

Prospecting and Lead Generation System

MODULE 1: FINDING NEW CUSTOMERS USING COMPELLING OFFERS

This month, you'll be helping your client identify their top products, then map out a preliminary offer and marketing campaign for each of their top 3 products.

Once you've completed that process, you'll leave them with a homework assignment to: (1) make a list of all products/services (2) determine the target market for each product/service (3) create an offer for each product/service that will be compelling to that target market, then (4) determine which marketing device they'll use to prospect with and specifically how they'll distribute that marketing device to the target market for each product/service. This is information you'll need next month to produce the annual calendar of marketing activity—the backbone of the Prospecting and Lead Generation System.

The Client Meeting should include:

- Presentation of the Module #1 PowerPoint using the script provided in this facilitator's guide. You'll also find presenter's notes in the PowerPoint presentation itself (attached to each slide).
- Brainstorming on the company's Top 3 products or services—either those that are most profitable or those that lead to the greatest amount of future sales. (As part of this process, it is helpful to go through the Unique Selling Proposition/Superior Customer Benefit exercise on pages 7-11 of the *Instant Income Business Enhancement System*.)
- Completion of pages 3-5 of the Module #1 Implementation Guide, *Establishing Your Company's Prospecting and Lead Generation System: Finding New Customers Using Compelling Offers*.
- Explanation of the homework assignment for the next 30 days, and referral of the client to Section 1 of their *Instant Income Business Enhancement System*, the section detailing prospecting and lead generation campaigns, campaign planning, referral systems, and types of offers. Numerous worksheets are included in this section to help them produce the marketing and advertising campaigns their new Prospecting and Lead Generation System will require. For your reference, the major topics below may be found on these pages:

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Included in this Facilitation Guide are:

- PowerPoint slides with recommended script
- Explanation of homework assignment to be completed over the next 30 days
- Copy of blank Implementation Guide for this month (this copyrighted document may be printed for use at your client meetings)
- Section One of the *Instant Income Business Enhancement System* to refer to during client meeting
- Copywriting tutorial explaining the 16 elements of a well-crafted sales letter or other marketing device (for your reference at meetings in case your client has questions about elements of campaigns they are to develop)

PowerPoint Slides with Recommended Script

[The script below requires about 25 minutes of presentation time without Q&A]

Slide #1: Today's Goal



Good morning, everyone. Over the next 20 minutes or so, I'm going to be describing the very first revenue-generating system that we'll work on establishing here at the company...and that is your Prospecting and Lead Generation System.

This system is designed to find you a constant stream of new customers, by combining regularly scheduled marketing and advertising campaigns that include specific offers for specific products and services—but that also include lots of information about the unique benefits of doing business with your company versus the competition.

These type of campaigns generate not only prospective customers that purchase immediately—but they also generate prospects that will raise their hand and indicate interest only, but will need to receive further marketing in order to buy later. These "leads" as they're called can be converted through ongoing marketing and also sales efforts which we'll work on during another month together.


[148 words = about 1 minute]

Slide #2: What You Will Learn and Do

Your Prospecting and Lead Generation System
— FINDING NEW CUSTOMERS USING COMPELLING OFFERS —

What You Will Learn and Do Today, and Over the Next Month:

- Learn the power of adding specific offers to marketing campaigns
- Determine target markets for your top products and services
- Create unique offers that will appeal to target markets
- Decide which marketing vehicles to use in campaigns
- Establish a Prospecting and Lead Generation System to execute campaigns
- Become very strategic in finding new customers—versus waiting for random prospects to contact you.

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So, turning our attention to the PowerPoint slides, the goal today is to:

- Learn how to add specific offers to marketing campaigns. There are two major types of offers we'll talk about today: (1) Straight sale offers, where the product, the price, the features, all the buying information is right there in the advertising piece so the reader can make an immediate buying decision. And (2) Two-step offers, where there is no pricing or terms but rather an offer for free information, free consultation, free sample and so on—just to get the reader to contact you so a lengthier sales process can take place. We'll talk a lot more about the difference between these offers in just a moment—including talking about specific offers we can come up with for your products and services.
- Another goal today is to determine target markets for your top products and services. We can't market to everyone out there—no company has a budget that large. So in order to make the most of the marketing budget we do have, we want to market only to the most likely buyers of your products and services. To do that, we need to know the most common characteristics of these likely buyers so we'll know where to find them.
- Another goal today is to create unique offers that will appeal to these target markets. A limited time offer on one product might appeal to one target market, while a more expensive product or service may appeal to a more upscale clientele who need educating first on the uses, benefits and features of the product. In that case, we would want to use a two-step offer.
- Finally, we're going to decide which marketing vehicles to use in campaigns for your top 3 products. We'll go through the whole process so you can learn to replicate it with all your products and services over the next month.

Tackling all these goals today will help you become very strategic in finding new customers—versus waiting for random prospects to contact you. Not only that, but it's the first effort we'll make in establishing a formal Prospecting and Lead Generation System here at the company.


Sound good? OK, let's get started.

[372 words = about 2 minutes]

Slide #3: This system is designed to generate...

Your Prospecting and Lead Generation System
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- This system is designed to generate a steady flow of prospective customers (leads) that convert into buyers—either immediately or with future marketing and sales efforts.
- Once this system is in place, you will be able to conduct lead-generation campaigns that “pre-sell” prospects by: (1) Communicating the benefits of doing business with you, and (2) Providing details that prospects need in order to make a buying decision. Your business will look better than competitors who typically do not advertise specific benefits or provide compelling purchase details.
- These campaigns must include two critical elements: (1) a specific offer that compels prospects to respond, and (2) a “call to action” that tells them exactly how to respond.
- This style of advertising—which has been proven over decades by companies around the world—is called “Direct Response Advertising.”

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As I said, this system is designed to generate a steady flow of prospective customers or “leads” that convert into buyers—either immediately or with future marketing and sales efforts. Some people just don’t buy off an advertisement or marketing campaign without becoming more familiar with your company. That’s OK—we’re going to nurture those people along until they buy. But we DO want to do our best to get them to buy off the very first advertisement they see. And there are a number of ways to tip the balance in our favor—simply by the way we put these ads together.

So filling our new system with ads that really make a case for buying is the key to an effective Prospecting and Lead Generation System. Once this system is in place, you will be able to conduct lead-generation campaigns that “pre-sell” prospects by using advertisements that: (1) Communicate the unique benefits of doing business with you, not just product features, and (2) That provide all the details prospects need in order to make a buying decision. Your business will look better than competitors who typically do not advertise specific benefits or provide these compelling purchase details.

Amongst all the things we could put in these advertisements and marketing campaigns, these campaigns must include two critical elements: (1) a specific offer that compels prospects to respond, and (2) a “call to action” that tells them exactly how to respond.

This style of advertising—which has been proven over decades by companies around the world—is called “Direct Response Advertising.” You’ve probably seen ads in magazines and newspapers that look like articles or that look like feature stories in the magazine, right? Well that is one kind of direct-response advertisement.

[291 words = about 1½ minutes]


Slide #4: Your market is not “everyone.”

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- Your market is not “everyone.”
- Who would your products or services be perfect for? Who is the ideal BUYER of your products or services? (Remember, the buyer is not necessarily the end user.)

For each product or service, ask these questions:

- What must they already own before using your product or service?
- What kind of job or company must they have?
- Where do they live?
- How much income must they make?
- What industry must they already be in?
- What day-to-day jargon or industry language do they use?

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Of course, no marketing campaign or advertisement will work if it’s not seen by the right audience. So let’s talk for a moment about your ideal target market.

First and foremost, one of the biggest myths in prospecting and lead generation is that if we could simply reach more people, we would sell more products and services. So many companies try to go out and reach everyone. This isn’t necessarily the best use of time and resources because while your product or service might be helpful to everyone... while everyone might be able to use your product or service, EVERYONE is not the most likely BUYER of your product or service. In fact, for many products and services, the end user is not the buyer at all—take elder care or extracurricular education. The adult children of these older folks and the parents of these child students are doing the buying.

But there are ways we can hone in on who would be the most likely buyer...hone in on when they are most likely to buy... and determine how we can reach them at that point of greatest likelihood.

This is really good news, because no longer do you have to worry about trying to reach the masses, hoping your prospect might be in there somewhere. It’s much easier to simply pin them down in the places and situations where they are spending time already.

Make sense?

So, how can we hone in on the ideal buyer? And the ideal buyer might be different across all your products and services.

We can ask ourselves these questions:

- What must they already own before using your product or service? Do they need to own a home or a Macintosh computer or do they have to have children or do they need to own certain sports equipment?
- What kind of job or company must they have? Are they employed people or are you selling to the business owners themselves in a B-to-B marketing environment? If they are employed, what line of work are they in? Are you selling directly to the manager of the accounting department or to the head of Research and Development?


- Where do they live? Many products are only appropriate for upscale buyers, so you want to make sure you're targeting people in more affluent communities. If you provide a service that you sell on a continual use or subscription basis, your buyers will need to visit your location frequently—so your target market is probably within a maximum driving distance of your location here.
- How much income must they make? Do they need to be a company generating a minimum amount of revenue or an individual making a certain minimum income? And again, this may vary across all your products and services.
- What industry must they already be in? The easiest buyers to target are those involved in a specific industry who: (1) belong to a trade association, (2) who are listed in rented lists of businesses in specific vertical markets, and (3) who seek out information and products from other suppliers who could refer them over to you. But what about your products and services? Do your buyers need to be in specific industries and if so, which ones?
- And finally, what day-to-day jargon or industry language do they use? You'll want to write your advertisements and marketing campaigns in language they use every day—language that is compelling to them. This is easy if your ideal buyer is in a specific vertical market, but what about consumers who are all over the place? It's still important to hone in who they are so you can use the language they would expect to see in an ad like yours. Are these consumers who are technologically sophisticated? If so, populate your ads with techno-words that would appeal to them. If they are women, paint "word pictures" of what their lives will be like once they own your product or are using your service.

[664 words = about 4 minutes]

Slide #5: At what point in time do they make a buying decision?

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- At what point in time do they make a buying decision?
- How can you communicate to them in THEIR language at THAT point in time?
- How can you most effectively and most inexpensively reach them at THAT point in time?
- These questions will help us determine the best prospecting campaigns to use and how to write the marketing copy they contain.

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Just as important as asking who these buyers are as people, is the question at what point in time do they make a buying decision? Have you ever asked this question prior to writing an ad or creating a marketing campaign?

Of course, lots of businesses experience seasonal buying of their products and services. What about yours? What events during the year trigger most of your buyers to buy? Or alternatively, is there something going on in their lives that causes them to seek our your product or service?

When they are most likely compelled to buy is one question we'll want to ask as we're putting this system together—mainly because that helps you choose the right marketing device and the right distribution method...whether it's a postcard mailed to homes at back-to-school time or a sales letter mailed to the Vice President of Finance at year-end or a phone call to homeowners just before winter sets in.

Once we know that unique point in time—if we can pinpoint it—then we can communicate to them in THEIR language at THAT point in time. So timing affects what you'll write in your advertisements and marketing campaigns. This is great for business advertising, by the way, because certain business activities need to be accomplished by certain deadlines—such as filings of certain documents or tax returns, for example. So often the best language to use is language that creates a sense of urgency or even fear around that deadline. They need to use your services or your product because there is a penalty if they don't properly file in time.

Along with speaking to them in language that will appeal at that point in time is the question of how can we most effectively and most inexpensively reach these potential customers at THAT point in time?


These questions will help us determine the best timing of your prospecting campaigns, the ideal marketing devices to use in reaching these prospects, and how to write the marketing copy these devices contain.

[339 words = about 2 minutes]

Slide #6: Who else is already selling to your ideal prospect?

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- Who else is already selling to your ideal prospect?
- Can you negotiate referrals and structure joint marketing campaigns with other businesses?
- We should also look at renting name of likely buyers or prospects, if possible.
- It's more important to reach prospects that are an ideal buyer of your product or service than to send millions of emails, letters and other advertising "impressions."

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Another aspect of an effective Prospecting and Lead Generation System that I find very few companies doing—is to work with other business owners who are already selling to your ideal prospect.

Here's what we know about the reality of business: Other business owners are doing just what you are...they're selling products and services, they're doing marketing and advertising, they're finding customers, but they are also generating prospects who may never buy from them. Not only are your competitors doing this, but other businesses in your industry are doing this—all of whom have the names of people who could purchase your product or service.

In the tutorial information I gave you—the big 320-page manual starting on page 72—there are 14 different referral strategies for marketing through these other people. It may be that other businesses will refer customers to you, it could even be your competitors, but it might be that your own clients, customers and even prospects will refer business to you...if properly asked, if reasonably compensated, and if given the tools to easily refer customers to you.

Don't make these other people do the work—make it easy for them by creating a kit they can use with brochures, emails, order forms, whatever is needed. Part of setting up a Prospecting and Lead Generation System is to determine who you can contact and what they'll need in order to send business your way including appropriate compensation.

So the question is: Can you negotiate referrals and structure joint marketing campaigns with other businesses?

Finally, we should also look at renting name of likely buyers or prospects, if possible. And we can potentially rent the names of likely other businesses who can refer customers to us. There is every conceivable type of list available for rent—from compiled lists gleaned from Yellow Pages advertising to the subscribers of specific magazines to a list of businesses in specific industries.


Can you see now why identifying your target market is so important? Not only does it make your marketing and advertising effort more focused, it makes your job easier because you will no longer have to guess about what is likely to work. The resources you need are out there. But you have to know who you are pursuing first and foremost.

At this point, it's probably becoming clear that it's more important to reach prospects that are an ideal buyer of your product or service than to send millions of emails, letters and other advertising "impressions." This is also going to make your life easier, because you won't be chasing millions of people—you'll be focused on seeking out and communicating with a much more targeted group who actually want to buy or need to buy your product or service. [462 words = about 3 minutes]

Slide #7: Where NOT to look for prospects unless you have a product...

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- Where NOT to look for prospects unless you have a product or service that every consumer will buy:
 - “Mass market” advertising like TV and billboards
 - Most advertising in large city newspapers
 - Mass market consumer magazines
 - Bus and taxi advertising
- It's too expensive and not targeted enough.
- During our planning session today, we'll brainstorm who your ideal buyers are and how best to reach them.

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I think once we're done today, it will be very apparent to you that your target market is a fairly well defined group of people. This will let you spend more time reaching them and communicating the benefits to them of doing business with you.

So it probably goes without saying that—unless you have a product or service that every consumer will buy—there are a number of prospecting techniques we're not going to use:

- “Mass market” advertising like TV and billboards
- Most advertising in large city newspapers
- Advertisements in mass-market consumer magazines
- Bus and taxi advertising—I've even seen advertisements on grocery carts. Just not targeted enough...and yet, there are lots of advertising salespeople who will try to convince you that their delivery method reaches your ideal target market. Doubtful. But at least you'll be able to turn these people away with a definitive answer that: You know who your target prospects are, you know how to reach them—and that the advertising opportunity being presented would not be effective for you.

These methods are just too expensive and not targeted enough.

So, one of the things I want to do during our planning session today is to brainstorm who your ideal buyers are and how best to reach them.

[212 words = about 1½ minutes]

Slide #8: Once we determine where to find these potential buyers...

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- Once we determine where to find these potential buyers, it is important to communicate the benefits of buying from YOU versus the competition.
- Question: How can you distinguish yourself from the competition?
Answer: By advertising your “Unique Selling Proposition” or superior benefit.
- Make a list of the most common needs, goals, and wants that potential customers have. These are usually different from product features. 60% of the reason people buy is intangible—that is, not related to actual features or usage. Examples:
 - Financing options
 - Special add-ons or extra services included in the price
 - Professionals or technicians with special training
 - Convenient hours or convenient purchasing terms
 - Help finding items from other sources when you are out-of-stock
 - Faster delivery, faster service

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Once we determine where to find these potential buyers, it is important to communicate the benefits of buying from YOU versus the competition. People have a lot of choices in who they buy from. And when you're in competition with other suppliers, the most common reaction is to drop your price. But, not only is that dangerous to the long-term health of the business, it's not always the best marketing strategy either.

Most businesses talk about three things in their advertising: quality, service and price. They say, “We have excellent quality, superior service and low prices.” In fact, businesses have used this pitch for so long, that these are now empty promises. You need to speak differently.

So, how can you distinguish yourself from the competition? By always including in your advertising something we call your “Unique Selling Proposition” or superior benefit to the customer of doing business with YOU versus the competition.

I'm going to recommend that your team do the exercise starting on page 7 of the big manual where you determine your superior customer benefit or USP. If we have time today, we can brainstorm some of the exercise. But what I want you to do is to make a list of the most common needs, goals, and wants that potential customers have. These are usually different from product features such as how the product works or how large it is or what color it is—those are features. Unfortunately, we know that 60% of the reason people buy are the intangible benefits of what they'll receive—that is, benefits that are unrelated to actual features or usage. Some examples are:

- Any financing options you have available
- Special add-ons or extra services that you include in the price
- Professionals or technicians with special training who are available to your customers
- Convenient hours or convenient purchasing terms
- Help finding items from other sources when you are out-of-stock
- Faster delivery, faster service...faster anything!

So, your USP could be that your company has special financing options that none of your competitors have—or if they do have them, they aren't advertising them. Just a tag line that reads: Take it home today and get 12 months to pay. Or a tag line like: Every technician is a 10-year veteran who is XYZ-certified.

The key is to choose a USP that your competitors don't or can't offer. This will make you stand out from the competition. And the exercise on page 7 will help us hone in on the USP for your company. Then you'll want to include it somewhere in every advertisement or marketing piece. This is in addition to talking about the features of the product or service and the benefits of each one of those features.

[458 words = about 2½ minutes]

Slide #9: In addition to using a USP to differentiate you from the competition ...

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- In addition to using a USP to differentiate you from the competition, I'm going to encourage you to make SPECIFIC offers in your prospecting campaigns.
- There are two types of offers: Straight Sale Offers and Two-Step Offers.
- Types of Straight Sale Offers:
 - Limited time offer
 - Discounted price offer
 - Limited space offer
 - "Don't Let Competitors Respond First" offer
 - Free bonus with purchase
 - Unique financing or payment terms
- Types of Two-Step Offers:
 - Free special report
 - Free sample
 - "See If You Qualify"
 - Free consultation or assessment
 - Free analysis, comparison or inspection
 - Free workshop or teleseminar

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In addition to differentiating you from the competition by using a USP in your advertising—I'm going to encourage you to make SPECIFIC offers in your prospecting campaigns.

As I mentioned a moment ago: Most businesses talk about three things in their advertising: quality, service and price. They say, "We have excellent quality, superior service and low prices." But unfortunately, businesses have used this pitch for so long, that these are now empty promises. Almost everybody talks about quality, service and price in their advertising.

So, instead of sounding like every other business in town, why not make an specific offer *instead* that has a sense of urgency about it and gets people to pick up the phone and call you? The example I like to use is a heating and air-conditioning service company who could say, "For the next 14 days, we'll install a brand new top-of-the-line heating and air conditioning unit for just \$3,285 including a 5-year-written warranty and free replacement filters for as long as you own your home." That is a lot different from just "we have low prices."

Also, most businesses don't realize there are actually different categories of offers you could make in your ads and marketing pieces: Straight Sale Offers and Two-Step Offers.

As I mentioned at the beginning of the meeting, a straight-sale offer is one where the product, the price, the features, all the buying information is right there in the advertising piece so the reader can make an immediate buying decision. But a two-step offer contains no pricing or terms—sometimes not even complete product or service details—but rather is an offer for free information, a free consultation, a free sample and so on...just to get the prospect to contact you so a lengthier sales process can take place.

I've listed some of the most common offers here on screen, and you can read more about each one and how to include it in an advertisement by turning to page 83 in your big manual. Some of them create a sense of urgency such as a limited time or limited space available offer. And one of my favorite two-step offers, the "See If You Qualify" offer, actually improves the odds of making a sale by asking the prospect to qualify themselves to you in order to purchase. And what do people want when they think they can't have something? They want it even more.

One of the key tasks we're going to do together today is to determine an offer for each of your top 3 products or services—after determining the target market for each product or service. I want us to create the one straight-sale or two-step offer that would have the most appeal to the target market for that product or service.

