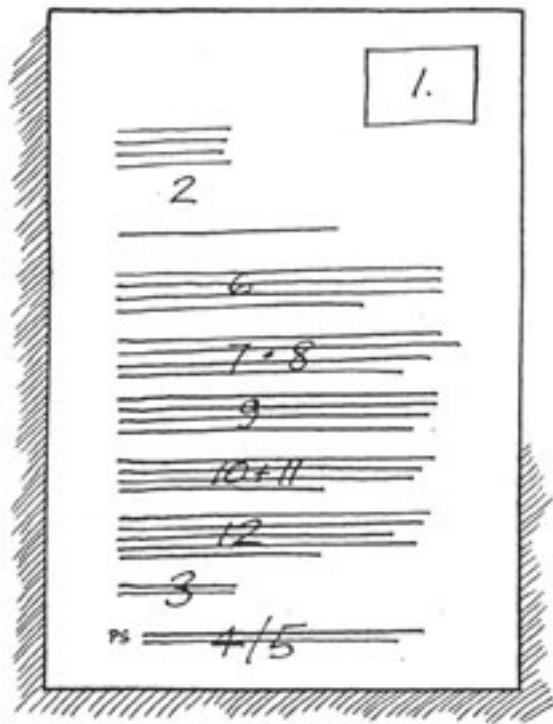


Siegfried Vogele's "Eye Tracking Research"

Siegfried Vogele was Dean of the Institute for Direct Marketing in Munich, West Germany. Below is a visual representation of how the eye deciphers a letter.



1. Who is writing to me?
2. How is he addressing me? What does he want?
3. Who has signed the letter?
4. Should I read the letter?
5. Of what benefit will the letter be for me?
6. Why is he writing to me in particular?
7. Do I need this?
8. How have I dealt with this need in the past?
9. What benefit does this offer me now?
10. Who can prove this?
11. How can I find out more?
12. What should I do?