

# The Direct Marketing Success Pyramid

**Success!**

*Ten building blocks for achieving greatness as a direct marketer!*

Kevin Hillstrom  
President, MineThatData  
<http://blog.minethatdata.com>  
[kevinh@minethatdata.com](mailto:kevinh@minethatdata.com)  
[@minethatdata](https://twitter.com/minethatdata)

## CHEMISTRY

Teamwork, integrity, sacrifice, honesty.

## VISION

Charting a path into the future, leadership.

## EVOLUTION

The confidence to change and adapt as needed.

## PASSION

If we don't care, why would the customer care?

## EXCELLENCE

A desire to compete, to be the very best.

## KNOWLEDGE

A constant pursuit of information about customers.

## MERCHANDISE

The most important reason customers purchase from us.

## CREATIVE

We sell via images, video, social, copy, channels, devices.

## FINANCE

Financial discipline enables a business to grow profitably.

## SERVICE

Meet / Exceed customer expectations.