I also want to leave you with the homework assignment over the next month of creating offers for all products and services that you advertise—or could advertise.

[494 words = about 2½ minutes]

Slide #10: To establish a Prospecting System, you must first decide...

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- To establish a Prospecting System, you must first decide which products and services to promote...to which target markets...using which kind of offers and marketing devices.
- Today, we'll work on creating campaigns for your 3 most important products or services.

Product	Target Market	Offer	Marketing Device	Distribution of Campaign	Vendors
"Weekend Makeover" Landscaping Package	Homeowners with smaller than 8,000 square-foot lot size	1,000 square feet of landscaping including professional design, clearing and removal, 12 foundation shrubs, and 200¢ of soil for \$199 (case #78). Limited time offer. See client only. Schedule work before June 30.	Direct mail brochure	Rented list of households with appropriate lot size	Donnelley Consumer Lists Post-It-Go LetterShop
"England Lawn" Sod and Shrub Package	Homeowners with larger than 8,000 square-foot lot size	1,000 square feet of landscaping including professional design, clearing and removal, sprinklers, 600 square feet of sod, and 12 foundation shrubs for \$2,999 (case #83). Limited time offer. Schedule work before June 30.	Voice Broadcasting	Rented list of households with appropriate lot size	Donnelley Consumer Lists and OneCallNow.com
"Backyard Beauty" Condominium Package	Condominium duplex and townhome owners with front driveways or small backyard space	400 square feet of landscaping including clearing and removal, multi-media water system, 4 flowering shrubs, and 6 feet of outer plants for \$899 (case #94). Limited time offer. See client only. Schedule work before June 30th.	Oversized postcard	Rented list of multi-dwelling households with front driveways and/or small backyard space	Post-It-Go LetterShop

- Next month, we'll complete the Prospecting System by creating an annual calendar.

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And the final topic I want to talk about today are the actual marketing devices and methods you'll use to prospect for new customers. These are the direct-mail letters, advertisements, postcards, brochures—everything you would use offline to promote your products and services. We'll be talking about online marketing in another month's meeting.

To establish a Prospecting System, you must first decide which products and services to promote...to which target markets...using which kind of offers and marketing devices.

If you thought developing a Prospecting and Lead Generation System was going to be difficult, I've just simplified it for you. There really are only those four steps:

1. Decide which specific products you'll promote in order to generate leads.
2. Determine the target market for each one of those products or services.
3. Create a compelling offer for each of those products or services.
4. Decide which marketing device will best reach prospects at the time and place they are most likely to want to buy.

Now, notice that under this formula, you will no longer be promoting the business itself. No longer will you be talking about your great facility or your lovely staff or your number of years in business. These are generic concepts that prospects don't respond to. Instead, I would like to see you advertise specific products, specific services, using benefits-laden copy and compelling offers that get the prospect to contact you.

Now, you're probably asking: "We have lots of different products. We don't know which one a customer needs at any one time, so we have to promote the entire business." But the reality is that businesses who advertise specific products and services with compelling offers generally get calls and foot traffic for other things—because the USP you've included in your ad draws people in.

Today, we'll work on creating campaigns for your 3 most important products or services.

Then, over the next month, I'm going to ask you to create a list of all products and services you'll promote in order to generate leads, then create a compelling offer for each product's target market.

Once you do that, we can create an annual calendar of prospecting and lead generating campaigns that will keep the leads flowing into the business on an ongoing basis.

Once that calendar is complete, it's just a matter of creating the marketing pieces themselves—all those ads and direct-mail letters—then implementing the campaigns... which is simply taking the steps to get those letters in the mail or run those ads in the appropriate publications.

Now I've mentioned letters and ads and brochures extensively, but there are quite a few different methods that work. And you'll find these described in great detail in Section One of the big manual.

So today, we'll be doing something very similar to this chart—that is, determining the target market and creating an offer for each of your Top 3 Products or Services. You can see in this example—a fictitious landscaping company—that their three packages they've chosen are a weekend makeover, a lawn installation package and a smaller package for condominium owners. They've determined the right target market, created an offer, then they've determined the best marketing device to use and even researched which vendors they'll use to distribute it.


[548 words = about 3 minutes]

Slide #11: Later, you will create different campaigns...

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- Later, you will create different campaigns for each individual product or service. Here is an example of one product being marketed three different ways:

Product	Target Market	Offer	Marketing Device	Distribution of Campaign	Vendors
"Weekend Hiker" Landscaping Package	Homeowners with smaller than 0.500 acre +/- lot size	1,000 square feet of landscaping including professional design, clearing and removal, 12 foundation plants and 200' of mulch for \$1,995 (taxes \$75). Limited time offer. See clients only. Schedule with us here. June 30.	Direct mail brochure	Rented list of households with appropriate lot size	Diversified Consumer Lists Post-A-Gie LetterShop
"Weekend Hiker" Landscaping Package	Real estate agents and home staging companies who want to improve curb appeal of their listings	1,000 square feet of landscaping including professional design, clearing and removal, 12 foundation plants and 200' of mulch for \$1,995 (taxes \$75). Limited time offer. See clients only. Schedule with us here. June 30.	Outbound telemarketing and voice broadcasting	Rented list of real estate agents' phone numbers in Greenwich, Fairfield and Eagle's Peak communities	Century Telesales Inc. and OneCallOne.com
"Weekend Hiker" Landscaping Package	Home repair, cleaning and home maintenance companies who can refer their customers	Refer a customer and receive \$100 commission on that sale that provides list of referred customers by name or e-mail address campaign in order to be credited with a sale.	Outbound telephoning using joint venture script	Internet researched list of home service companies	Telephoning by our team in-house

 **Consultant's Name**
 REVENUE FOCUSED SYSTEMS FOR SMART COMPANIES

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On our final slide, our fictitious landscaping company has taken the further step of creating three different ways to promote just one product. Eventually, as part of your Prospecting and Lead Generation System, you'll also want to have different ways of promoting a single product—for two reasons: (1) in case there are different ways to present this product or service in different seasons or time periods, and (2) because you will want to test one offer against another, one version of copy against another, one package or price against another, and so on. We'll talk more about testing different approaches next month—and very importantly, we'll talk about tracking responses and building a history of what works and what doesn't work as well. For now, let's plan all our promotions with at least a method for responses to be tracked.

You can have people call you and ask for a specific extension number next to the phone number. You can have people go to your website for a free download and type in a unique "coupon code." You can have them bring the sales letter into your store for a special package or pricing. Some retailers close their store to the public on certain sale days and require existing customers and prospects to bring an invitation that was sent to them as their ticket to get in. There are lots of ways to track responses. Each ad should include a method for getting the customer to identify which ad or letter or other device caused them to contact you.

I'm also going to direct you to page 99 of the big manual where it talks about planning for the response. You'll want to have a lead-capture system in place to record the name and contact information of each respondent, if appropriate. But, first and foremost, you must know how many responses are coming in from each marketing device.

Now, let's turn our attention to today's implementation planning workbook where we'll find three pages that will help us plan a prospecting and lead generation campaign for each of your Top 3 Products or Services.

You should have read prior to this meeting Section One of the big manual, so you're probably familiar now with a number of ways to promote products and services. The display advertisements, direct mail letters, teleseminars and other methods you read about are "marketing devices." Let's plan those, as well as determine how they'll be distributed. This will help us learn to think through the target market, offer and marketing method for any product or service you sell here.

[433 words = about 2½ minutes]

Explanation of Homework Assignment Over Next 30 Days

From page 6 of this month's *Implementation Plan*:

FOR NEXT MONTH: In addition to completing the Prospecting Campaign Planner (page 7) for all 3 products above, please prepare for next month's meeting by creating a list of all products, services, bundled packages and other items that could be advertised to generate prospects and new customers. Then list possible offers and marketing devices that could be used to promote them.

Next month, we'll finish establishing your Prospecting and Lead Generation System by creating an annual calendar of all prospecting campaigns and response procedures.

Step 1: Find the planning document called *Product 1: Prospecting and Lead Generation Plan* on page 3 of this month's *Implementation Plan*. You and your client team will be completing this document at today's meeting for *each* of their Top 3 Products or Services.

Once your group has completed this document for all three products or services, direct your client's team to the *Prospecting Campaign Planner* on page 7 and instruct them to use this *Planner* in the coming month to create a campaign for each of the Top 3 Products or Services used in today's exercise.

Step 2: Next, find the planning grid on page 6 of this month's *Implementation Plan*. Instruct your client's team to brainstorm as a group over the next 30 days about those products and services that could be used in prospecting and lead generation promotions. Explain that this work is necessary to complete Part 2 of the process...producing an annual calendar which is the backbone of the Prospecting and Lead Generation System.

Which products and services *other than the Top 3* would make compelling offers to their ideal prospect? Who is the target market they most want to reach? Which offers would they write? Which marketing devices would they use—direct mail, display advertising, teleseminars, referral programs, or something else?

Get commitment from one team member to research distribution methods, vendors and pricing for these marketing devices—i.e., magazines to place ads, lettershops with economical rates, list rental companies such as InfoUSA, voice broadcasting companies, and so on. Record the name of the person responsible for this task.

Step 3: Secure a commitment to also research, construct and have in place by next month's meeting a lead-capture system—either a database or paper system depending on the sophistication of the business and staff. Record the name of the person responsible for this task.

Step 4: Remind your client's team that they should try to run at least one of the Top 3 prospecting campaigns in the next 30 in order to begin testing offers, copy, marketing methods and so on. Get commitment from the owner or principal for executing *something* in the next 30 days. Record the name of the team member who will be the responsible party for directing and/or executing the campaign.

Establishing Your Company's Prospecting and Lead Generation System



Implementation Plan

Establishing Your Prospecting and Lead Generation System—Part 1

- Choose Top 3 most profitable products or services—or those that generate maximum future sales
- Think through the target market for each of these Top 3 products or services
- Create a specific and compelling offer for each of these Top 3 products or services
- Select a marketing device and distribution method for each offer
- Use the Prospecting Campaign Planner starting on page 7 to implement a Top 3 campaign

Example:

Product	Target Market	Offer	Marketing Device	Distribution Method
"Weekend Makeover" Landscaping Package	Homeowners with smaller than 8,000-square-foot lot size	1,000 square feet of landscaping including professional drawings, clearing and removal, 12 foundation shrubs, 15-gallon tree and 200sf of sod for \$1995 (save 47%). Limited time offer. New clients only. Schedule work before June 30.	Direct mail brochure	Rented list of households with appropriate lot size
"Instant Lawn" Sod and Shrub Package	Homeowners with larger than 8,000-square-foot lot size	1,000 square feet of landscaping including professional drawings, clearing and removal, sprinklers, topsoil, 800 square feet of sod, and 12 foundation shrubs for \$2,995 (save 28%). Limited time offer. Schedule work before June 30.	Voice broadcasting	Rented list of households with appropriate lot size
"Backyard Beauty" Condominium Package	Condominium, duplex and townhome owners with front atrium or small backyard spaces	400 square feet of landscaping including clearing and removal, automatic water system, 8 flowering shrubs, and 4 flats of color plants for \$895 (save 35%). Limited time offer. New clients only. Schedule work before June 30.	Oversized postcard	Rented list of multi-dwelling households with front atrium and/or small backyard space

Product 1: Prospecting and Lead Generation Plan

Name of Product, Service, Package, Contract or Subscription _____

Target Market _____

What needs/wants do they have and what benefits are they looking for, either tangible or intangible?

At what point in time do they make a buying decision? How can we reach them at that time?

Offer to be featured in marketing campaign (i.e., goods, services, bonus, delivery, price, terms, intangible benefits)

Call-to-Action (how should prospect respond?) _____

Our company's Unique Selling Proposition that will be featured in the marketing campaign _____

Marketing device to be used _____
(i.e., newspaper advertisement, direct mail letter, etc.)

Marketing device to be distributed how? _____
(example: Star Gazette newspaper, rented list of homeowners in local zip codes, Jason Whitmore's clients)

How will responses be tracked? _____

Product 2: Prospecting and Lead Generation Plan

Name of Product, Service, Package, Contract or Subscription _____

Target Market _____

What needs/wants do they have and what benefits are they looking for, either tangible or intangible?

At what point in time do they make a buying decision? How can we reach them at that time?

Offer to be featured in marketing campaign (i.e., goods, services, bonus, delivery, price, terms, intangible benefits)

Call-to-Action (how should prospect respond?) _____

Our company's Unique Selling Proposition that will be featured in the marketing campaign _____

Marketing device to be used _____
(i.e., newspaper advertisement, direct mail letter, etc.)

Marketing device to be distributed how? _____
(example: Star Gazette newspaper, rented list of homeowners in local zip codes, Jason Whitmore's clients)

How will responses be tracked? _____

Product 3: Prospecting and Lead Generation Plan

Name of Product, Service, Package, Contract or Subscription _____

Target Market _____

What needs/wants do they have and what benefits are they looking for, either tangible or intangible?

At what point in time do they make a buying decision? How can we reach them at that time?

Offer to be featured in marketing campaign (i.e., goods, services, bonus, delivery, price, terms, intangible benefits)

Call-to-Action (how should prospect respond?) _____

Our company's Unique Selling Proposition that will be featured in the marketing campaign _____

Marketing device to be used _____
(i.e., newspaper advertisement, direct mail letter, endorsement email from referral partner, etc.)

Marketing device to be distributed how? _____
(example: Star Gazette newspaper, rented list of homeowners in local zip codes, Jason Whitmore's clients)

How will responses be tracked? _____

Prospecting Campaign Planner

1. Product, service or free giveaway to be promoted in this campaign:

2. Ideal prospect you want to promote to?

Ex: Day spa owners, home remodeling companies, high-net worth individuals, working moms, direct sellers, etc.

3. Which prospecting method will you use?

- | | | |
|---|---|---|
| <input type="checkbox"/> Display advertising | <input type="checkbox"/> Radio spots | <input type="checkbox"/> Preview workshops |
| <input type="checkbox"/> Trade shows | <input type="checkbox"/> Direct mail | <input type="checkbox"/> Speaking engagements |
| <input type="checkbox"/> Teleseminar | <input type="checkbox"/> Literature in targeted locations | <input type="checkbox"/> Gift registry |
| <input type="checkbox"/> Sidewalk signs for local traffic | <input type="checkbox"/> Referral programs | |

Other _____

4. What information do you need to gather about that prospecting method?

Such as display advertising rates, radio scheduling deadlines, quotes from a mailing service, postage rates, available speaking dates for your industry, booth requirements for a trade show, etc.

5. What is the price of the product or service being promoted? _____

6. How will you direct buyers to respond? How will the money be collected?

Will buyers call your office or go to your website? Will your joint-venture partner collect funds? Will buyers pay by check, credit card or other method? Do you need to set up a merchant account, a PayPal business account, or other service in order to speed up the sale?

7. What marketing materials, sales scripts, display advertisements or other devices will you need to produce?

Does any of this material exist already that you could simply repurpose or improve upon? If you must write new materials or ads, what will the message be?

8. What information will you need to gather in order to produce these materials?

Will you need to interview customers, gather customer-service statistics, refer to product data sheets or gather other information?

9. What offer will you make?

Straight sale offer (price/terms in advertisement) Two-step offer / offering what? _____

Price _____

Payment terms _____

Price is a good value compared to what? _____

Bonuses with purchase _____

Guarantee _____

Time limit of price or terms _____

Limited number of units available _____

Other aspects of offer _____

10. What do you need to know or do in order to execute the campaign?

Do you need to compile your customers' email addresses? Do you need to call the local newspaper to check on remnant advertising rates? Do need to ask if your sales team has updated phone numbers in order to do follow-up? What questions do you need to ask?

11. Create your task list.

Use the template below to plan all tasks of your promotion.

12. Assemble your Implementation Team

List below who you'll need to enroll in the process including your staff, your boss, your vendors, your potential joint-venture partners and others.

Name	Title/Company	Anticipated Participation or Responsibilities
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

13. What follow-up information do you need to provide to your team?

As part of your discussion with each person whose help you are requesting or requiring, offer to provide follow-up information or samples. Keep track below of any follow-up you promised.

Name	Information, Documents, Samples or Other Follow-Up Promised
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

14. Decide who will implement each part of the campaign

Keep track of everyone involved in your plans, along with a brief note about their responsibilities. Check with them frequently to make sure they are prepared to carry out their duties.

Name	Contact Information	Participation or Responsibilities
_____	_____	_____
How will this person help? _____		

Name	Contact Information	Participation or Responsibilities
_____	_____	_____
How will this person help? _____		

Name	Contact Information	Participation or Responsibilities
_____	_____	_____
How will this person help? _____		

Name	Contact Information	Participation or Responsibilities
_____	_____	_____
How will this person help? _____		

Name	Contact Information	Participation or Responsibilities
_____	_____	_____
How will this person help? _____		

Name	Contact Information	Participation or Responsibilities
_____	_____	_____
How will this person help? _____		

15. Produce the ads, scripts or other marketing materials you'll need

Whether it's a simple email broadcast to your customers, a press release for the local newspaper or an elaborate telemarketing follow-up campaign, you'll need to produce the words, the scripts, the webpage, or other marketing materials required to execute your prospecting campaign.

Remember that a successful appeal or sales campaign includes compelling benefits-laden copy, a specific offer on a precise product or service bundle—and a call-to-action (including directing the prospect in how to respond).

For help in producing these materials, I recommend that you refer to the following pages in the book, *Instant Income: Strategies That Bring In the Cash for Small Businesses, Innovative Employees and Occasional Entrepreneurs* by Janet Switzer.

Reorder script or postcard	page 14	Preview workshop	page 113
Upsell script	page 18	Trade show mailings	page 126
Reactivation letter	page 29	Telemarketing/voice broadcast scripts	page 139
Joint-venture endorsed offer	page 42	Downsell offers	page 150
Teleseminar outline	page 56	Viral report and squeeze page	page 165
Testimonial-style display ad	page 83	24-hour strategy email broadcast	page 171
Press release for print	page 87	Online article	page 175
Media kit for getting on the radio	page 93	Internet-only email offers	page 180
"Reason Why" campaign	page 102	28-day product launch campaign	page 185

To learn more about each of the 16 components of a well-written direct-response offer (below), refer to the Advertising and Marketing Copywriting tutorial included with the manual provided to you. Be sure to include as many of the following elements as you can.

Kicker

If you're writing an ad, what can you say to get the prospect interested in reading the entire ad?

Headline or headline stack

What's the most compelling benefit of purchasing the product or service you're offering?

Salutation

In printed ads and letters, how will you address the prospect? Will it be personalized with their name or will you use some other salutation such as Dear New Homeowner?

Opening or lead paragraph

Why are you writing the prospect? Might your own personal story mirror their situation? Can you have someone else write to introduce you to the prospect? Can you abolish a myth or negate a commonly believed statistic?

Body Copy

Outline below the paragraphs you'll write or the topics you'll include in a sales script or teleseminar. What benefits do you need to talk about? List at least three including superior services provided, mechanical superiority of the item, advantageous financing or other benefits.

- 1.

- 2.

- 3.

- 4.

- 5.

6. _____

7. _____

8. _____

9. _____

10. _____

Internal subheadlines

How can you communicate the entire message, offer, benefits and other compelling information using subheads that prospects might skim before reading your entire marketing piece?

1. _____

2. _____

3. _____

4. _____

5. _____

Testimonials and media mentions

Which positive comments and media mentions can you use to support your marketing copy, claims and offer? Which customers can you call to solicit a testimonial or comment?

Name	Contact Information	Subject of Customer Testimonial or Media Mention
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Offer

How will you make your product, service, package, bonuses, guarantee, add-ons, upsells—and most importantly, price—supremely compelling to the prospect reading or hearing your marketing appeal.

Price _____

Price justification _____

Price compared to what? _____

Testimonial or case study from customer who paid that price and benefited _____

Payment terms _____

Bonuses with purchase _____

Guarantee _____

Time limit of price or terms _____

Limited number of units available _____

Other aspects of offer _____

Call-to-action (CTA)

How should your prospect respond in order to make a purchase. You must tell them how. And the call-to-action section of your appeal is that "how-to" language.

Rationale

Why are you making this offer? Why are you making this offer now? Why are you making this offer at this price? Beyond just "making money," the rationale gives the prospect the reason why.

