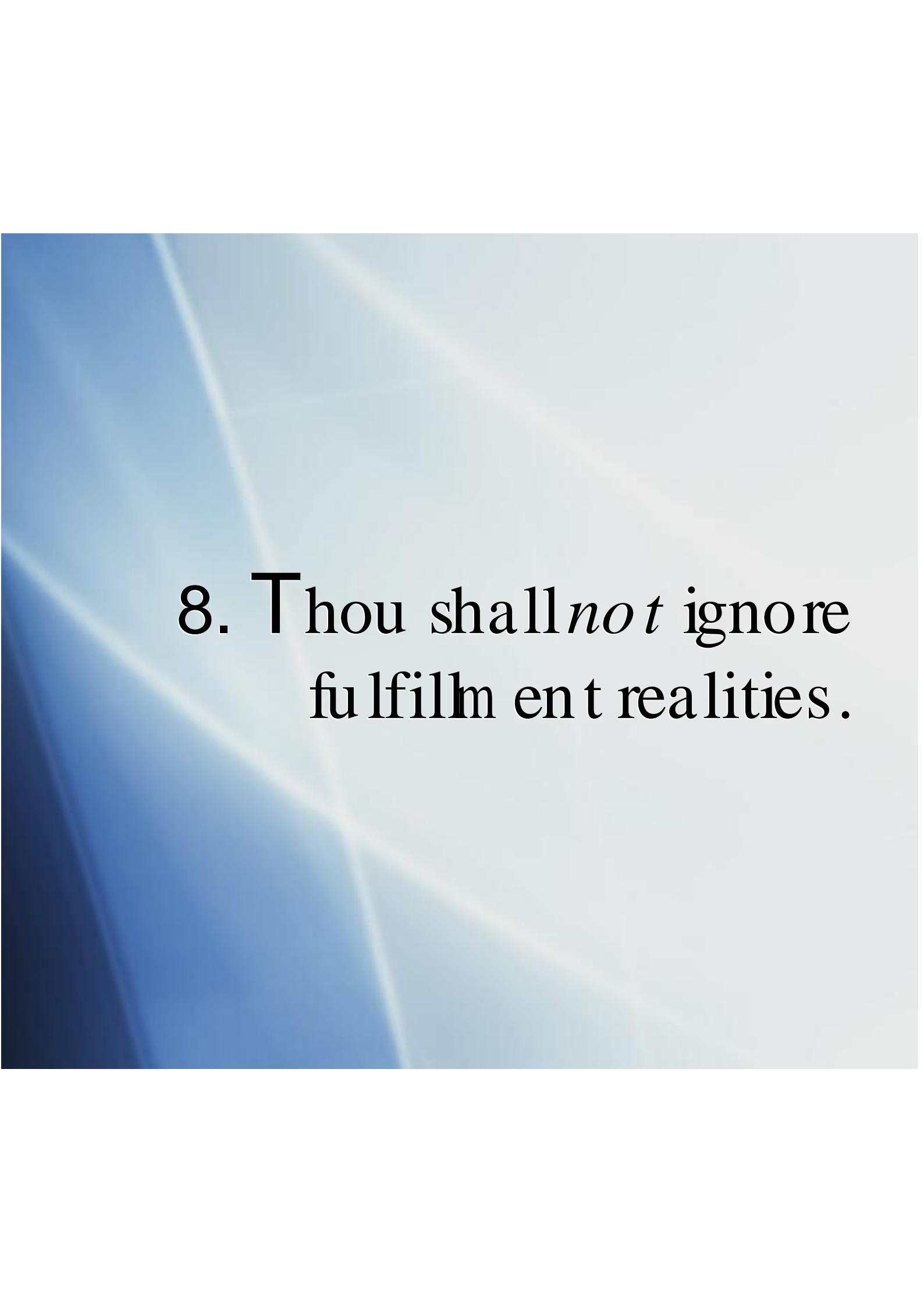
5. Thou shall vary the look, feel
and style of each effort.



