Direct Mail Workflow/Schedule

Phases	Required Steps
Pre-Production	Questionnaire due back from Client/Prospect
	Create initial estimate & rough schedule
	Client approval of estimate & rough schedule
	Adjust schedule & assign appropriate people
	Kick-off meeting
	Re-evaluate content posturing
	Complete spec/creative brief
	Scope assessment/Adjustment confirmation
Production	Briefing
	Concepting
	Postage requirements confirmed
	Internal approval
	Final internal approval
	Client approval/Concept selection
	Round 1 revisions
	Round 1 client approval
	Round 2 revisions
	Round 2 client approval
	Copywriting
	Internal approving/Proofing
	Put copy into layout
	Client approval
	Round 1,2,3 revisions
	Final approval
	Final art
	Final proofing
	Final client approval
	Files to printer/mail house
	Drop
Post Production	Samples to client
	Postage verification
	Digital asset archival