Answer objections

Most prospective buyers have some objections to overcome. What are the most common objections, based on your experience? How will you address these in your marketing appeal and answer them with honest, forthright information and compelling proof to the contrary?

Objection 1. _____

Answer: _____

Objection 2. _____

Answer: _____

Objection 3. _____

Answer: _____

Objection 4. _____

Answer: _____

Bullets

What will prospects receive when they buy? What are the key benefits they'll enjoy from owning your product or service? How will their life or business change for the better? Communicate these benefits using bullets.

- 1. _____

- 2. _____

- 3. _____

- 4. _____

- 5. _____

- 6. _____

- 7. _____

- 8. _____

- 9. _____

- 10. _____

Upsell offer

If you will be offering an add-on or upsell item, describe it in the copy and be sure to provide justification for the additional amount of money your prospect will spend.

Add-on or upgraded package to be offered _____

Price of upgraded item _____

Justification of higher price _____

Describe extraordinary value of the extra item and additional benefits _____

The Close

Remind readers how to respond by repeating the phone number to call, the website to visit, and so on.

Signature block

Who will sign the letter? Is it your endorser? Or yourself? Or perhaps a member of your own staff or a co-worker? If a staff member will sign, what will their title be?

Postscript

Restate why you're writing including repeating your rationale for why you're making the offer. Restate the major benefits of your offer and remind prospects how to respond.

Restate why you're writing _____

Restate your rationale (i.e., why are you making the offer you're making?) _____

Restate the offer _____

Remind the prospect how to respond (i.e., pick up the phone and call, click through to our website, etc.)

16. Plan tasks for Launch Day

Make plans here so that on Launch Day, you can review your notes, re-check your marketing materials, make sure everything functions properly—then—launch your strategy.

a. Before you do anything else today, make sure all systems are “go” for bringing in the cash.

Verify that your order-taking system, your response mechanism, your shopping cart, order desk, store clerks and other “money systems” are functioning properly and ready to accept cash, checks and credit cards from buyers. Focus first on bringing in the cash.

b. Broadcast your email, run your newspaper ad, begin telemarketing or otherwise distribute your offer.

Double-check with the vendors who are helping you broadcast or otherwise distribute your marketing message and offer. Alert anyone helping you by telling them when the mailing drops, when the email is broadcast, when the press release goes out or when other distribution occurs. Help the order-taking staff anticipate when the first orders might come in.

c. Be certain your fulfillment or product delivery systems are ready to promptly ship or deliver your product or service to the customer.

If you need to stock extra units of your product or have new-customer welcome packages ready to send or distribute in your retail store, take steps today to be sure everything will be delivered promptly—or at least inform the buyer when they can expect delivery. If you must deliver something later (or schedule a service later than the next few days), be sure to have something that reassures the customer they have made a wise purchase. This post-purchase reassurance package will help cut down on cancelled orders and returns.

d. Refine your sales script or order mechanism as the response comes in.

Good salespeople know that their first script is often not the one they ultimately use to close the most sales. As the day goes by, work with your salespeople (or your own notes) to refine the language you use to achieve a sale. Take careful notes so you can use this refined sales pitch, telemarketing script, or upsell technique later.

e. Keep track of sales as they occur.

Keep careful notes about how your strategy “rolls out” so you can replicate it later, if desired.

17. Make plans to follow up with leads or execute a follow-up strategy

As long as you’re prepared and ready to deliver your product or service, why not maximize your effort by generating as many prospects as possible and converting as many of them into customers as possible?

To leverage the effort you’ve already made, (1) follow up with any prospects as they are generated by your campaign, then (2) consider generating even more prospects by running a second strategy such as an email broadcast to additional addresses, letter sent to a second joint-venture partner’s list, another newspaper ad in the same newspaper or a second paper, and so on.

Ideally, you should—at the very least—follow up aggressively with the prospects you generate, either by conducting a telemarketing campaign to prospects who provide their phone number, by sending a “thank you” email to prospects who called or visited, by broadcasting a voice-mail message in your own voice.

Write a telemarketing script that re-engages your prospects in conversation.

Review Chapter 5 in the book, Instant Income to help you write a script that converts prospects to buyers.

Section One: Your Prospecting & Lead Generation System

Introduction

Imagine how much easier it would be to make income whenever you want—if you had thousands of potential buyers just waiting to hear about your next product or service offer.

Imagine how easy it would be for your sales force to generate new customers—if you had a ready list of interested parties who had already been educated about the benefits of doing business with you.

Imagine sending an email, mailing a letter, or making a phone call to thousands of likely buyers—then sitting back while dozens, hundreds or thousands of orders flood into your business.

Maintaining a ready reserve of future buyers is what prospecting—or *lead generating*—is all about. When you set up systems that constantly drive new names into your business and educate those people about your product or service, your future effort of turning these prospects into buyers becomes so much easier. In fact, it's one of the most critical activities you'll undertake -- second only to selling products and services to your existing customers. And while prospecting also tends to generate immediate customers as a by-product, for most businesses it's also the least liked, most underutilized and most poorly performed activity of a typical small business.

In this section of the *Instant Income Business Enhancement System*, we'll be working together to change that mindset for your small business.

Establishing a Prospecting System That Generates Consistent Lead Flow

Even when it's given the attention it deserves, lead generation in the average small business usually amounts to infrequent implementation of one or two successful strategies that are typically the same strategies used by others in the same industry.

If this describes your prospecting efforts, the strategies in this *Section* will help. In fact, I'll be giving you powerful strategies that are easy to understand and easy to implement. Don't be surprised to find yourself generating new business at record levels, once you begin prospecting strategically and consistently.

Additionally, the good news is that—if all your competitors are prospecting either the same way or ineffectively—this is one area where you could outperform the competition and generate substantial results for your business.

Turn Haphazard Prospecting Into "Strategic Prospecting"

Strategic prospecting means that you perform continual, consistent lead generation year-round—not just when you need more business. This is especially difficult for small consulting and service businesses, one-person businesses and other types of business that must stop prospecting activity in order to deliver products or services once they land a new client or customer. It's a vicious circle, this constant stopping-and-starting, but be assured there a number of prospecting strategies that can help make the phone ring without your constant direct involvement.

Additionally, we all have different work styles and personalities, such that not every prospecting effort will be right for you. Look over the list, make a plan you will actually implement, and get going.

Get More Leverage of Your Time, Effort and Money By Prospecting Differently

When you conduct lead generation continually, you build momentum in the marketplace. You build "leading expert" status. But there's another benefit to daily prospecting, too, especially when you use the Instant Income strategies you'll read about in this *Section*: These strategies come from many different industries, yet your competitors are probably all prospecting the same way.

When you invest in prospecting beyond what the industry "norm" has always been—when you find a new way to reach and communicate with your ideal prospects, you could sail over the competition easily and instantly.

In other words, why invest in simply getting better at prospecting the same way everyone else is—when "getting better" will improve at most maybe 5% to 10% on what others have already refined? The field will still be too crowded to significantly accelerate your earnings. It's like being on the highway at rush hour—a Ferrari won't outperform a Ford. But try something new and different, and suddenly you become a helicopter soaring over the competition—doing 25% to 500% better in your prospecting efforts.

See the difference? Strategies from outside your industry can provide tremendous power.

Where to Find Prospective New Customers

One thing you'll learn as part of the Instant Income series is to hone in on just those folks who might be ideally suited to buy your products and services—who, as a group, might have a need for it or an even stronger want for it.

The truth is, the number of prospects you generate (and the rate at which you convert them to customers) will almost always be higher when your prospecting message is read, heard and seen by qualified buyers vs. the unqualified masses. That said, the flip side is also true: No matter how good your lead-generation campaign, your offer or even your product is, when your message reaches an audience that doesn't have a need or want for it, your prospecting effort will be virtually useless.

Your Market Is Not “Everyone”

You can determine the perfect universe of buyers by asking *who your products and services would be perfect for*. Do you cater to people with a particular desire, taste, hobby, job, pet, car, business, fashion or other preference? If you've convinced yourself that “everyone” can use your product or service, be aware that everyone is not your market. Why? Because “everyone” is not the most likely *buyer* of your product or service.

The truth is, most all small businesses ideally cater to buyers in just a handful of categories or *niche markets*. These buyers might already own a product for which they need your product or service to get the full benefit. They may work in a certain industry and need you to help them do their job better or help themselves move up the corporate ladder. They might own a certain kind of business and need your product or service to help them manage its day-to-day

challenges. They may enjoy certain hobbies, read certain kinds of books, travel to particular locales, eat specific foods, decorate their homes according to certain trends...and on and on. No matter who your ideal buyer is, he or she has unique characteristics, needs, wants, and requirements that you must identify before you try to recruit them as prospects.

To help you determine who your market truly is, take a look at the questions below. Not only will they help you establish who your ideal prospects are, they'll help you determine how to communicate at the time and place where these prospects are most likely to make a buying decision—or at least become a hot prospect for you to convert into a buyer later.

Determining Your Ideal Prospect

Name of Your Product or Service _____

My ideal prospect is **Individual consumer** Male Female / Affluent Middle Income Lower Income

Small Business Retailer Service Manufacturer Professional Other _____

Large Corporation Selling Direct to End User Selling Through Distributors/Dealers

Government Agency New Contracting/Bids Budgeted Services Discretionary

Non-Profit/Charity Grantmaker Arts Human/Health Services Environmental

While your ideal prospect *may* do many of the things listed below, check only those *they must already own, operate or do* in order to purchase and use your product/service...

Must Own a Vehicle (Specific type of vehicle?) _____

Must Own a Home (Specific type of home?) _____

Must Have Children (Specific ages?) _____

Must Pursue a Specific Hobby or Special Interest (Specify) _____

Must Own a Computer/Have Internet Access (Specific operating system or software required?) _____

Must Invest for Retirement (Minimum net worth desired?) _____

Must Invest for Pre-Retirement Income (Minimum net worth desired?) _____

Must Be Already Retired (Minimum retirement income or specific circumstances?) _____

Other _____

Other _____

Must Desire to Start a Small Business (Specific type of business skill required?) _____

Must Own a Small Business/Dealership (Specific type?) _____

Must Own/Lease Small Business Equipment (Specific type?) _____

Must Manage a Department Within a Small Business (Specific department?) _____

Must Sell or Manufacture a Specific Product/Service _____

Must Pursue Specific Small-Business Practices _____

Other _____

Other _____

Must Work at a Specific Job (Type?) _____

Must Use Specific Software, Equipment, Services or Training Systems (Specify...) _____

Must Manage a Corporate Department (Specific department or workgroup?) _____

Must Have Budget/Purchasing Authority for Specific Items/Price Levels (Specific items or pricing?) _____

Must Work/Eat/Buy Services/Commute Within a Specific Area (Where?) _____

Other _____

Other _____


Other _____

Other _____

My ideal prospect also...

Reads these magazines/newsletters/websites related to their job, hobby or special interest (List...) _____

Purchases the following products/services related to their job, hobby or special interest (List...) _____

 **Need a blank copy of this exercise?** See the section called "Worksheets" in the Cash-Flow Calendar.

How do the details above translate into a good prospecting campaign? By helping you determine where to advertise, who to contact for potential endorsements, what kinds of offers to make...in short, how to reach your ideal prospects. *Who these prospects are* will determine *how you can most effectively reach them*. Let's look at some examples:

- An advertising firm looking for new clients could read the Yellow Pages and easily determine that any business with a 1/2-page or larger ad is probably a great prospect because they spend substantial money on their advertising.

- Investment advisors, healthcare providers and other businesses who provide services for mature adults can find seniors through AARP, local retirement communities and local seniors clubs.
- A marketing consultant I once knew sent his receptionist to the service bay of the local Mercedes, Cadillac and BMW dealers to record which radio stations the car owners had their radio buttons set to. That's how he determined which radio stations his client—who sold services to high net-worth households—should advertise on.
- A specialty meat supplier could approach kitchen supply vendors, knife salesmen, commercial bakeries and others who are already calling on restaurants, then offer to pay a small amount every time the sales rep convinced one of their accounts to try the meat company's introductory package.
- A real-estate agent who specialized in selling four-plexes, triplexes and duplexes as investments could put on workshops, teleseminars and webinars for clients of CPAs, trust attorneys and estate planners—clients who typically have large amounts of money to invest—on how to buy these properties with current cash flow and future equity potential.
- An antique store owner could band together with other area antique store owners to create a map that would feature an advertisement for each store and a detailed map of how to find them. They could even sell advertising space in the map to local restaurant owners to defray the cost of printing the maps—which would be given out free at participating antique stores.
- A winery could rent a list of local subscribers to food and wine magazines, then invite them to special events at the winery.
- A nutritionist could rent a list of local consumers who subscribe to fitness magazines and who buy supplements through mail order.
- Real-estate agents who specialize in selling estate homes know their perfect buyer also owns an expensive car, subscribes to upscale magazines and pays someone to clean their pool. The names of local car buyers and magazine subscribers could be easily rented. And there are dozens of pool maintenance companies to approach to endorse the real-estate agent.

One look at the examples above will prove that it's more important to reach prospects that are an ideal fit for your product or service, rather than trying to simply distribute as many emails, postcards, advertising “impressions” or sales letters as possible.

Targeting your efforts is key.

For example, if your product is typically purchased by the payroll manager of companies with more than 100 employees, you're better off approaching a company like ProBusiness to endorse you—which does payroll for companies with more than 200 employees—instead of doing a mailing three times the size with a company like PayChex, a payroll service that caters to companies with 50 or fewer employees.

If you sell specialty children's clothing, asking day-care centers and private schools to include your colorful flyer in their monthly invoices would be a better prospecting campaign than a mass mailing to area homeowners—or even an advertisement in the local newspaper.

Who Is Already Selling to Your Ideal Prospect?

If you own a local business, are there other retailers or service providers that your prospects are buying from right now? Alternatively, do you know who is already calling on or mailing to your ideal clients? Could you follow the strategies in *Section 5* of this *Instant Income Business Enhancement System* to negotiate a joint-venture or endorsement arrangement with these local companies?

For example: A local company that sells expensive patio furniture might ask pool-cleaning services to drop off their catalog at homes while cleaning pools. They might even offer an affiliate program that features a code printed on each catalog so the pool service makes money on each order.

Or how about this example? Let's say you're a landscaper with a special program for people selling their homes. For \$2,000, you'll give their front and back yard "\$50,000 worth of curb appeal." You even offer to finance the \$2,000, interest-free for the shorter of 90 days or close of escrow. You pay real estate agents \$200 for every deal they bring you, which motivates them to leave flyers at every home they show or preview. Plus, the agents help sell their own listings faster because of the improved curb appeal.

And what if you sell nationally to consumers or businesses?

You can easily rent from a list broker the names of known buyers of a particular item or service—then mail them a letter or direct-mail package containing your offer. Don't worry that you might have to rent millions of names—or even the entire list the broker has available. I've successfully sold services and generated hundreds of thousands in revenue from a rented list of just 8,000 names. Depending on what you're offering, renting a small list of targeted names might give you enough of a start in building a small prospect list as you pursue other lead-generation strategies.

But be advised: The more specific you can be with the list broker about who your prospect is, the more likely he'll find one or two companies which have a list containing your ideal prospects.

Of course, I'll be detailing later in this *Section* how to successfully execute many prospecting strategies beyond just renting a list—many of which cost nothing until sales are made.

Where shouldn't you look for your prospects? Anywhere "mass media" reigns—billboards, grocery carts, flyers, business cards left door-to-door or on cars in parking lots, card packs, ad specialty items like pens and magnets, placemat advertising, and on and on. While there are some situations where these advertising methods are advised, they're usually just too expensive and reach too few genuinely qualified prospects for most small businesses.

Knowing who your ideal buyer is will help you avoid this type of wasteful advertising—and determine how to truly reach your best prospects. But even after you've decided how to reach them, there's still one more task to complete before you can implement your very first lead generation campaign...and begin building a continually growing list of interested prospects who will convert into eager buyers.

Decide How You'll Communicate 'Who You Are' to Prospective Customers

It's been said that, in business, you can't be all things to all people. In today's world of specialization, it's virtually impossible to be a one-stop shop that *everyone* will want to buy

from. So how do you generate the highest possible profit from the number of people who *will* want to buy from you? In other words, how can you distinguish yourself from all your competitors in your niche market to be the one company or expert or service provider a customer finally does business with?

It's simple.

Establish the *superior customer benefit to doing business with you instead of your competitors*, and communicate that benefit to prospects in every marketing and prospecting vehicle you distribute. Find the one benefit (or bundle of benefits) in your industry that no one else has discovered or successfully exploited. Create a specialty...a uniqueness... an area of expertise that customers need, but none of your competitors is delivering. Become the one expert that everyone turns to because you can solve a problem that everyone experiences, but that no one has ever solved in quite the way you can.

Of course, you don't have to change the way you conduct your business to do this. It's often much easier to use good marketing to change how people *believe* you conduct your business.

Let me explain:

When you sell a common item or service—dry cleaning, bookkeeping, gift baskets, hardware—you compete with every other dry cleaner, bookkeeper, basketmaker and hardware store in town on just two things: product and price. You have to keep track of what your competitors offer. You have to match what they charge. You have to maintain your inventory to match theirs. And, sometimes, you even have to honor the coupons they distribute.

Sound difficult?

It is. But sadly, no matter how good you are at keeping up with your competitors, *you actually stand to lose this product-and-price war virtually on a daily basis*. Every time a competitor runs a special that you can't afford to match...you run the risk your customers will go elsewhere—permanently. Every time the competition buys a new piece of equipment that you can't afford to buy, you risk losing customers and future customers to his or her technical capabilities. And every time a competitor adds staff you can't support, you risk losing business that, suddenly, he or she can do more quickly and you can't deliver on time.

It's a vicious circle.

But, by establishing a *superior customer benefit* and becoming known for it in your niche market, you can position yourself as better, more desirable, more capable, more professional and more talented than every one of your competitors...regardless of your expertise. Regardless of the equipment you have. Regardless of your price, inventory, selection or terms. With your *superior customer benefit statement*, you can tell the world—in one sentence or less—how you can better solve their problems and fill their needs.

5-Step Process to Establishing Your *Superior Customer Benefit Statement*

Following the five-step process below, you can develop a single statement that tells the world how you are different.

1. *First, put yourself in your customer's shoes*. Forget for a moment that you're running a business and make a list of the most common needs, goals, activities and desires your *customers* have.

If they could have anything they wanted—included in the same price as your basic product or service—what would they want? Two-hour delivery...three months of free training...ongoing advice and hand-holding...free loaner models when they bring in a unit for servicing?

Write down what your customers want:

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

2. *Next, make a list of the products and services you provide...especially the **UNIQUE** add-ons and those you don't readily advertise.* Take time on this process—brainstorm with your staff, your service people and others—even your more friendly customers.

It's quite possible you're going the extra mile right now, throwing in little “freebies” as part of good customer service or total product quality. Perhaps you call competitors to get a widget for a customer when you are out of stock. Perhaps you've searched out specific suppliers that no one else in your industry has access to. Perhaps you provide door-to-door delivery within two hours. What are your product and service add-ons? List them below (I'll tell you what to do with the check boxes in a moment):

PRODUCTS

SERVICES

<input type="checkbox"/> _____	<input type="checkbox"/> _____
<input type="checkbox"/> _____	<input type="checkbox"/> _____
<input type="checkbox"/> _____	<input type="checkbox"/> _____
<input type="checkbox"/> _____	<input type="checkbox"/> _____
<input type="checkbox"/> _____	<input type="checkbox"/> _____
<input type="checkbox"/> _____	<input type="checkbox"/> _____
<input type="checkbox"/> _____	<input type="checkbox"/> _____
<input type="checkbox"/> _____	<input type="checkbox"/> _____
<input type="checkbox"/> _____	<input type="checkbox"/> _____
<input type="checkbox"/> _____	<input type="checkbox"/> _____

Next, check those products and services in the list above that meet the customer needs you identified in Number 1 above. Are you providing products and services your customers say they want? Could you actually **COMBINE** many of the checked products and services

above into a unique, customized, total-solution program or system your prospects and customers would be happy to buy—and even pay more for—if they only knew about it?

