

**Note:** Below is an excerpt from a freelance assignment completed one afternoon. The task was to brainstorm ideas for direct mail advertising to a niche audience for a company that registers Web site domain names in bulk. (Client's name is deleted from this copy.)

### Concepts for Direct Mail Postcards: Brainstorming session

1) **Visual:** Picture of a man under great strain as he pulls a heavily loaded cart, domain names piled in it like stacked lumber, each version of this ad varying on a theme: "Bobsbrickyard.com, Bobsbricks.org, Bricksfrombob.com," or "Florencesflowers.org, Florencetheflorist.com, Flowersbyflorence.org," etc.

**Headline:** "Looking for someone to carry the load?"

**Back copy:** "Lay it to rest at [client web site in bold face], the place to go when you need to register a group of domain names. Whether you have a dozen or a hundred, contact us. [Client web site.]"

2) **Visual:** Teacher and student at a blackboard, appearing perplexed and hurried, sweating...they've chalked up a number of different variations of a domain name then crossed lines through each.

**Back headline and copy:** "You don't have to choose. Register them all, and do it now, before somebody else takes them. [Client web site.]"

3) **Visual:** Guy or gal in clown makeup, looking exasperated, juggling *many* balls, each labeled with a domain.com name.

**Headline:** "More balls up in the air than you know what to do with?"

**Back visual:** Same person, but appearing at ease, now, with all the balls collected in a basket hanging from his or her elbow.

**Back headline:** "Get your act together at [Client web site]."

4) **Visual:** A spiral of many different birds flying down toward a martin house (bird house with many entrance holes).

**Back headline:** "[Client web site]: the place where everyone can roost."

5) **Visual:** A goofy-looking guy (like the skinny one of Laurel and Hardy) dressed in a business suit that has shrunk, jacket sleeves and trouser legs comically short.

**Headline:** "By the time it arrived, wrong size?" or "Outgrow what you bought?" (or something on this idea)

**Back headline:** "Don't get caught short. Cover everything. [Client web site...]"

6) **Visual:** Teddy Roosevelt in military uniform, charging San Juan hill, saber raised.

**Copy:** "Before he made the famous charge, he sewed seven extra pairs of spectacles into his pockets. If he lost a pair, he could still see where he was going."

**Back headline:** "Be prepared. Register your domain names with us. [Client web site]."