

Morgan James

& A S S O C I A T E S

Direct Response Product Criteria

Following are general criteria we use in determining which products have the best chance of working as 2-Minute and 30-Minute infomercial products. This is only a worksheet, most successful products will not have perfect scores in all these categories.

		LOW	HI
1. NEW?	- Is the product unique and exciting?	1 <input type="checkbox"/>	5 <input type="checkbox"/>
2. VISUAL?	- Is the demonstration of the product visually compelling?	1 <input type="checkbox"/>	5 <input type="checkbox"/>
3. MASS APPEAL?	- Can the product be used in virtually any home, by everybody?	1 <input type="checkbox"/>	5 <input type="checkbox"/>
4. PROBLEM SOLVERS?	- Does it solve a problem? Fulfill a need? Make life easier?	1 <input type="checkbox"/>	5 <input type="checkbox"/>
5. VALUE?	- Is it a good deal? Inherent value or comparative value?	1 <input type="checkbox"/>	5 <input type="checkbox"/>
6. MANY USES?	- Can the product be used for many things, in many ways?	1 <input type="checkbox"/>	5 <input type="checkbox"/>
7. SUCCESS HISTORY?	- Is this an historically successful category?	1 <input type="checkbox"/>	5 <input type="checkbox"/>
	- The Top Categories Are:		
	a) Fitness / Exercise Equipment		
	b) Housewares / Kitchen Gadgets		
	c) Self Improvement / Weight Loss		
	d) Cosmetics / Health & Beauty Aids		
	e) Tools / Car Care		
	f) Money Making / Business Opportunities		
	g) Golf / Fishing		
	h) Music / Video		
8. PERSONALITY?	- A product can work because of a dynamic, super-energetic individual.	1 <input type="checkbox"/>	5 <input type="checkbox"/>
	- Is this product driven by a specific personality?		
9. MARGINS?	- DRTV Products need five to one mark up on actual cost of goods.	1 <input type="checkbox"/>	5 <input type="checkbox"/>
	- Are there at least five to one margins?		
10. PRICE POINT?	- Ideal price points are 19.95 for short form, at least 59.95 for half hours.	1 <input type="checkbox"/>	5 <input type="checkbox"/>
11. UPSELL?	- Is there an obvious product that we can upsell, to add \$10 to the sale?	1 <input type="checkbox"/>	5 <input type="checkbox"/>

Ratings

Under 22 – Although you may have a good, quality product, it may not be a great candidate for DRTV.

Between 22 and 44 – You meet many of the criteria of a successful DRTV campaign, and it warrants further discussion.

Above 44 – Gear up the factory, warm up the lights, and call us immediately!