3. *Make a list of those ADDITIONAL things you don't offer now, but—based upon your customers' needs, wants and desires—you should offer starting immediately.* Determine what you could add to your product or service that would be valued above and beyond the product or service itself. Here's why: Experts know that 40% of a customer's reason for buying from you will be based on the tangible product or service—the actual item they're buying. The other 60% will be based upon intangibles like; convenience, dependability, delivery, training, warranty, atmosphere, finance options, retail sales support and more.

If you operate a housekeeping service, do you train, insure and bond all your helpers...provide your own cleaning supplies...keep track of and arrange for timely cleaning of special items like carpets and drapes...then provide a free special cleaning right before the holidays? If you're a bookkeeper, do you put on extra staff at the beginning of every month so you can deliver financial statements by the 5th?

If you're a business consultant, do you provide a free two-hour consultation, conduct an in-depth assessment audit and deliver an action-plan—before the prospect ever decides to do business with you? If you're a jeweler, do you provide a diamond trade-up program, free jewelry cleanings, appraisal services and gem identification?

Your added value, by the way, should NOT be that you provide better "quality" or "service." Those are empty promises these days. Besides, those messages can be much better articulated through some of the marketing techniques I'll teach you in a moment.

What can you offer above and beyond your normal products and services that your customers need, want or desire? What would each add-on cost?

_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____

Could you charge more for the above additional services, simply increasing the price of your product or service to include the additional benefit?

4. *Tell your customers and prospective customers how you will meet their needs better than your competitor.* If you can successfully tell the world how YOU are different, you can develop a *niche within your niche* and own it. It will force you to start providing solutions you can clearly articulate to your customers and prospects. Stop asking customers and prospects "What are you looking for?" Instead, ask them "What are you trying to

accomplish?” Don’t sell them the one or two pieces they’re inquiring about, sell them *every piece they’ll need* to accomplish their task.

5. *Tell the world how special you are—and how you are special.* Perhaps you’ll actually do this in the way you deliver your product or service. Or perhaps, you’ll do it strictly through marketing and through the way you word your offers, your benefits, your expertise and more.

Let’s look at some examples.

In the case of a sheep farmer I once worked with who sold fancy freezer lambs to caterers and cooks to serve at home, she not only delivered an amazing product—gourmet-quality lamb—she also delivered it to the customer’s home along with recipe guides, gift baskets, seasonings and more. Given the choice to do business with this over-the-top customer-service oriented entrepreneur, why would anyone ever go to the local grocery store to buy lamb? In her case, she communicated the *superior customer benefit statement*: “Gourmet Spring lamb you can’t buy anywhere, plus free delivery to your door and free gourmet cooking gifts the local grocery store simply doesn’t deliver.” Was she cheaper than everyone else in town? No. In fact, she charged many times the going rate per pound—and got it.

Now, what about you? Whether, you’re using these cash-creating strategies as a part-time “second income” or you own a full-time business, how can you describe the unique niche you fill in your customer’s mind? Here are some ideas:

For a Local Dress Shop Specializing in Gowns:

Over 2,000 Evening Gowns Always in Stock, Hand-Beaded in Imported Silk,
The Favorite Shop of Pageant Contestants From Nine Western States,
Plus We Even Attend Major Pageants to Handle Last-Minute Repairs

For a “School-Holiday-Only” Day Care Service:

Fun-Filled Day Care, Complete With Movie, Games and Nutritious Lunch & Snacks
~ Snow Days and School Holidays Only For Parents Without Regular Child Care ~

For a Full-Time Insurance Billing Consultant:

In Just One Saturday Session, Carol Schiff Will Train Your Medical Office Staff in the
Secret Billing Methods She Uses to Ethically Increase Insurance Revenues
By 30% or More Per Year

For a Part-Time Private Secretarial Service:

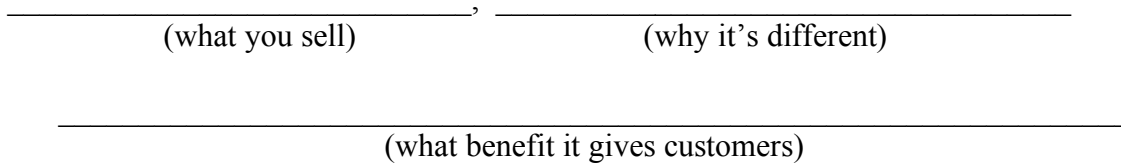
Former Secretary to Fortune 500 CEO Can Be Your Personal Part-Time Assistant,
A Few Hours a Week, A Few Days a Month, or on a Project-By-Project Basis

For an Answering Service:

We Don’t Just Take Messages. We Answer Your Company’s Phone 24 Hours a Day in
Three Languages, Transfer Calls, Take Orders—and Will Even Book Appointments
So You Can Focus 100% on Your Small Business or Professional Practice

Now, it's your turn to complete the process below:

For Your Small Business:



Only after you've established your *superior customer benefit statement* can you begin the process of planning, creating and implementing your prospecting strategies.

Unfortunately, the almost unlimited range of strategies you *could* use to generate leads also includes an overwhelming list of advertising methods, media outlets, direct-mail, television, radio, print and more—most of which can get very expensive and some of which is unlikely to be effective at all.

Fortunately, there are some prospecting strategies—using specific marketing and advertising vehicles—which are quick to execute and even quicker to generate cash. Plus they have the added benefit of being economical or even free to distribute.

Those “best practices” are the ones I’ve featured below as my preferred prospecting systems. In fact, these practices will easily achieve the goal of the *Instant Income Business Enhancement System* by helping you establish long-term prospecting and cash-generating systems within your business. Rather than implement each of the strategies below as a random, emergency-cash solution, you should ideally follow the instructions for making these strategies a daily part of your business. They are proven, solid strategies that can work for you year after year.

Let's get started.

Online Prospecting Systems

In *Section 2: Your Internet Selling System*, you'll read more about using the Internet—or *online* methods—to generate prospective buyers for your product or service. But be aware that the Internet as a marketing tool mirrors the same strategies, techniques and methods used elsewhere, and becomes a lot easier to understand once you've mastered the principles of *offline* prospecting—that is, creating offers, writing advertisements, developing inbound lead-handling systems and more.

For now, read—and master—the principles of *offline* lead generation below. You'll discover how to use the Internet to generate leads in *Section 2* coming up shortly.

Offline Prospecting Systems

Aside from the Internet's online lead-generating strategies, there are literally dozens of ways to generate leads *offline*. From display ads to public workshops and more, I discuss the best below.

Prospecting System 1: Display Advertising

◆ Read more about it in the book *Instant Income...see Advertising Strategy 4 on page 99.*

Another term for the full-page, half-page and fractional page ads you see in newspapers and magazines, *display advertising* is one of the easiest instant income vehicles to write, produce and profit from. Often written in “direct-response style,” you’ve probably seen newspaper ads that look like articles—with a big headline and column after column of text.

Why do smart advertisers use this type of display ad?

Because direct-response advertising has long been known to generate greater response and more revenue than highly designed, graphically pleasing, more “attractive” ad agency-style advertisements.

Done right, display advertising is also one of the most cost-effective vehicles for getting information out about your products and services to thousands of people. Plus, depending on how your products and services are priced, the return-on-investment (ROI) can be substantial.

The best place to advertise if you’re selling products or services that cater directly to small businesses or large corporations is in trade publications. Unlike huge consumer publications such as *Newsweek* or the *Los Angeles Times*, “trade pub” readers are more likely to want what you have to offer. Plus, you end up paying only to reach people who are perfect prospects to buy what you’re selling. By contrast, *Newsweek* goes to millions of readers who will likely never buy your business-related product.

What if you don’t sell to businesses? Even products and services that appeal to consumers can be far more easily (and economically) advertised in non-mainstream publications. Determine first who your consumer prospects truly are, then look for publications they likely read. Are they sports fans? Arts patrons? Wine connoisseurs? Gardeners? Boating hobbyists or bass fisherman? World travelers? Executive women? Teenagers? Start compiling a list of likely publications—either local or nationally distributed—where you might advertise. In just minutes, I’ll walk you through planning an entire display advertising campaign—including negotiating with these publications.

Use Direct-Response Style Advertising

“Editorial-style” *direct-response advertisements* have been proven again and again to produce the best response—particularly in generating leads from prospecting campaigns. Using a specific writing formula and 16 specific components such as headlines, bullets, the offer, the signature block, the postscript and more, these ads tell the story, provide compelling information, and end with a “call to action” (or CTA) for the reader to identify themselves to you in some way—either by telephoning you, visiting your store, opting-in at your website or via some other response method. (You can hear a complete tutorial on crafting these direct-response style advertisements in the *Advertising & Copywriting Course* included with the *Instant Income Business Enhancement System*.)

Perhaps the most unique feature of these direct-response style advertisements is their focus on the reader—rather than on a list of reasons why your business is so wonderful. What will your product do for the reader? How will it help them? How will their lifestyle, relationships, business, personal finances, career, free time, health, abilities, skills or other personal attributes improve once they are using your product or service? What has it done for other people? What is the *superior customer benefit* of doing business with you versus the competition—once the prospect has decided to buy this particular product or service? What are the further benefits of

doing business with you? These are all *benefits* that you should be writing about in your advertising copy.

You've probably heard that in selling any product or service, you can describe *features*—and *benefits*. A *feature* is a statement about how your product or service works, its color, size, frequency of delivery, included components and so on.

But a *benefit* statement describes how the customer's situation will improve once they are using your product or service. For instance:

- The rust-proof powder-coating on all hardware [feature] means your Titan golf bag will keep looking like new for years to come [benefit].
- Our 27-point fluid, belt and system check, included in our Premium Oil & Lube package [feature], means your summer road trip can be worry free! [benefit]
- We provide a complete no-hassle, no-questions-asked 90-day guarantee [feature]—so you'll have plenty of time to determine whether the MarketPulse Financial Advisory Service can help your portfolio grow [benefit].

Take a look at the prospecting ad below which sold professional training to seminar leaders, motivational speakers, counselors, educators and others seeking to boost their career with a new training methodology. Not only did the advertisement tell the story of the rare opportunity to work with celebrated expert Jack Canfield, it talked *mainly about the benefits trainers would receive in learning from the leading expert on the subject.*



If You Qualify, Jack Canfield Will Teach You and a Select Handful of People How to Do What You Love, Helping Countless Numbers of People at the Same Time (And Make Thousands of Dollars a Month — Without Even Giving Up Your Current Job...)

During a Unique Week-Long Training Experience July 24-30, Jack Will Teach You Everything He Knows About Improving People's Lives — Including Yours — Through Self-Esteem and Peak Performance Principles

Jack Canfield is the country's recognized expert when it comes to self-esteem and peak performance principles. His proven methods have been featured on television, on radio, in magazines and in two best-selling books. But as successful as his methods are — Jack has finally come to realize that **he can't ever personally reach the millions of people** that could benefit from his powerful self-esteem principles. Why?...

Jack Has Finally Run Out of Time... Giving You a Tremendous Opportunity

You see, even if Jack personally taught 2,000 people a day, three days a week, 50 weeks a year, he could only ever help 300,000 people a year improve their lives and reach their personal goals through these powerful self-esteem and self-awareness principles.

That's not enough for Jack. But if he taught you (and eventually 500 other people) his methods — and each of you in turn taught 200 people just once a week all year long, **over five million more people could be helped through Jack's methods—every year!** That's why he's decided to teach you and a handful of other people (if you qualify) his best facilitating and processing techniques, as well as exclusive secrets on how he fills seminars and lands major speaking engagements.

Jack's Proven Techniques Presented in a Rare, Once-a-Year Training Program

In this intensive week-long program, you'll not only learn how to train people in a subject you love, but you'll also learn Jack's unique business approach for developing self-esteem programs for all kinds of groups. **The training materials are so good, you could literally return home and give a workshop the very next day.** You'll get the actual worksheets, activity ideas, keynote concepts and training plans Jack uses, plus publishing and speaking secrets he's rarely given out to anyone before.

You Might Expect to Pay \$10,000 Or More For a Program Like This... But If You Qualify, You Can Save 86%

For condensing his knowledge and expertise into an intensive seven-day program, and introducing you to new career and income possibilities at the same time, Jack might easily get \$10,000-\$15,000 in private consulting fees. Instead, he wants only a **tiny fraction of that amount**, so he can get passionate, dynamic, qualified people who will use his training methods to change lives everywhere.

Call 1-(800)-237-8336 for Details and To See If You Qualify

Ask for ext. 671. You'll receive an in-depth information packet that details not only the training itself, but also the opportunities you'll encounter, the exciting training materials you'll receive...**plus Jack's unusual and generous no-risk guarantee.**

For more information about Jack Canfield seminars, inspirational books & audio programs and at-home training materials, contact Self-Esteem Seminars, 6035 Bristol Parkway, Culver City, CA 90230. ©1994 Self-Esteem Seminars.

Message + Offer + Call-to-Action = The Perfect Prospecting Ad

You'll learn more about crafting the entire message of your advertisements in the *Advertising & Copywriting Course* included with this *Instant Income Business Enhancement System*. You'll also learn a lot more (later in this *Section*) about the kinds of offers you can write into these direct-response style ads.

But for now, think of your advertisement as a *sales pitch in print*—a way for readers to learn about your product or service, discover how they can personally benefit from doing business with you, and respond with their interest (either by purchasing or by asking for more information). In fact, the most important component of a direct-response ad is the Call-to-Action or *CTA*—that part of the ad copy that asks readers to respond in a specific way.

Perhaps after making the case for your product, service and business, you ask the reader to visit the store and make a purchase. Maybe you ask them to call to place an order. Perhaps you ask them to opt-in at your website for a free report or other giveaway. No matter how you want them to respond, describe this response process *in detail* in your ad.

For example, tell them to pick up the phone and call a specific phone number in order to book an appointment—then tell them what will happen when they do. Similarly, you can tell them to visit your store or service center to get a free sample of your product—describing in detail who to ask for, what time your store is open, and so on. Likewise, you can tell them to visit your website to download a free information package once they provide their name and email address. Again, be sure to describe in detail how easy it is to respond, what will happen when they do respond, and the fact that responding comes with no obligation or high-pressure sales pitch (if true).

Of course, some prospects will actually buy right away from a direct-response ad. But without telling the reader what to do, the call-to-action, your display advertisement will be less effective—both as a sales tool and as a prospecting device.

One Type of Powerful Prospecting Device Is a “Two-Step” Advertisement

The key to successfully using display advertising for *prospecting* purposes—as opposed to *sales*—is to get as many qualified leads as possible...so you can follow-up later and convert those leads to sales.

If you're offering an expensive product or service priced at hundreds or thousands of dollars, don't expect respondents to buy outright just by reading the ad. They will typically want more information or to talk to someone about the product or service.

An ad that *specifically offers further sales help or an information package, sample or other giveaway* is called a *two-step ad*. Step One is using your display advertisement to compel prospects to contact you for more information. Step Two is converting the prospect into a paying customer through: Mailing a printed literature package, making a sales call to prospects who identify themselves to you, following up with future telemarketing or email offers, or making an in-store sales pitch when prospects visit your store.

Often times, smart marketers will use a variety of sales devices in the follow-up package: Audio CDs of interviews, DVD brochures, PDF files of a colorful brochure that can be immediately emailed to prospects (instead of a printed package that must be mailed through the Post Office), printed reports, and so on.

“Client Testimonial Ads” Are Also Powerful Prospecting Tools

◆ Read more about it in the book *Instant Income...see Advertising Strategy 1 on page 83.*

If you have customers and clients who are satisfied with their purchase, you can ask to interview them, and—with their signed permission—tell their story in print.

As a unique type of direct-response advertisement, client testimonial ads are powerful prospecting tools indeed. In fact, they are almost more powerful than trusted advisors or

suppliers endorsing you to their customers—since readers will often identify more with a satisfied customer who had the same problem, looked for the same solution, did the requisite fact-finding a customer doesn’t have time for, and was thrilled enough with their experience to “write” an advertisement on behalf of your business.

These ads are so powerful, in fact, that even if you’ve just started in business and have *only one customer or client* who is willing to tell their story in print, you can write an advertisement that will bring in the money.

Before starting the process of producing your own client testimonial ad, take a look at the ad at left. I wrote it for a hypnosis practice that was interested in offering services to golfers who wanted to improve their game. At the time, there was a lot of talk on the professional tour about using the power of the mind to improve one’s swing and to help golfers relax before important shots. I asked the hypnotherapist to find a golfer they had worked with.

Seasoned Player Shaves 7 Strokes Off His Game and Reveals...

“How I Started Playing the Best Golf of My Life...Without Changing My Swing!”

My name is Robert Hamm. I’ve played golf 8-10 times a month for the last 20 years. With a 12 handicap and a typical round of 84 or better, I’d call myself a serious player.

I even competed on an amateur tour in high school. But I never thought I could so easily and effortlessly take additional strokes off my game, until I discovered hypnosis.

Thanks to hypnosis, I shaved 7 strokes off my game in less than a month. I now play at a low 77.

No fudging, no mulligans.

I’m living proof that hypnosis works for golf. I continuously play the best rounds of my life!

Failed the ‘Head Game’

I used to spend a fortune on lessons, drop thousands on equipment...even pay hundreds per round to play at some of the top courses in the world. But I still didn’t play as well as I could have. And I sure didn’t enjoy the game as much as I might.

My technique was strong, but my execution was inconsistent. I’d do great on the driving range, only to lose it by the back nine. Just when I needed a great shot, I’d mull it at the tee box. When the pressure was on, I’d land it right in the rough.

My short game was shaky. My frustration was high.

Robert Hamm shaved 7 strokes off his game with hypnosis



Worse yet, each failed shot set me up for failure on the next and the next. I couldn’t focus. I couldn’t concentrate.

Tour Pro Recommendations

Then a pro friend suggested I try hypnosis. ‘That hocus-pocus?’ I quipped. ‘Why not?’ he said. ‘Hypnosis is actually a proven science. In fact, it’s used regularly in medical settings, for accelerated learning and test-taking, for weight loss, stop smoking — even law enforcement.’ He even said the initial consultation was free.

I called and made an appointment. I was instantly impressed by their professional offices and by their evaluator’s golf experience. He understood my frustration and explained exactly how hypnosis works for golf.

The program made sense and the cost was reasonable.

I signed up that day and instantly mastered the one aspect of my game I had never considered before — the mental side.

7 Under Handicap Virtually Overnight!

Hypnosis helped me learn how to relax, concentrate, focus on the task at hand. It helped me learn how to block out distractions and diffuse the pressure, not only so I could play a better round of golf, but so I could enjoy myself more, too.

It helped me remember important shots and execute them over and over again. It helped me plan and visualize my most difficult putts.

And it helped my subconscious mind transmit all my expensive training directly into my swing.

Suddenly, I was placing ball after ball exactly where I wanted them. Slicing was a thing of the past. Mis-hits gone for good.

I found out I didn’t need more power to lower my score. Hypnosis helped my subconscious mind find my authentic swing and deliver shot after beautiful shot. Within hours after my very first hypnosis session, I played seven under my handicap — easily the best round of my life!

Surprising Side Benefits

Of course, you may think using hypnosis for golf is just another training gimmick or marketing tool. Even I was skeptical— until I started playing round after round at 77 or better.

Not only that, but my life’s improved off the course, too. I’m more productive at work. It’s easier to relax in stressful situations. I even sleep better at night!

Hypnosis made it easy to improve my game and my life— virtually overnight. And I’m no exception.

Call Today, Play Better Golf Tomorrow

I met dozens of other golfers using hypnosis, from high school players to one guy who’d just finished the pro tour. I even met a gal who plays local foursomes—and regularly takes home the money!

If you know you could play better golf, too, I urge you to call [name of hypnosis practice].

It’s easy to find out if they can help you. In fact, the initial consultation is free. If they don’t think hypnosis is right for you, they’ll tell you so.

Hypnosis works and it’s completely safe. Don’t be left to wonder what might have been. Hypnosis helped me shave 7 strokes off my game — and enjoy golf more than I ever have.

Call now for your free hypnotic screening. Get started today!

Call for Your FREE Screening
(000) 000-0000

[Name of Hypnosis Clinic]
Street Address ♦ City



Mon-Thurs 10am-7pm ♦ Fri 10am-5pm ♦ Sat 10am-2pm

Then I simply interviewed the golfer and wrote the ad. The morning the ad ran in the local newspaper, the clinic was flooded with calls from other golfers who immediately booked an evaluation session and paid that day for a series of hypnosis sessions.