6. Thou shall *not* require
“cash w ith order.”



7. Thou shall segment
subscribers by source.



8. Thou shall *not* ignore
fulfilm ent realities.

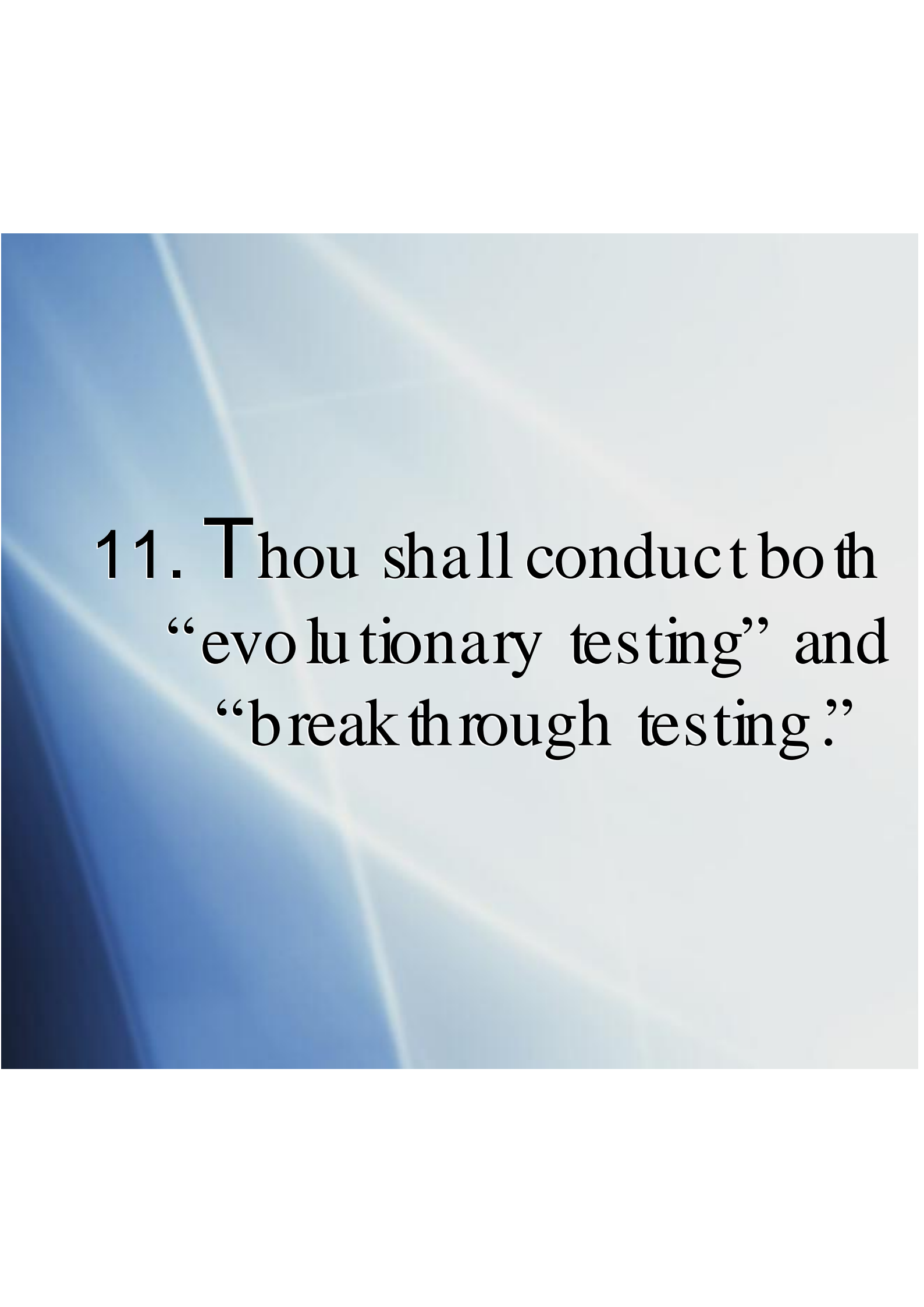
The background of the slide features a series of overlapping, semi-transparent blue and white shapes that create a sense of depth and movement, resembling light rays or abstract architectural elements.

9. Thou shall keep careful records.

10. Thou shall strategically
utilize alternate media:
**direct mail, email, wraps,
telephone, etc.**



B o n u s C o m m a n d m e n t s



11. Thou shall conduct both
“evolutionary testing” and
“breakthrough testing.”

12. Thou shall put discount offers, premiums, freebies discounts and long-term offers at the beginning of your renewal series.



Q u e s t i o n s ?

Vince Dema

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