Notice the style of this ad. It's written from one amateur golfer to other amateur golfers. It uses language and terminology that's unique to golfing. It drew golfers to the practice like crazy because it spoke directly to them and voiced the challenges they were already having in their game.

Interviewing Your Customer In Order to Write a Testimonial Ad That Sells

Interviewing a satisfied customer or client is really the best way to get the copy points you'll need to write a salesworthy testimonial-style ad. Of course, you should never ask your client to write the ad, but rather, ask to interview them with the intent of producing an advertisement for their approval. Then be sure to get their signed approval along with a release to use their story, photo, name and city or professional designation.¹

To help you with note-taking, be sure to have a tape or audio recorder handy. Turn on the recorder, then ask the client for their permission to be interviewed and recorded. Always keep an archive copy of the recording with this "permission" statement at the beginning of the recording.

To begin, ask the client to state their name, the city where they live, how many years they've lived there, their profession or job, the company where they work, the name of their church or civic groups they belong to (if appropriate to the product or service being advertised), and other personal information that "humanizes" them—that is, makes the client seem like a real person.

Continuing with your interview, ask the customer or client the following list of questions—in the precise order they appear below. This is very important because, if you collect the information in the following order and have the resulting audio recording transcribed, you'll have all the copy points you need in the order these copy points should appear in the final advertisement.

1. What was the single biggest result or benefit you experienced from using our product, purchasing our service or otherwise doing business with us?

This will help you formulate the kicker, headline and opening paragraph—just as the sample ad on the previous page illustrates. Notice that our golfer describes his biggest benefit in specific terms—that is, he "shaved seven strokes off his golf game without changing his swing."

¹ A good attorney can provide you with a simple one-page release that will allow you utilize the customer's name and story as long as you like. Don't put a time-limit on the release, because you may want to use the advertisement long after you've lost contact with your customer or client.

2. Describe your background. What do you do for a living? Have you done that for a long time? What experience do you have in your industry or in your hobby? Do you have a family?

Asking these types of questions will help you present them in print as a normal, intelligent person who has the same kind of lifestyle or everyday challenges the reader can identify with.

3. What was your life or business like before discovering our product or service? What were your challenges? Had you tried other programs, products or services before with undesirable results?

*Getting a client or customer to discuss their prior difficulties—or at least the hardship or desire that caused them to seek you out—will help readers identify with the customer...and with your business. “Wow, that’s my situation, too!” should be the readers’ response. Be sure to ask for **specific** numbers: Was business down by 38%? Were they paying \$68 a month in late charges? Did they needlessly spend \$84 a month on a special service? Did it take three people at \$122,941 in annual personnel costs to manage a seemingly simple area of their business? What **specifically** was their life or business like?*

4. How did you discover us? Is there an unusual story behind it? Were you skeptical at first? Did you hear about us from a friend or colleague who had a good experience? Did you know about us for some time before finally deciding to contact us?

Being honest in your advertisement about how a customer waited to contact you or that they were skeptical at first shows them to have been deliberate and thoughtful about purchasing from you. This lends credibility to their recommendation of you.

5. What about the first time you called or visited or interacted with us in some way? Was it pleasant? Surprisingly professional? Was it different from what you expected or out of the ordinary in some way?

Showing how your business was immediately helpful, knowledgeable, courteous, interested enough to ask discerning questions—or in some other way extraordinarily different from similar businesses—provides the first point of endorsement from your customer.

6. Do you remember the actual purchase? What was that like? Was it easy? Did you save money? Was the price what you expected to charge? Did we help you select an item that was more appropriate for your needs? Did we provide a written proposal of the service to be provided?

Presenting your store or company as a business that makes purchasing easy, effortless and fun is another endorsement point. People like doing business with companies who are pleasant, easygoing and efficient.

7. MOST IMPORTANT: What was the immediate result of using our product or service for the first time? What was your result in actual terms such as immediate savings, immediate health benefits, immediate reduction in time required to finish a specific task and so on?


Getting the customer to talk about an immediate, positive result in real terms—actual number of dollars earned, specific number of hours saved, exact number of pounds lost and so on—will compel prospects to respond to the ad more quickly and in greater numbers. Here's why: Prospects who have read this far into the ad and the customer's story are, by this time, interested in potentially buying from you, but they still want to know what's in it for them. If you can demonstrate an immediate pay-off to using your product or service—either in actual money or in other benefits—you'll convince many readers to instantly pick up the phone or come into your store.

8. What were the secondary or later results of using our product or service? Did your life or business improve in other ways—unrelated to the result you got from the product or service itself? Were these other results unexpected or equally valuable? Do you know of anyone else we worked with who got results? What did they say their results were?

In these last two points of endorsement, you want the customer to say that there are many more benefits than just those they were seeking when they bought your product or service. Additionally, it adds even more credibility if the customer can say they know of others who got equal or better results.

9. Would you recommend that others seeking these benefits visit our store or call our office?

When you've completed the portion of the ad that tells the customer's story, you'll also want to finish the ad with a paragraph where the customer provides the call-to-action and urges the reader to respond immediately. Be sure to mention the exact method the reader should use to respond—either by telephoning, emailing, visiting your store in person, going to your website and so on. Finish the paragraph with a statement from the customer about what will happen when the reader does respond—for example: You'll receive the same free no-nonsense evaluation I did...or...They'll tell you within minutes if they can save you \$500 or more on your car insurance.

 **Need a blank copy of this exercise?** See the section called "Worksheets" in the Cash-Flow Calendar.

If you've interviewed your customer using the questions in the order listed above, you'll easily be able to write an ad with copy points that are in the same proven sequence as the sample golf ad featured earlier in this *Section*.

Use Inexpensive "Top Of Mind Awareness" Ads to Drive Prospects to a Lengthier Message

One way to advertise regularly in newspapers, periodicals and trade journals—on a smaller budget but still with a substantial impact—is to run a small display advertisement called a TOMA ad. *TOMA* means "top of mind awareness"—that is, you stay in the prospect's mind more often and for a longer period of time because, at a cheaper rate, you can run many more small ads, even with a much smaller budget.

But here's the trick to making them direct-response friendly: Write teaser headlines and copy points in the ad that drive the reader to your website, recorded voicemail message, toll-free call center, fax-on-demand system or other instantly available format where they'll hear, read or receive your complete direct-response advertising message. By using the *two-step* advertising formula in these TOMA ads, you get a tremendous impact for a lot less money.

Could you run a TOMA ad with a provocative, paradoxical headline such as:

Other Gentlemen's Clothiers Charge Up to a \$600 Premium on European Designer Suits...Even on Sale. We Charge Below Wholesale Prices 365 Days a Year.

Find out how we can fit you with a designer suit for less than you'd pay at even a "discount" suit factory. Call our recorded weekly specials line at 1-(800)-XXX-XXXX for the complete story and a list of this week's designer buys.

Could you give away a free buyer's guide such as:

**SIX
MiNuTe
GyM**

We're So Committed to Helping You Find a Home Gym That's Right for You, We'll Even Give You a FREE Guide That Helps You Shop Our Toughest Competitors!

Download it instantly at www.sixminutegym.com.

What teasers could you use that will remind people of what you offer and continue to spark new inquiries?

Make Specific Offers in Your Display Advertisements

While you may not be able to write world-class display ads yet, you can still outmarket your competition and create instant income by following one simple rule of advertising in general:

Make specific offers in your advertisements.

Instead of saying, 'We have great prices,' say instead, "We'll sell you a top-of-the-line air conditioning unit for just \$3,285 including a 5-year-written warranty and free replacement filters for as long as you own your home." See how much more specific that language is?

Even if your prospect isn't in the market for your 'top-of-the-line air conditioning unit,' your ad will appeal to them because it presents you as a company that is focused on the customer's needs and is committed to putting together value-oriented deals. While they may not want the item or package advertised, your prospect will still be thinking, *Wow, I'll bet they also have a great deal on the air-conditioning model I want.*

Establishing Your Instant-Income Display Advertising System

Once you've determined that *display advertising* is a good choice for generating leads at your company, installing and managing the process as part of your ongoing Instant Income prospecting system is as easy as (1) writing a series of ads and offers, (2) compiling a list of print publications in which you'll run your advertisements, (3) establishing an ad calendar for your various campaigns, and (4) creating artwork specific to the publication's requirements for each

ad you expect to run. Later in this *Section*, you'll find worksheets to help you accomplish these four steps above. You'll also find a comprehensive one-year marketing calendar—where you can record your advertising plans moth-by-month—in the *Instant Income Cash-Flow Calendar* included with this *Business Enhancement System*.

Spend Time Researching First

To get started using display advertising, spend time researching target publications whose subscribers are ideal prospects for you—along with researching each publication's rates and deadlines for ad space and advertising artwork. Request their rate card for your files.

Then, research copy points that sell—including those you're probably using on a regular basis right now. For instance, which words, hot buttons, offers and “pitches” work well when you talk to prospects on the phone? Which convert visitors to buyers when used in your store? Those will work in print, too, so start collecting them, writing them down, recording them or otherwise capturing them for use in your advertisements. By using your telephone dialogs, direct-mail and other copy points, you can create display ads that sell.

Additionally, begin compiling testimonials you can use in your print ads. Get releases* from those people who provide you with testimonials, giving you permission to use their comments for commercial purposes.

Be sure to think through the response procedures and sales process, including creating all paper forms, literature packages, autoresponder e-mails and other documents that facilitate the sales process.

When you're ready to run your ads, you'll need to provide artwork to the publication. Virtually every publication today will accept an Adobe PDF file via email (created from an original Adobe InDesign, Quark Express, Microsoft Publisher or other page-design software). Other publications might require your artwork file on a CD. But here's a hint: Be sure to save your PDF file with all fonts and images *embedded in the file* so that your artwork will not be altered when it's opened later using local fonts on the magazine's computer.

The Best Way to Save Money on Display Advertising Costs

A large part of making display advertising profitable as a prospecting tool is to drive down your advertising costs as far as possible. The best way to buy display advertising space at a substantial discount is on remnant. “Remnant space” works like this: Every publication has both a space deadline and an artwork/materials deadline. The space deadline is the day that all insertion orders for display advertising space are due to the advertising sales department. These orders are then turned over to the production department which lays out the publication, fitting together editorial content along with the full page ads, half page ads and so on. Once this process is complete, there is always space left over. It may be a full-page here or a quarter page there.

This leftover space is called *remnant space*.

And the publication must sell it quickly—usually at a discount—in order to meet their production deadlines.

One way to take advantage of this process is to call shortly before the space deadline and negotiate for any remnant space that might be available. While many publications will tell you they don't sell remnant space at a discount, you can often work with them over time until they

* Ask your legal advisor for a simple paragraph your client can sign that gives you (and your company) permission to use the client's testimonial in any way you choose, in perpetuity.

agree to accommodate you. Discounts of up to 75% off are common. At discount rates like this, you have a much better chance of making a huge return on your investment. NEVER pay full rack rate (the price listed on the published rate card) for display advertising space.

Once you purchase remnant space, be prepared to deliver artwork immediately.

Creating an Advertising Campaign

Successful ad campaigns are planned well in advance—including what the message will be, which kind of prospects you want the ad to generate, how you want prospects to respond, how the leads will be converted into sales and so on.

All these factors work together to help you determine:

- Where and when to run the advertisement
- Which offer to make in the advertisement
- How often to run the advertisement
- How much you can afford to pay for the ad

To begin planning your ad campaign, complete the worksheet below. This may take some time as you'll not only need to decide what result you want from your ad, you'll also need to collect copy points, testimonials, photos (possibly) and other elements to begin crafting your advertisement.

Display Advertisement Planner

Title of Display Ad _____

Specific Product or Service to Be Featured _____

Ideal Prospect or Likely Buyer to Be Generated:

Prospects who already own: _____

Prospects who are seeking: _____

Prospects who can afford to pay a minimum price of: _____

Prospects who would value a free: Sample Consultation Literature Package Buyer's Guide

When likely buyers read the following publications, they're in the frame of mind to be interested in our product, service or offer:

Name of Publication	Published How Often?	Issue Date Desired	Ad Sizes Available	Cost
_____	_____	_____	_____	\$_____
_____	_____	_____	_____	\$_____
_____	_____	_____	_____	\$_____
_____	_____	_____	_____	\$_____
_____	_____	_____	_____	\$_____
_____	_____	_____	_____	\$_____
_____	_____	_____	_____	\$_____

Specific offer to be featured in the advertisement:

(Unique product or service bundle, special price, free sample or consultation, free report, limited time, do you qualify, bonus with purchase, two-step, etc.)

Headline Stack

For more information about the 16 components of a well-crafted display advertisement—including the Kicker and Headline Stack—please see the Advertising & Copywriting Course included as part of this Instant Income Business Enhancement System.

Kicker

Main Headline

Main Sub-headline

Features & Benefits

(List below all features of the product or service being offered. Then list the benefit a customer would receive from that feature. Rank each benefit in order of importance to the customer. You'll want to mention these benefits in your advertisement in this rank order.)

Feature of product/service being advertised	Benefit customer would receive from that feature	Rank #
<hr/>	<hr/>	<hr/>
<hr/>	<hr/>	<hr/>
<hr/>	<hr/>	<hr/>
<hr/>	<hr/>	<hr/>
<hr/>	<hr/>	<hr/>
<hr/>	<hr/>	<hr/>
<hr/>	<hr/>	<hr/>
<hr/>	<hr/>	<hr/>
<hr/>	<hr/>	<hr/>
<hr/>	<hr/>	<hr/>

Your company's Superior Customer Benefit Statement (to be included somewhere in the ad):

Response Desired...Prospects should: (check all that apply)

Call for Appointment / Telephone number to call: (_____) _____

Resources needed to take inbound phone calls: Live operators/script Voicemail recording
 24-hour call center Access to schedule/calendar
 Access to database for capturing name & contact details

Call for Estimate / Telephone number to call: (_____) _____

Resources needed to take inbound phone calls: Live operators/script Voicemail recording
 24-hour call center Access to pricing guide
 Access to database for capturing name & contact details

Call for Literature Package / Telephone number to call: (_____) _____

Resources needed to take inbound phone calls: Live operators/script Voicemail recording
 24-hour call center Access to email and PDF file
 Access to database for capturing name & contact details

Call to Check Availability / Telephone number to call: (_____) _____

Resources needed to take inbound phone calls: Live operators/script Voicemail recording
 24-hour call center Access to inventory records
 Access to database for capturing name & contact details

Visit Store, Service Center or Trade Show Booth / Hours available for visitors: _____

Reason for visiting us: Get free gift Walk-in consultation or service Check inventory selection

Other _____

Resources needed to process visitors: Staff training/script Free giveaway item / Qty needed _____
 Access to schedule/calendar Access to inventory records
 Access to database for capturing name & contact details

Visit Website / Exact website URL to feature in ad: _____

Reason for visiting website: Get free gift Other _____

Resources needed to process visitors: Webpage copy Free downloadable giveaway item

Shopping cart/autoresponder for capturing name/email Sales letter for upselling visitors to a purchase

Other Response Method _____

What will you tell readers to do in order to respond? _____

Resources needed to help you process these responses: _____

_____ _____

Next Steps

What will be done to convert respondents (prospects) into buyers?

What resources are needed to bring about those conversions?

Other Elements to Be Used in This Display Advertisement

Testimonials

Name of customer _____ City _____

Have we received customer's permission to use this testimonial in advertising? Yes No

Text of testimonial _____

Name of customer _____ City _____

Have we received customer's permission to use this testimonial in advertising? Yes No

Text of testimonial _____

Name of customer _____ City _____

Have we received customer's permission to use this testimonial in advertising? Yes No

Text of testimonial _____

Photos, Graphs, Drawings or Other Images

Filename of image _____ Who has file? _____

How will it be used in the advertisement? _____

Filename of image _____ Who has file? _____

How will it be used in the advertisement? _____

Filename of image _____ Who has file? _____

How will it be used in the advertisement? _____

Filename of image _____ Who has file? _____


How will it be used in the advertisement? _____

Other Elements to Include in Advertisement

- | | | | |
|--|--|---|--|
| <input type="checkbox"/> Hours of operation | <input type="checkbox"/> Telephone number | <input type="checkbox"/> Company logo | <input type="checkbox"/> Coupon |
| <input type="checkbox"/> Website address | <input type="checkbox"/> Street address | <input type="checkbox"/> Map to our location | <input type="checkbox"/> Se Habla Español |
| <input type="checkbox"/> Disclaimer/fine print | <input type="checkbox"/> Contractor's license number | <input type="checkbox"/> Address of other locations | <input type="checkbox"/> Professional logo |

Final Artwork to Create

- Full page (size) _____ Half page horizontal (size) _____ Half page vertical (size) _____
- Junior page (size) _____ Quarter page (size) _____ Eighth page (size) _____
- Business Card Ad (size) _____ Other Special Ad Size (size) _____
- Fractional Size Ad (number of columns wide): One Two Three Four Five Six / Height: _____
- Black & White Two-Color (colors) _____ / _____ 4-Color Process / Spot (circle one)
- Other Artwork Requirements _____

 **Need a blank copy of this exercise?** See the section called "Worksheets" in the Cash-Flow Calendar.

While it's always a good idea to plan your entire advertising campaign *without* regard to the size ad you'll be running—ultimately you *will have to decide* on a size and send an *insertion order* in writing to the publication.

Your budget may not always be able to purchase a full-page ad or other expensive size, so planning (1) your offer, (2) those benefits most important to the customer, and (3) the call-to-action is key. Even if you must buy an ad so small that it only has room for those three elements, you can still generate a substantial number of customers and leads—if you've honed these three elements in advance.

Of course, one way to drive down your cost of advertising is to negotiate remnant space, as discussed above. Another way is to run "standby"—that is, allowing the publication to run one of your ads they keep on file whenever they have extra space, without prior notice to you. While the rates are usually substantially lower than even remnant rates, you should always place a limit on the amount of money the publication is authorized to spend running standby ads for you. Be aware, too, that your ads may not run on the days you want, so make sure that the offers featured

in your standby ads will always be honored at your office or store. Standby ads are really only good for ongoing product and service offers that are not tied to limited-time specials or potentially obsolete product.

But what if remnant or standby space is not available—especially if you *must* run your ad on a specific day or in a specific section of the publication? You can still save money by researching several different publications and negotiating one against the other for the best rate.


To start the process, use the worksheet below to compile information about each publication in which you might run your display ads.

Display Advertising Rates

Publication name		Type of reader
Frequency of publication	Months/weeks/days I need ad space	
Remnant rates available?	What is the remnant rate?	Best days/sections for remnant?
Std column inch/centimeter rate \$/£/Eur/¥	Space deadline date	Artwork deadline date
Ad representative's name	Telephone number	Email address

Publication name		Type of reader
Frequency of publication	Months/weeks/days I need ad space	
Remnant rates available?	What is the remnant rate?	Best days/sections for remnant?
Std column inch/centimeter rate \$/£/Eur/¥	Space deadline date	Artwork deadline date
Ad representative's name	Telephone number	Email address

Publication name		Type of reader
Frequency of publication	Months/weeks/days I need ad space	
Remnant rates available?	What is the remnant rate?	Best days/sections for remnant?
Std column inch/centimeter rate \$/£/Eur/¥	Space deadline date	Artwork deadline date
Ad representative's name	Telephone number	Email address

 **Need a blank copy of this exercise?** See the section called "Worksheets" in the Cash-Flow Calendar.

Guarantee Your Space in the Publication By Sending An 'Insertion Order'

Once you've negotiated the best rate possible and discussed the ad specifications with the publication's sales representative, you'll need to send an *ad insertion order* to secure your space. You'll find a sample below:

Tri-City Heating & Air Conditioning

AD INSERTION ORDER

Publication:

The Morning Herald
1234 Main Street
Anytown, US 55000

Advertiser:

Tri-City Heating & Air Conditioning
4725 High Street
Anytown, US 55000
Attn: Harv Milton, owner
Tele: (000) 000-0000
Email: harv@tricityhac.com

Display Advertising Representative: Madelyn Smith / (000) 000-0000 / m_smith@tmherald.com

<u>Run date</u>	<u>Ad Title</u>	<u>Size</u>	<u>Section/ROP</u>	<u>Artwork</u>
Mon / Jun 8 2009	"On Slow Mornings, You'll Save..."	2col x 6in	Sports	Pending
Mon / Jun 15 2009	"1 Out of 7 Air Conditioners Will..."	3col x 8in	Run of Paper	On File
Mon / Jun 22 2009	"On Slow Mornings, You'll Save..."	2col x 6in	Sports	Pending
Mon / Jun 29 2009	"This 4 th of July..."	2col x 6in	Sports	Pending

Standby Only -- \$1,200 maximum per quarter authorized; one ad per week only; Run of Paper OK

Standby	"On Slow Mornings, You'll Save..."	2col x 6in	Run of Paper	Pending
Standby May-Aug	"1 Out of 7 Air Conditioners Will..."	3col x 8in	Run of Paper	On File
Standby	"Higher Prices Are Ahead, But We..."	2col x 6in	Run of Paper	On File

Authorized Signature



Harv Milton

Planning Your Advertising Calendar

Within the *Cash-Flow Calendar* (included with this *Instant Income Business Enhancement System*), you'll find a 12-month calendar that will help you plan an entire year's worth of display advertising campaigns. Planning your advertising needs in advance, having advertising artwork in readiness and assigning the monitoring of your ad campaigns to a staff member (or the publication's ad representative) is the only way to establish a display-advertising as a system in your business that will bring you ongoing cash-flow over time.

Do not wait until you desperately need emergency cash. Let the system you put in place generate ongoing cash for you.

To get started thinking about your advertising calendar, make a list of the major "events" that occur in your business during a typical year. Do you have annual sales? Do you exhibit at trade shows? Is your business seasonal? Do you have specific downtimes or days with excess service capacity? Do your typical buyers tend to purchase from you (or purchase your type of product or service) at a certain time of year? Is your product or service tied to traditional deadlines or events such as tax season, back-to-school, corporate annual report deadlines, wedding season, summer vacation, government reporting deadlines for small business and so on?

Use the form below to jot down those "events" which could make it profitable for you to run display advertising. When you've completed the list, the real work begins. You must assign an advertising deadline to each one of the events.


For example, if your industry's trade show is in November, the exhibition company handling the trade show will also publish the trade show directory for distribution at the show. But while the show may be in November, the space deadline and artwork deadlines would be months in advance to give the printer plenty of time to assemble, print and deliver the directory.

Even daily newspapers have advertising (and artwork) deadlines that are sometimes several days in advance of the publication date—especially for specific sections of the paper such as the weekend lifestyle or entertainment sections.

Which events do you need to advertise ahead of—either events within your industry or those for which consumers traditionally buy your products and services?

Display Advertising Insertion Deadline Planning Tool

Event, Holiday, Deadline, Season or Company-Specific Sale	Event Date	Ad Deadline
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

 **Need a blank copy of this exercise?** See the section called "Worksheets" in the *Cash-Flow Calendar*.

Once you determine the list of advertisements you must run—based on fixed events—you can begin to determine what offers you'll make in those advertisements, which product or service bundles you'll create, which pricing you'll establish, how you want readers to respond, how you'll convert those leads to sales and other details listed in the *Display Advertisement Planner*.

Remember, as a final note about display advertising: Planning is key.

Prospecting System 2: Radio Spots

Radio spots—or radio commercials—can be a very effective prospecting tool used under the right circumstances. But for many small businesses, they simply cost too much to reach too few genuinely qualified prospects. That said, if you have a local retail or service business which could draw new customers from a wide geographic area and—more importantly—from a wide demographic group of prospective customers, radio spots can drive tremendous numbers of leads into your store or business.

You'll Get the Highest Response By Running Spots on Talk-Radio Shows

Be aware that radio, as an advertising medium, has many different formats—rock, Top 40, classical, easy listening, talk radio, Christian or religious music, new age and so on—not all of which are ideal for running cost-effective ads.

By far, the most responsive medium for radio spots (and therefore the most cost effective) are talk-radio shows and news programs—either on the AM or the FM dial. There are many reasons for this:

- Talk-radio listeners are usually more engaged with the subject matter of the shows they listen to.
- They must carefully process the information they hear to get the full enjoyment of listening.
- Listeners often look to talk-radio hosts as experts who help form their moral philosophies and political opinions.
- Listeners typically repeat what they've heard on their favorite talk shows to friends and family members, so they often remember and think about what they've heard long after the show is over.

Unlike music listeners who tend to use their favorite music merely as background noise, talk radio listeners are much more engaged with the subject matter, the host and the information they hear. This is a prime environment for getting your ads heard—but more importantly, for getting them acted upon—particularly if the talk-show host has added his or her implied endorsement by personally recording your 30-second or 60-second commercial.

What Elements Are Included In a Highly Responsive Radio Ad?

Similar to any direct-response advertisement, radio spots *also* need to contain certain proven elements. In just 30 seconds (or 60 seconds if you can afford it), you must present:

- **A problem the listener may be experiencing or a problem that is common, but that most listeners don't know exists**—One of the most responsive ads I've ever heard was for a plumber who replaces an entire house's old galvanized plumbing with new copper plumbing.

The radio spot's description of the build-up inside old galvanized pipes and how that gets into your drinking water was enough to make anyone run for the telephone. Yet it's a common problem in older homes that most homeowners don't even know about.

- **A specific offer you've created to immediately solve the problem**—Whether you mention the price in your offer or not, make the solution you're presenting (that is, your product or service package) specific, easy-to-understand and simple to remember.
- **A call-to-action**—Tell the listener exactly how to respond, either by telephoning your business for an appointment, visiting your website for a free download, coming into your store for the special featured package and other specific actions to take.

While it may seem impossible to include the above elements in a 30-second spot, be aware that about 90-100 words can be spoken in that time-frame. Make every word count.

Writing Your 30-Second or 60-Second Radio Spot

Take a look at the example below. It includes the three elements I described above—problem, offer, call-to-action. This spot also included the added element of an endorsement by the talk-show host—which I negotiated as part of the advertising contract. After reading through this sample, use the worksheet on the next page to craft your own direct-response radio spot.

Larry Marino here. As you know, I've been visiting Positive Changes Hypnosis to lose weight. And every week I go, I learn new ways to say NO to bad foods.

And every time I go, I see more and more KRLA listeners in the waiting room, learning just like me, how to conquer our weight problems at the source.

Positive Changes Hypnosis works directly with your sub-conscious mind - to remove overweight habits, including binge eating, snacking, and junk food cravings.

I found out that Positive Changes Hypnosis is not another diet, but a tool that trains me to make better food choices.

I've learned to enjoy foods in moderation, even turning down a birthday cake recently with no regrets. Actually, I had lost most interest in desserts after just one session.

Positive Changes Hypnosis actually changes your mindset to choose healthy everyday foods and look forward to moderate exercise - automatically, without thinking twice.

Hypnosis is completely safe. In fact, you're in control at all times.

So many Southern Californians have already lost weight, stopped smoking and changed other negative behaviors using hypnosis. Hypnosis even helps clients experience better sleep and reduce your stress, too. My belt is a even a notch tighter now, too.

Find out if hypnosis is right for you. Call 1-(888)-CHANGES now for a free, no-pressure screening. Toll-free, (888)-CHANGES in the San Fernando and San Gabriel Valleys.

Positive Changes Hypnosis has already helped me. Call today to find out how they can remove your overweight eating habits and replace them with the habits and behaviors of naturally slim people.

Call 1-(888)-CHANGES for your free no-pressure screening. Positive Changes Hypnosis. (888)-CHANGES. Call now.

Include a Memorable Phone Number to Boost Response

If you are driving leads to the telephone to call you for an appointment, consultation, special coupon code or other response, be aware that having a toll-free phone number—and a memorable one, at that—will substantially boost response. I tend to favor toll-free phone numbers that spell a word (also known in the United States as vanity 800 numbers)—while other marketers say that a combination of words and numbers is best. Over the years, I've been able to get toll-free numbers like 1-(888)-CHANGES and 1-(800)-PROFIT-INFO just by spending a few hours dialing possible words combinations, then tracking down and negotiating with the owner or call center to acquire that number.

To start the process of getting your own vanity toll-free number, make a list of every word or word combination that represents what you do in your business. If the phone numbers in your country are 7 digits long, start with 7-letter words—moving on to 8-letter or even 9- or 10-letter words. Be sure to avoid words that cause problems, including these situations:

- Avoid words that include “Q” or “Z” since some older phones do not have these letters on their keypad.
- Also try to avoid use of the words “for” or “to” in your phone number—it’s too easy to confuse these words with the numeral “4” or “2” and you’ll end up using valuable seconds of airtime saying things like: Call 1-(800)-FOR-INFO, that’s “FOR” spelled out “F-O-R,” not the number “4”... and so on. It simply takes too much time to insure that listeners hear it correctly.
- Additionally, be sure to choose words that are easy to spell and that don’t have more than one spelling such as “heart” vs. “hart.”
- Another group of letters to avoid include the letter P (which people sometimes hear as B when the announcer is spelling out your word); and the letter M (which can sometimes be heard as a B when saying your vanity word (as in “baking” versus “making”).
- Also avoid any word or word combination that could be misheard as another very close word: baking vs. banking; login vs. logging; instant vs. instance; heart vs. hard...and so on. In other words, try to stick with single words or two-word phrases that nobody could possibly get wrong when they hear it.

What might your list of possible vanity numbers look like? If you sell learning aids and school supplies to home-school parents through a catalog, your list might look like this:

1-(800)-LEARNING	1-(800)-HOME-SCHOOL	1-(800)-SUBJECT	1-(800)-STUDENT	1-(800)-CATALOG
1-(800)-GREAT-KIDS	1-(800)-SUPPLIES	1-(800)-PARENTS	1-(800)-TEACHING	1-(800)-SCHOLAR

Of course, most of the numbers above are taken, but they give you an idea of what your list might look like. When you have this master list ready, start dialing them, keeping in mind the following...

- A number that is answered by a company or an individual is probably not available to you. Keep dialing.
- A busy signal probably means the number is taken. But keep dialing until you know for sure, because a permanent busy signal is actually a good sign.

- A fast busy signal means the number is probably temporarily deactivated but still owned by someone.
- A disconnect recording is your first hint that the number may be easily available to you.
- A number that rings and rings with no answer is also, with further checking, a possible number for you.
- A number that rings to the answering machine or voice mail of a private individual, though it's already taken, may also be a possibility.

Once you have your list of “possibles,” call the Toll-Free Service Department of your telephone company and ask for the “responsible organization” or RESPORG for each vanity number on your list. The RESPORG is *always* a phone company. If your own telephone company won't give you the RESPORG phone company's name, start calling the “Big Three”—MCI, AT&T and Sprint in the United States—for this same information.

Here's why:

Though no phone company will tell you this, the truth is toll-free numbers in the United States are “portable.” That means once a number is determined to be available and is assigned to you, you can move it to whichever long-distance carrier you desire, at any time. You “own” that toll-free number for as long as you pay the bill. For this reason, the United States Federal Communications Commission (FCC) oversees the pool of available toll-free numbers, and individual phone companies can request numbers from the pool or even from other long-distance carriers. Companies typically have a friendly agreement to move toll-free numbers to their competitor if a customer requests it.

That's why you must know the RESPORG phone company for each number you've determined is a possibility.

Once you have the responsible organization, call them up (your phone company should provide their name and phone number to you) and request that the operator look up the status of the telephone NUMBER (not the spelling) you're inquiring about.

If you're lucky, the number will be available and they'll open an account for you over the phone, which you can later move to your own long-distance carrier if you like. If the number is not readily available, don't lose hope. There are still a number of things you can try:

- Ask if the number has already been given up by the previous user and is merely pending release from the holding pool. You can usually reserve the number for your use when it becomes available. Sometimes the operator will tell you the exact date the number will be available, so you can call and get it on that day.
- Ask about recent activity on the number. If the number is in use by another company or individual, but there has been no activity on the number for several months (or even years)—you've probably found a number that was used by some telemarketing company ages ago. Simply have the RESPORG phone company contact the customer to ask if they will release it. (I got the number 1-(888)-CHANGES this way.)
- Negotiate for the number. Ask the RESPORG phone company to contact the user and see what they want for giving up the number—or call them yourself. If it's in use by a family member or college student under a “personal 800 number” service, you can probably pay them \$100 or less to take another number and give up the one you want. That way, the RESPORG phone company can make sure the number gets reassigned to you, rather than you taking the chance it will go into the FCC pool.

Though there are a lot of stories about major corporations who paid \$20,000 or more to “buy” their 800 number from the “owner,” hundreds of vanity toll-free numbers are reassigned every day as easily as I’ve described here.

It’s a long process, but ultimately it’s the cheapest. In fact, using this method, you can get an 800 number hooked up for as little as \$5 a month, before usage. That’s what I call a bargain.

What if you can’t, on your own, find a number that spells something? There are still a number of other resources you can try:

- Typically called telecommunications “consultants,” there exist a number of people who, in the early days of toll-free service, locked up these vanity 800 numbers (or 800 numbers that spell things) by paying the small \$5-a-month charge. 1-800-FLOWERS is just one example. These consultants still have a sizable inventory of good 800 numbers and have even more 888 and 877 numbers (which, to avoid consumer confusion and misdials, I don’t recommend).

Usually, these consultants also sell long-distance service and will try to get you to sign a multi-year service contract that charges at least \$25 to \$50 per month. Of course, depending on the level of usage you expect, this may actually be a bargain. And remember, these people must remain competitive to stay in this marketplace, so their rates are often as good as what you’d get from a major telephone company. But be aware: Though they might quote \$2,000 to \$20,000 to “get you” the 800 number you want, it’s far easier to ask them which numbers they have available in your business category and make a month-to-month service arrangement with them. I got the number 1-800-GOLF-BAG for a client this way. Plus, they will often assemble a block of vanity 800 numbers for a single client, but end up using only one of them—leaving the others available for other business owners like you.

- If you dial a number that rings through to a real person, ask them if they would be willing to give up the number for your business. Often, you can simply tell them the truth—that you need this number for your business and would like to work out some arrangement to have their number transferred to you. While this sounds pretty far-fetched, a colleague of mine once got the number 1-800-LOSE-FAT from a Canadian hardware company this way, by offering to trade advertising consulting for the number. Though the hardware company had published the number in their annual catalog for years, they *were* willing to give it up to my friend. Stranger things have happened. And often, the user of record doesn’t even realize their number spells something. Another friend got the number 1-(800)-MID-LIFE from a local consultant simply by paying to reprint the consultant’s stationery and business cards.

How to Get a Local Telephone Number That Spells Your Company’s Name or Service

With a service in the United States called Remote Call-Forwarding, you can get a local phone number that spells your company name. Here’s how Remote Call-Forwarding works:

CUSTOMER Places call from their home...	GLENDALE Reaches (818) 242-6437...	YOUR STORE IN ENCINO Rings at (818) 555-1990
Customer hears (818)-CHANGES on the TV or radio and dials it, probably not realizing it’s actually a Glendale number	Phone call reaches Glendale phone switch, and the software automatically routes the call to your store in Encino	You pay the 14¢ per minute local long-distance zone charges between Glendale and Encino

While a little more expensive, this service allows you to have a local vanity number to use in radio commercials when the toll-free number you want just isn't available to you. Be aware, though, there is typically a service charge on your monthly phone bill just to maintain Remote Call-Forwarding, even if you never receive a single phone call. Also, developing your ideal "word list" is more difficult: You have to choose words whose first three letters match the available prefixes in the area codes (or city codes) in which you are running radio spots. You can typically find a list of prefixes by area code in the front of your local telephone directory.

Prospecting System 3: Preview Workshops

◆ Read more about it in the book *Instant Income*...see *Prospecting Strategy 1* on page 113.

While most public seminars are expensive to promote and fill with qualified prospects—one format that is less expensive to promote and easier to fill is a free local public workshop focused on a specific topic like building an e-commerce business, benefits of a living trust, plastic surgery options and other subjects that can be delivered in 2-3 hours on a weeknight at a local hotel meeting room or community center. The sole purpose for conducting these events should be to get new clients or sell your product or service package.

Filling Your Preview Workshop With Qualified Prospects

Filling the room with prospects who are qualified to purchase from you should be the ultimate goal of your marketing message. But unlike other marketing programming you may produce for your business, remember that—with preview workshops—you are marketing into a date specific event. This means there is a cut off date for implementing your marketing campaigns—and there is a deadline for people signing up for your workshop. Needless to say, this scenario requires that you communicate a greater sense of urgency in your marketing message than the kind of marketing you would do all year long to sell everyday products and services.

Using Email to Fill Preview Workshops

The fastest and the cheapest method of marketing a preview workshop is by sending an email to a list of email addresses you've captured at your website (for a free e-zine or special report, or example). You can also email to other people's lists by negotiating joint ventures (see Chapter 2 of the book, *Instant Income*, for more details on joint ventures).

Emails used to market preview workshops typically direct readers to a website for more information. Whether you're offering the workshop for free or charging a modest fee, you'll want a shopping cart running in the background of your website to capture secure registration information from each attendee. (See a complete tutorial on secure shopping carts in *System 2: Your Internet Selling System* of this *Business Enhancement System* course.)

With a link in your email announcement, readers can answer that email any time of day or night, click over to your website—then read all about the preview workshop and register right away without calling during business hours to speak to you or your staff. It's important to feature on your website all the information a prospective attendee would need in order to make a decision to attend. Your "landing page"—that is, the first webpage they see after clicking over from the email—should list:

- Benefits of registering for the free workshop or paying to attend the fee-based workshop
- Why you're considered to be an expert in the area you'll be covering at the workshop
- Testimonials from people who have gotten a benefit from working with you
- Bullet points of what attendees will learn
- Details on any information packet or workbook they'll receive (including its value)
- The price of the preview workshop (if any)—together with any information that supports that price as an extraordinary value
- Date, time and location
- Limited number of seats (if you are limiting the seating)
- Call-to-action such as “Click through now to register”...”Call our office to register” together with your office phone number...or “Click here to email us your name, telephone number and email address.”

Distributing Printed Brochures About Your Preview Workshop

While I'm not a great fan of using expensive printed brochures for filling preview workshops, you can print inexpensive brochures on your office laser printer and distribute in person or mail them to clients—or instruct customers to pass them along to friends. Simply replicate the same copy points (above) that you would feature at your website's landing page.

Negotiating Joint Ventures to Help Fill Your Preview Event

You can read more in Chapter 2 of the book, *Instant Income*, about soliciting and negotiating joint ventures from local businesses whose customers and prospects would be perfect attendees for your preview workshop. Like any other joint-venture or referral deal, you should offer to pay a small commission for any attendee from someone else's list who eventually buys from you.

To market your preview workshop to an outside list, use email (preferable), brochures distributed by hand (good), mailed letters (good), or telemarketing (excellent).

Using Direct Mail to Fill Preview Workshops

Invitations, brochures and letters mailed to prospects who have sought you out in the past, but who have yet to purchase from you, are some of the most effective ways to fill a preview workshop. Direct mail used in conjunction with a joint venture is even better, since you can include a cover letter from your joint-venture partner endorsing you, praising your expertise and extending a personal invitation to your preview workshop.

Letters sent to your own list of names should be personalized with the date at the top, along with the prospect's name, address and a familiar salutation such as Dear James or Dear Ms. Thompson.

Running Display Ads to Promote a Preview Workshop

One of the most successful campaigns I've ever encountered for a preview workshop featured an estate-planning attorney who offered a workshop to explain the benefits of proper estate planning and family inheritance strategies. Within a year he had tripled the volume of clients at his practice to the point where he had to stop running the ad and discontinue

conducting workshops. In other words, his newspaper-ad-plus-workshop strategy generated too much business!

Starting two weeks ahead of your workshop, begin running direct-response style display ads in the local newspaper(s). To hear more about how to craft effective ads, listen to the *Advertising and Copywriting Course* included with this *Business Enhancement System*. Like other marketing methods, your advertisements should feature all the information a reader would need in order to make a decision (in this case, the decision to attend).

Using Radio Shows and Free On-Air Ticket Giveaways to Fill Preview Workshops

I once filled a full-day Saturday preview workshop using just radio interviews and free on-air ticket giveaways. In fact, I even got two popular local talk-show hosts to convince their radio station to sponsor the event, interview me on two separate occasions, then give away free tickets to the event starting two weeks prior to the workshop date.

To solicit a talk-show host or radio station as your “media sponsor,” look for a local station which has a talk show, news program or other programming whose listeners would be perfect prospects for your product or service. In my case, the station had a popular small-business show and was delighted to sponsor an *Instant Income* event to help small businesses in their town.

Next, send to the station manager or talk-show host(s) an information package with your biography; information from your website or brochure about the preview workshop; suggested interview questions so you can be interviewed as part of a talk show; plus information on free tickets, their value, and how many you’ll release for on-air giveaways. Call the station manager to discuss the special promotion and get their support and sponsorship. While they may not offer any money to help run the event, they’ll could give you something much more valuable—free advertising and tremendous endorsement value from talk-show hosts and the station itself.

Outbound Telemarketing as an Effective Strategy to Boost Attendance

If you have an affinity or name recognition with a list of names—and you have salespeople who can make calls inviting people to the workshop—your attendance rate could skyrocket.

Begin telemarketing at the same time you begin your other advertising—that is, two to three weeks prior to your event. Work with your telemarketers to develop an invitation script that people will appreciate as a courtesy call or personal invitation—rather than a nuisance telemarketing call.

For those people who can’t attend, be sure to have a “downsell” position—that is, an information package, private invitation to visit your store or office, appointment book to schedule consultation times or other alternative for non-attendees. You’d be surprised how many people will miss the seminar, but still be interested in the product or service package you’ll be offering there. Make sure your telemarketers are prepared—and-trained—to sell it to them. You can read more about *downselling* in Sales Strategy 4 in the book, *Instant Income*.

Press Releases as an Effective Workshop Marketing Strategy

While press releases can be one of the most effective marketing strategies for filling preview workshops, the challenge is to write an informational, timely and content-rich press release that doesn’t read like one big advertisement for your preview event. Editors will soundly reject such biased press releases rather than printing them as news.

The best way to write a press release is to craft a newsworthy article that ties the same information you’ll be presenting at the workshop to a current news event or trend. At the end of

the release, add a two sentence paragraph: (1) Sentence One should tell who you are and why you're an expert, and (2) Sentence Two should direct readers to call your office or visit your webpage for details on your free "upcoming" workshop. Do not put the date of the workshop in this paragraph.

If, for some reason, the news editor is later than expected in reviewing the press release, but still wants to run it—he will not print it if he believes the benefit to his readers has already passed. Always plan to hold preview workshops in the future—so that when late-responding newspaper readers call, they can be added to the invitation list for the next event, or alternatively, they can be sent an audio recording of the workshop as a preview, instead.

Read more about writing press releases in Advertising Strategy 2 in the book, *Instant Income*.

Conducting a Successful Preview Workshop

Since the ultimate goal of these preview workshops is to sell a product or service package or to recruit new clients, your primary goal should be to develop the workshop presentation to close as many attendees into the buying opportunity as possible.

Like all good direct-response advertising techniques, live presentations should also include a problem to be solved, an offer, a call-to-action—together with testimonials of satisfied clients or customers, a complete description of what new customers and clients will get when they purchase at the preview workshop (versus afterward), and lots of supporting facts, figures, details, industry trends and other information to support the idea that the prospect needs what you have to offer.

In addition to a superb presentation, the logistics of the workshop itself should be handled in a professional way. Ahead of the first mailing about the seminar, have your office staff prepare:

- A customer service script for your staff who may take registrations over the phone
- E-mailable PDF invitation or confirmation document detailing date, time, location, parking or metro/transit information, what they'll learn, what to expect and other important information

Then, for use on the day of the workshop, have your office staff assemble the following items:

- Lobby poster(s) directing attendees to your seminar room
- Print-out of registered attendees to check off (so you can follow-up by phone with no-shows)
- Name tags (if necessary)
- Attendee workbooks, attendance kits, welcome bags or any free-gift-with-attendance offered
- New-client or new-customer kit (if you plan to distribute that to new customers who sign up)

Prospecting System 4: Trade Shows

◆ Read more about it in the book *Instant Income*...see Prospecting Strategy 5 on page 126.

Trade shows can be very effective for marketing your products and services. For a few hundred dollars (or few thousand in some cases), you can be in front of people in your industry who are pro-actively looking for ways to build their business. That's why they're attending the show in the first place.

If you can create an enticing booth display, with attention-grabbing headlines that include a big promise, you can do well at trade shows. Additionally, most trade shows are attached to industry conventions where they have classes and other sessions where you can present your subject matter. My advice in this area is to start early in contacting the organizers about speaking at the event's *educational forum*—at least 8-10 months in advance. Usually, the minute they're finished holding the current year's trade show, they're already working on next year's.

If you have a product or service that is ideal for consumers, start researching local trade shows and events where these people congregate. Is your information about home improvement? Start looking into the home shows held around your county. If it's about running a home-based business, there are many home-based business expos held in major cities.

To Cut Costs, Attend Trade Shows in Someone Else's Booth

If you can't afford the hefty fees some trade shows and conventions charge for commercial display space, consider going together with several colleagues to buy space. Or if you pay a manufacturer's representative to represent your product line, you should be able to exhibit in their booth without question.

A great way to leverage your time at the trade show (and the time it takes to prepare for it!) is to get listed in the trade show directory under your own company's or product's name. It usually takes just a phone call to the graphics design firm producing the directory, and often additions are taken over the phone without question. The company putting on the trade show typically distributes literature about advertising in the trade show directory—the graphics design firm is usually listed as the recipient for artwork.

One good thing about having your own listing is that you'll be permanently listed as a vendor and will likely receive calls throughout the year. (I used this strategy for an author who got a manufacturing firm to distribute their book flyer at the manufacturer's booth, and the author is still receiving calls two years later.)

How to Make the Most of a Trade Show Appearance

Collect business cards or name/address information from everyone to whom you give a catalog or brochure—It always amazes me, but you'd be surprised how many businesses spend thousands to exhibit at a trade show, spend thousands more building an exciting and expensive booth, print beautiful four-color catalogs—but return home without knowing who they gave a catalog to or who they should send additional offers to! (For more details about what to do with the business cards after you return home, read *Prospecting Strategy 5* in the book, *Instant Income*.)

Make special offers if buyers order during the show—Don't just lower your price... develop other compelling offers that will make customers buy on-the-spot. If you don't know what would compel them, pick up the phone...dial five randomly selected customers...and ask. Oftentimes free shipping, a baker's dozen, free point-of-purchase displays or cumulative credits are more compelling than a lower price.

Mail or email special offers in advance—Mailing in advance will give existing customers and prospective customers a reason to stop by your booth. Maybe you're previewing a new product or service, or making a special offer. Tell them so in advance.

Conduct a special activity in your booth—Many companies hire celebrities to sign autographs, hold demonstrations of new products, hold contests, and conduct other activities to get people into their booth. And while you shouldn't spend the same kind of money these companies do, you can easily replicate these strategies at very low cost.

What about holding a book signing at your booth featuring a local author of some repute? You could agree to "hire" the author for just the cost of the books, limiting your purchase to 100 copies to keep costs down. Many authors will make a local appearance to sign 100 books. (This strategy is also ideal for an open house at your store or place of business.)

One company I know of rented a popcorn machine and kept it going all day long. The aroma of freshly popped corn permeated the trade show and literally drew people to their booth. As salespeople bagged popcorn for each visitor, they got to pitch prospects on the company's latest offering.

Follow-up with trade-show leads—As simple as this sounds, many companies never contact prospects who stopped by their booth! In fact, many salespeople sort through business cards they've collected and toss "unlikely"-looking leads. What's their sifting criteria? *This one has a P.O. box...this one has a laser-printed business card...this one is from a small town.* What nonsense! Follow-up with every lead—no matter what. Then, *keep following up.* Studies show that most first-time buyers purchase only after **seven** contacts by a new supplier. If you stop at just one follow-up call or mailing, you're likely missing out on thousands of new customers.

What to Do If You Can't Get Into a Trade Show or Convention

Sometimes, shows and conventions are controlled by people who would prefer that you not exhibit there. In fact, some organizations actually blacklist businesses for one reason or another. If you're a victim of this nonsense, consider renting a small conference room at the same hotel or convention center for \$100 to \$200 and present your own preview seminars, hold a hospitality suite, give away something free just for stopping by—anything to get people to visit with you and look over your product or service.

One company I know, who was denied exhibit space from the American Bar Association convention, actually downloaded the member names of individual state bar associations off their web sites. Any that had e-mail addresses received an e-mail inviting them to one of four daily preview seminars in a conference room at the same hotel. Others received postcard invitations. The company ended up getting new business worth almost \$90,000 a year in billings, plus they got the pleasure of out-maneuvering the American Bar Association. Ironically, after two years of presenting these seminars and running expensive full-page ads in other legal associations' magazines, the company got a call from the American Bar Association asking them to spend money advertising in the Bar's publication!

Another company I know sent their representative to an industry convention that refused to sell a booth to them—and rented a small conference room upstairs from the main ballroom instead. The company's representative blanketed the hotel with lobby signs, then paid the bell captain to deliver literature packages to hundreds of guestrooms of registered convention attendees—all under the noses of the organizers and without any recourse, since the company had contracted directly with the hotel for a conference room and additional signage and services. The hotel even placed signs outside the convention's main ballroom since that's what they had contracted for. The organizers wanted to confiscate the signs or move them—but there was nothing they could do.

Prospecting System 5: Direct Mail

Before the advent of email, *direct mail*—that is, letters, packages, postcards and other devices sent through the postal system—was one of the most effective marketing strategies for generating both leads and buyers. And while direct mail is used a lot less today due to escalating printing and mailing costs, it is *still* an effective and profitable strategy under the right circumstances. For instance:

- If you sell an expensive product or service, the revenue from which could easily justify the costs of a direct-mail package
- If your existing customer list is primarily made up of older people, less computer savvy people or those who likely do not have an email address
- If you do not have email addresses on all your customers, have difficulty getting email addresses from customers or are experiencing email open rates that are very low
- If you don't yet have the capability of sending out mass emails via a shopping cart or contact management software
- If you can easily pull mailing addresses of known customers from checks, accounting records or shipping manifests
- If your ideal prospects are in a specific geographic group such as homeowners, college students or businesses whose physical addresses can be easily rented, but whose email addresses are probably not available to you (or if emailing them would cause you to violate CAN-SPAM anti-spamming laws*)

By using direct mail, you can bypass many of the roadblocks that will keep you from reaching these likely buyers—and stand out, too, from the many emails, phone calls and other “noise” they probably receive every day.

Being different is one of the main benefits of direct mail. But make no mistake: Direct-mail marketing is a science—with many factors to consider before developing and executing an individual direct-mail campaign.

Determining Your Ideal Prospects

There are really only three types of prospects: (1) Those who *have already purchased* from you and may purchase something else in future, (2) Those who have identified themselves to you in some way (so that you have their contact information), but who *have not yet purchased* anything from you, and (3) Those who *have never heard of you*, contacted you or done business with you.

Logic says that it's much easier to sell to Group Numbers 1 and 2 above, than to sell to Group Number 3. But just to be clear before planning your direct-mail campaign:

For Groups 1 and 2—You'll be mailing to your own “house list” of customers and prospects

For Group 3—You'll need to rent a mailing list, negotiate with joint venture partners who will mail their names on your behalf, or acquire a list in some other legal and ethical way

* You'll find more information about CAN-SPAM at www.ftc.gov/bcp/online/pubs/buspubs/canspam.htm.

Renting Names for Your Direct-Mail Campaign

The quality of the list you mail to is all-important. If you will be renting names, be aware that some names are better than others:

- “Buyers” are names who have purchased at any time from the list owner or joint-venture partner.
- “Hot names” or “hot prospects” are typically those names on a rented list (or joint-ventured list) who have requested information about the product or service—or who have purchased related products and services within the last 30 days.
- “Warm names” are those who have some affinity with the list owner—or who requested information within the last 90 days.
- “Cold names” are those people who do not know the list owner or who requested information more than one year ago.
- “Compiled lists” are cold names that are typically compiled from outside business sources such as yellow pages directories, telephone directories or Dun & Bradstreet files.

You can rent these names in the United States from such list rental companies as InfoUSA (www.infousa.com), Dun & Bradstreet (www.dnb.com) and others.

You can also research mailing lists for rent in the SRDS catalog (Standard Rates and Data Service), usually in the Reference Section of your local library—or online at www.srds.com. Standard Rates and Data Service represents thousands of list owners—magazine publishers, direct-to-consumer marketers, service companies, catalog companies and others—who have millions of customers and prospects from which they would like to make additional money by renting these names to outside marketers like you. The good news is that these names come from the world’s most sophisticated direct marketers—companies who compile and maintain detailed information about their customers and prospects. If you are looking for hunting and fishing enthusiasts in the 12 postal codes surrounding Nashville, Tennessee—SRDS will have names you can rent. Most mailing packages must be approved by the list owner in advance of renting the names, so be sure to start the rental process well ahead of your scheduled mailing date. Most rentals are for one-time use unless otherwise negotiated.

You can also research trade association membership lists and any companies whose customers are perfect prospects for you. Oftentimes, these names are for rent or for acquisition through some other means. Local Chambers of Commerce, for example, will often sell mailing labels of their members for a one-time use—or include your promotional piece in their monthly newsletter mailer.

What Do Your Ideal Prospects Want and How Will You Explain That You Have the Solution?

Remember the hallmark of any good marketing campaign: Be of service to the prospective customer. Address their needs. Tell them how they can improve their lives. Give them information they need to know that they might not have already.

Don’t just talk about yourself, your product and your company. Ultimately, you want to approach your direct-mail campaign with the mindset, “I’m selling the solution to a problem the prospect has or I’m selling the means to achieving something the prospect wants to accomplish.”

Determining what your idea prospect wants will help you formulate the actual sales letter, announcement or other printed elements of the direct-mail package.

Remember the exercise on page 7 of this *Section*? It asked you to *put yourself in your customer's shoes*. Forget for a moment that you're running a business and make a list of the most common needs, goals, activities and desires your *customers* have. If they could solve any problem, achieve any goal or have anything they wanted—what would they want?

How can you solve the problems above or improve their lives or deliver the accomplishment they desire? Researching *first* what the market wants—their “hot buttons,” pain, ambitions and needs—is the key to a successful direct-mail campaign. Keeping these details in mind will help you craft the message of your direct-mail package or sales letter.

When you do eventually produce your direct-mail piece, always write your main sales letter using direct-response copy. Direct-response copy compels recipients to respond immediately to your offer. It gets them excited about the possibilities in their lives from the product or service you are offering. It tells them specifically what to do to make a purchase or to take the next step.

For a complete tutorial on writing your sales letter or direct-mail package, see the *Advertising and Copywriting Course* included in this *Business Enhancement System*. You'll discover detailed information on the 16 components of a direct response-style sales letter:

- | | | |
|-------------------------------|----------------------------------|---------------------|
| 1. Kicker | 7. Testimonials & media mentions | 12. Bullets |
| 2. Headline or headline stack | 8. The Offer | 13. The Upsell |
| 3. Salutation | 9. Call to action | 14. The Close |
| 4. Opening or lead paragraph | 10. The Rationale | 15. Signature block |
| 5. Body copy | 11. Answer objections | 16. The Postscript |
| 6. Internal sub-headlines | | |

In your direct-mail package, use compelling statistics you can cite to support your arguments and add impact to your message. Create all components of your direct-mail package—the cover letter, announcement, lift note, carrier envelope and any other pieces.

What Is the Ultimate Purpose of Your Direct-Mail Campaign?

Be aware that direct-mail pieces earn money in a number of different ways. They can either make money, self-liquidate, break even or even lose money on the mailing but make money on an upsell offer. Take a look at what your result might be, especially if you plan your direct-mail campaign *in advance* to achieve these dissimilar goals:

Make money—Means that you'll generate enough sales to reimburse you for mailing costs, pay the cost of fulfilling or delivering the product or service being sold, plus return a generous profit

Self-liquidate—Means that you'll generate enough sales to pay back only the mailing cost plus cover actual fulfillment costs of the product or service offered

Break-even—Means that you'll generate enough sales to reimburse you for mailing costs only

Lose money on the mailing, but turn a profit later—Means that you'll generate leads that may purchase an entry-level item now, but ultimately purchase a more expensive, much more profitable item in the near future (or immediately upon upselling from the original purchase)

While making money is obviously the ultimate goal, you may wish to mail pieces that only break-even or self-liquidate—simply to get names to market to later. We call this *lead generating*. And you'd be surprised how many leads don't buy now, but will convert later with continued marketing. It's always better to have a bigger prospect list to mail to and using direct mail to generate leads will help build your list.

What Will Be Included in the Direct-Mail Package?

Because direct mail can be very expensive, I recommend you do not use direct mail to sell low-priced information products, particularly books and reports. Use e-mail instead. Use direct mail to send sales materials you can't e-mail — such as colorful “what you get” posters, two-color sales letters, audio preview CDs or DVDs, lift-notes and other unusual pieces. Of course, direct mail is imperative in reaching any names for which you don't have e-mail addresses (such as names from compiled lists).

A proven direct-mail package for expensive products and services includes: (1) a cover letter, (2) an 8-page or 12-page announcement, and (3) a poster that lists testimonials on one side and a listing of what you get on the reverse side. Other formats that work well for generating leads for your high-end products and services include: testimonial letters from third parties; postcard invitations to teleseminars; endorsed postcards; and mailed newsletters.

Direct-mail formats that are proven not to work well for high-priced products are: card packs (except for lead generating) and TMC (“total market coverage”) of local geographic areas offered by local newspapers.

I've always found that mailing on Friday provides the best deliverability and best chances of getting opened. Mail dropped from January through June delivers the best response—or alternatively, September through November 15th. July and August are the worst months to send direct mail. And a word about postage: If you are not using first-class stamps, which are expensive, then meter the mail. Never use bulk-rate live stamps.

What Response Do You Want and How Will You Handle It?

At the same time you're developing the direct-mail package, develop the response mechanism, too. In other words, what will happen when respondents call you, go to your website or send back a response postcard? Create the data-capture mechanism—whether it's a form on your website or a simple paper form your receptionist, call center or answering service uses.

Also create the follow-up documents that respondents invariably ask for—FAQ's, faxable information packages, e-mailable information packages, testimonial booklets, etc. That way, you'll be prepared—and you'll be able to write your “call to action” effectively—telling the reader exactly what to do to respond (and what they'll receive when they do).

Planning Your Direct-Mail Campaign

Take a look at the worksheet on the next page. It will help you plan all aspects of your mailing.

Direct Mail Campaign Planner

Name of Direct Mail Campaign _____

Specific Product or Service to Be Promoted _____

Ideal Prospect or Likely Buyer to Be Generated:

Prospects who already own: _____

Prospects who are seeking: _____

Prospects who can afford to pay a minimum price of: _____

Prospects who would value a free: Sample Consultation Literature Package Buyer's Guide

List(s) we own that can be mailed:

Name of list	Segment or fields to be selected
_____	_____
_____	_____
_____	_____

List(s) we need to rent, joint venture or otherwise acquire that we want to mail to:

Name of list	Segment or fields to be selected
_____	_____
_____	_____
_____	_____

Specific offer to be featured in the direct mail package:

(Unique product or service bundle, special price, free sample or consultation, free report, limited time, do you qualify, bonus with purchase, two-step, etc.)

Items to be included in the direct-mail package:

- Self-mailer *(letter folds to a size that can be mailed and includes postage and address on outside panel)*
- Carrier envelope *(outside envelope, sometimes with printed message, containing all items to be mailed)*
- Pressure-sensitive sticker on carrier envelope *(containing marketing or "See Inside" message)*
- Cover letter
- Announcement or brochure *(multi-page color or black-and-white printed piece)*
- Lift note *(small folded-over note containing a special message or extra offer)*
- Poster or oversized diagram sheet *(folded down to fit into carrier envelope)*
- Preview audio CD, DVD or other recorded item
- "Dimensional mail" gift item *(such as a keyring, magnet, letter opener or other ad specialty item)*
- Other _____

Cover Letter or Sales Letter

For more information about the 16 components of a well-crafted sales letter, please see the Advertising & Copywriting Course included as part of this Instant Income Business Enhancement System.

To be mailed alone in carrier envelope OR To be mailed with an announcement or brochure

To be personalized with first name (given name); last name (surname); address

No Personalization: *(note below which salutation you'll use)*

Dear Valued Customer Dear _____

Opening Paragraph:

Features & Benefits

*(List below all features of the product or service being offered. Then list the benefit a customer would receive from that feature. Rank each **benefit** in order of importance to the customer. You'll want to mention these benefits in your letter in this rank order.)*

Feature of product/service being advertised	Benefit customer would receive from that feature	Rank #
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Your company's *Superior Customer Benefit Statement* (to be included somewhere in the package):

Call-to-action: *(What is the desired response from the cover letter or sales letter?)*

Announcement or Brochure

For more information about the 16 components of a well-crafted sales letter—including the Kicker and Headline Stack—please see the Advertising & Copywriting Course included as part of this Instant Income Business Enhancement System.

Kicker

Main Headline

Main Sub-headline

Features & Benefits

*(List below all features of the product or service being offered. Then list the benefit a customer would receive from that feature. Rank each **benefit** in order of importance to the customer. You'll want to mention these benefits in your announcement or brochure in this rank order.)*

Feature of product/service being advertised	Benefit customer would receive from that feature	Rank #
<hr/>	<hr/>	<hr/>
<hr/>	<hr/>	<hr/>
<hr/>	<hr/>	<hr/>
<hr/>	<hr/>	<hr/>
<hr/>	<hr/>	<hr/>
<hr/>	<hr/>	<hr/>
<hr/>	<hr/>	<hr/>
<hr/>	<hr/>	<hr/>
<hr/>	<hr/>	<hr/>

Your company's Superior Customer Benefit Statement (include somewhere in the package):

Response Desired...Prospects should: (check all that apply)

Call for Appointment / Telephone number to call: (_____) _____

Resources needed to take inbound phone calls: Live operators/script Voicemail recording
 24-hour call center Access to schedule/calendar
 Access to database for capturing name & contact details

Call for Estimate / Telephone number to call: (_____) _____

Resources needed to take inbound phone calls: Live operators/script Voicemail recording
 24-hour call center Access to pricing guide
 Access to database for capturing name & contact details

Call for Literature Package / Telephone number to call: (_____) _____

Resources needed to take inbound phone calls: Live operators/script Voicemail recording
 24-hour call center Access to email and PDF file
 Access to database for capturing name & contact details

Call to Check Availability / Telephone number to call: (_____) _____

Resources needed to take inbound phone calls: Live operators/script Voicemail recording
 24-hour call center Access to inventory records
 Access to database for capturing name & contact details

Visit Store, Service Center or Trade Show Booth / Hours available for visitors: _____

Reason for visiting us: Get free gift Walk-in consultation or service Check inventory selection

Other _____

Resources needed to process visitors: Staff training/script Free giveaway item / Qty needed _____
 Access to schedule/calendar Access to inventory records
 Access to database for capturing name & contact details

Visit Website / Exact website URL to feature in mailing package: _____

Reason for visiting website: Get free gift Other _____

Resources needed to process visitors: Webpage copy Free downloadable giveaway item

Shopping cart/autoresponder for capturing name/email Sales letter for upselling visitors to a purchase

Other Response Method _____

What will you tell readers to do in order to respond? _____

Resources needed to help you process these responses: _____

_____ _____

Next Steps

What will be done to convert respondents (prospects) into buyers?

What resources are needed to bring about those conversions?

Other Elements to Be Used in This Direct Mail Campaign

Testimonials

Name of customer _____ City _____

Have we received customer's permission to use this testimonial in advertising? Yes No

Text of testimonial _____

Name of customer _____ City _____

Have we received customer's permission to use this testimonial in advertising? Yes No

Text of testimonial _____

Name of customer _____ City _____

Have we received customer's permission to use this testimonial in advertising? Yes No

Text of testimonial _____

Photos, Graphs, Drawings or Other Images

Filename of image _____ Who has file? _____

How will it be used in the mailing? _____

Filename of image _____ Who has file? _____

How will it be used in the mailing? _____

Filename of image _____ Who has file? _____

How will it be used in the mailing? _____

Filename of image _____ Who has file? _____

How will it be used in the mailing? _____

Other Elements to Include in Mailing

- | | | | |
|--|--|---|--|
| <input type="checkbox"/> Hours of operation | <input type="checkbox"/> Telephone number | <input type="checkbox"/> Company logo | <input type="checkbox"/> Coupon |
| <input type="checkbox"/> Website address | <input type="checkbox"/> Street address | <input type="checkbox"/> Map to our location | <input type="checkbox"/> Se Habla Español |
| <input type="checkbox"/> Disclaimer/fine print | <input type="checkbox"/> Contractor's license number | <input type="checkbox"/> Address of other locations | <input type="checkbox"/> Professional logo |

Final Artwork to Create

Self-mailer (page count) _____ (size) _____ (color or black-and-white?) _____ (final folded size) _____

Sales letter (page count) _____ Announcement or Brochure (page count) _____


Lift note (size) _____ Carrier envelope (size) _____ Poster or diagram sheet (size) _____

Pressure-sensitive sticker (size) _____ (copy) _____

Ad specialty "gift" item (imprint art needed) _____

Preview audio CD, DVD or other recorded item (artwork needed) _____

Other Artwork Requirements _____

 **Need a blank copy of this exercise?** See the section called "Worksheets" in the Cash-Flow Calendar.

Prospecting System 6: Speaking Engagements

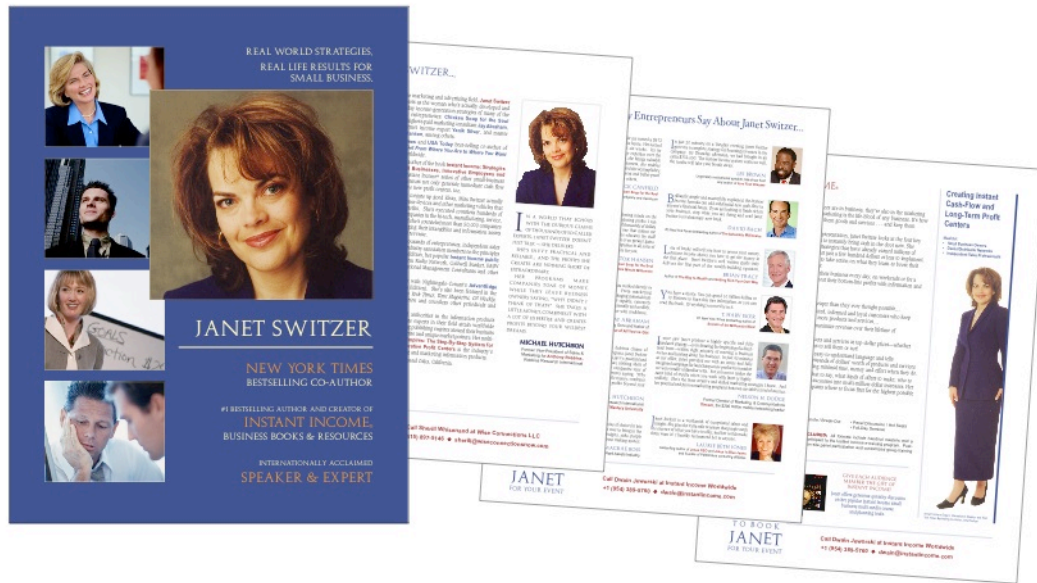
◆ Read more about it in the book *Instant Income...* see "Speak Locally about Your Business" on page 116.

Speaking engagements are an ideal vehicle for marketing your products and services. The key is to get in front of the right kind of audiences—people who are the ideal buyer for your product or service.

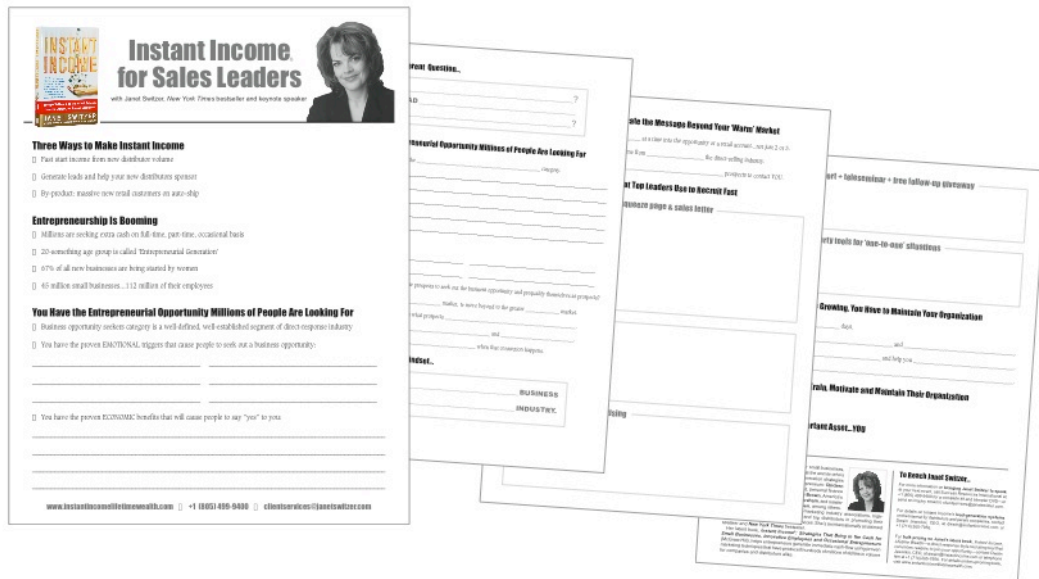
If you're a local business owner, why not develop a speech topic around your area of expertise...such as financial planning trends, estate-planning strategies, high-class decorating on a budget, health and wellness for executives and employees, and so on. Then, put together a simple PDF document you can easily email that describes your topic, introduces you as an

authority, includes testimonials from people you've worked with (or other groups you've spoken to, newspaper articles about you or written by you (if available) and other pertinent information.

Take a look at the example pages below which were taken from my speakers kit—a PDF file that has helped me get booked around the world at events where I'm paid to speak and also earn money selling service packages and products at the back of the room. Be sure to ask the event organizer if selling is permitted. If not, have a nice handout prepared (sample below) that includes brief information on your services and details on how to contact you.



Speaker PDF document promoting your availability to speak at local or industry events. Include a colorful cover page, biography, testimonials from clients or other groups you've spoken for, and a page for each topic you speak about.



Speech handout. Include information on your product or service, and details on how to contact you.

Prospecting System 7: Marketing-Oriented Teleseminars

◆ Read more about it in the book *Instant Income...* see Joint Venture Strategy 4 on page 56.

To get started using teleseminars—or large-group conference calls—as a prospecting tool, read the strategy on page 56 the book, *Instant Income*, where I provide complete details (including sample marketing pieces and scripts) of a teleseminar campaign I executed for Jack Canfield of *Chicken Soup for the Soul* fame. It earned him \$105,000 in revenue in just six weeks.

Teleseminars have been in wide use as a marketing tool for nearly 20 years. They connect hundreds (even thousands) of callers via the same telephone number and passcode into a group call so that everyone can hear you. To cut down on the inevitable noise associated with hundreds of open lines, teleconferencing services provide a “Mute All” function and other control options.

Through endorsers—or to your own list—you can promote teleseminars that are designed to sell high priced products and services that require a lot of education or explaining in order to make the sale (the ideal use of teleseminars). You can also sell a series of teleseminars that you can later turn into a recorded educational product on CDs or into an inexpensive “get started” advisory service that new clients can download at your website.

Research Potential Endorsers First

Start by researching potential endorsers who can promote a free teleseminar of yours to their list (even if you are also promoting it to your own list at the same time). Make a list of topics and content that will help you sell your own products and services. Speak with any possible guest speakers who can talk positively about their experience using your product or service.

Then start the process of finding a conference bridge to hold your call. You can get a non-secure conference line FREE from www.mrconference.com (up to 30 callers) and also from www.freeconferencecall.com (up to 50 callers). For larger groups—and you would hope to have hundreds of callers on the line—you can contact Brainwave Communications several days ahead and make a reservation for a single phone-call time. They will also record your call digitally for \$25 per half hour. They’re at www.bwccom.com. Be aware that Brainwave and their competitors also serve many international customers who use U.S. teleconference technology for teleseminars—either because it is less expensive or the technology simply isn’t available yet in the customer’s home country.

Design Your Marketing Campaign to Promote the Teleseminar

Once you have your conference bridge secured, you can start to create your postcard, e-mail or personal letter inviting listeners to the teleseminar call. The easiest way to market the teleseminar is by emailing to your list and to any outside lists you want to invite. In the email, direct readers to your website where you have a sign-up page that captures their firstname, lastname, zip code, email address—and if appropriate, their phone number. Only after they provide this information should you link them to a confirmation page with instructions on how to dial into the call. Begin promoting one week ahead if using email—three weeks ahead for postcards or newspaper advertisements. Give people time to respond—but not too much time.

If you prefer, you can have registrants call your office for more information and to sign up. This works particularly well when marketing to groups who probably have never participated on these large, group conference calls before. If you have only a small staff and expect hundreds of sign-ups, it’s best to direct them to a website. Plus, a website is just more convenient for your prospects since it is available after hours and without making a phone call.

Plan the Content of Your Teleseminar

To conduct the call itself, outline your key points—the topics, the offer, the interviews with guest speakers, the call to action and the close. I always script my opening welcome and my pitch so that I deliver it just right. Be sure to time yourself delivering all your content so you leave enough time at the end of the call to get to the pitch—the most important part of the call. Ideally, you should sell your product or service outright on these calls—either instructing listeners to call and provide their credit card...or to visit your website to buy.

After the call is over, you can send out an audio tape of the call or post the digital audio file on your website (or buy a “replay line” from the conference company) to sell even more people into the product or service you were promoting on the call.

To help you plan, use the worksheet below. Remember that guest “speakers”—that is, satisfied clients, past attendees, industry experts and others—help make the case for the product or service you are selling. They can talk about their experiences with the product or service, what it was like to do business with you, how it has changed their lives, answer questions from callers—and in the case of industry experts, they can speak authoritatively on trends and other issues that will compel listeners to find your product or service of value.

Teleseminar Planning Worksheet	
Subject of Teleseminar _____ Date _____	
Specific Product or Service to Be Promoted _____	
Specific offer to be made on the teleseminar:	
<i>(Unique product or service bundle, special price, consultation, limited time, “do you qualify,” etc.)</i>	

Ideal Prospect or Likely Buyer to Be Generated from the Teleseminar:	
Prospects who already own: _____	
Prospects who are seeking: _____	
Prospects who can afford to pay a minimum price of: _____	
List(s) we own that can be mailed or emailed to promote the teleseminar:	
Name of list	Segment or fields to be selected
_____	_____
_____	_____
List(s) we need to rent, joint venture or otherwise acquire that we want to mail or email to:	
Name of list	Segment or fields to be selected
_____	_____
_____	_____

Promoting the Teleseminar

Method(s) to be used: Email Postcard Mailed letter Newspaper ad Other _____

Subject line of email, headline of advertisement or opening paragraph of letter detailing most important reason for reader to register for teleseminar:

The Reason Why: Trends, opportunities and challenges the listener needs to know about

(List below the reasons why you are holding this teleseminar—namely, to inform the listener on some major trend, opportunity or challenge they need to know about so they can benefit directly or protect themselves.)

1. _____

Information about that trend, opportunity or challenge that you could feature as bullets in the ad, letter or email:

- _____
- _____
- _____
- _____

Guest experts to introduce in the promotional copy who will be on the call—and why:
(no more than 2 recommended)

- _____
- _____

Call-to-action: *(What is the desired response from the teleseminar promotion?)*

Go to this web address to register and get call-in details _____

Call our office at this number to register and get call-in details _____

Outlining the Teleseminar and Writing Your Pitch

Will someone be interviewing you or hosting the call with you? Yes No

(If so, plan time in the teleseminar outline for them. Ideally, they might deliver the sales pitch for you.)

Welcome

(Welcome, details of what will be covered on the call, introduce yourself—or if you're the host, introduce the expert or speaker you'll be interviewing.)

Opening Topic or First Interview Question

(How you got started, biggest trend your industry is facing right now, or reason why you're holding this call.)

Most Immediate Benefit Listeners Can Expect from This Teleseminar

(Many listeners will drop off the call at this point unless they believe there's a reason to continue listening.)

Second Topic or Second Interview Question

(Additional information listeners should know.)

Introduce First Guest Expert (if you've included other experts in your call)

(The guest expert could talk about the main topic of the call or elaborate on Second Interview Question.)

First Mention of a Special Product or Service Package

(You can start with a sentence such as, "Of course, the strategy [Guest Expert #1] has been talking about is something we use everyday in consulting with our clients..." then mention that you have a special product or service package available that you'll talk more about later in the call. If the call is being hosted or you are being interviewed, the host should deliver this mention.)

Return to First Interview Guest or Introduce Third Topic or Third Interview Question

(Additional information listeners should know.)

Introduce Second Interview Guest Expert (if you've included other experts in your call)

(The guest expert could talk about the main topic of the call or elaborate on the Third Interview Question)

Fourth Topic or Fourth Interview Question Posed to Main Expert or Either Guest Expert

(Additional information listeners should know.)

Pitch for Special Product or Service Package

(Define the package, introduce each component or service to be delivered and why you've chosen to include those items, detail what the listener might pay for these products or services elsewhere, discuss what sort of result or value they could provide the listener, state the price of the package, mention if that price is for a limited time only or only for a limited number of listeners who respond, state exactly how to respond—that is, give the call-to-action.)

Return to Main Speaker or Either Guest Expert with a Fifth Topic or Fifth Interview Question

(If time permits, provide additional information listeners should know.)

Repeat Shorter Version of Pitch for Special Product or Service Package


(If time permits, discuss what sort of benefits the package could provide the listener, re-state the price of the package, mention if the price is for a limited time only or only for a limited number of listeners who respond, state exactly how to respond.)

End Teleseminar or Open the Lines to Questions and Answers from Listeners

*(Request that all listeners press *6—or other function that mutes their phone line—so that “everyone can have a good listening experience.”)*

Repeat Call to Action and End Call By Thanking Guest Experts and Listeners

(Remind listeners of limited time or other type of urgent offer—then tell them how to respond.)

 **Need a blank copy of this exercise?** See the section called “Worksheets” in the Cash-Flow Calendar.

Prospecting System 8: Place Your Literature in Targeted Locations

◆ Read more about it in the book *Instant Income...* see Prospecting Strategy 3 on page 113.

Placing literature in strategic locations is not only an easy way to reach qualified prospects as they are thinking about buying your type of product or service, it’s also an inexpensive and proven way to get new customers. And while “placing literature” usually means placing brochure holders, booklet racks, stacks of newsletters or “free drawing” boxes—be aware that literature can also ride along in another company’s mailed invoices or monthly statements, inside

their shipping boxes, tucked into a bag at their checkout and in other logical places. In fact, these “inserts” can be distributed almost anywhere that makes sense which is why an entire industry has grown up around insert programs. Remember SRDS—Standard Rate and Data Service—the company that rents names of magazine subscribers and other buyers for direct-mail marketing (on page 43 of this *Section*)? They also have an entire division dedicated to inserting literature in the shipping boxes of major catalog retailers, for bag stuffers in retail stores and in many other types of places.

To establish literature distribution as an ongoing prospecting system for your business, start by making a list of those companies, retail businesses or service locations whose customers are perfect prospects to buy your product or service. Take a look not only around your own local town, but at the SRDS website, too (www.srds.com). As with any other form of direct-response marketing, remember that it’s more important for your marketing to reach the maximum number of *qualified prospects*—that is, prospects who are an ideal fit for your product or service—than it is to simply find a company or location that can distribute as many pieces as possible.

Make a List of Where Your Perfect Prospect Shops or Spends Time

If you own a local business, think about other local businesses where your perfect prospects shop or otherwise spends time. The key is to choose locations where they will also be in the right frame of mind to be thinking about—or needing your product or service. In the book, *Instant Income*, I tell the story of hiring a golf pro for lessons because I was in the pro shop of a local golf course to buy a bucket of practice balls for the driving range. Where are your prospects spending time where they might also be thinking about buying a product or service like yours?

Alternatively, are there local companies who might also be mailing statements, invoices or maintenance updates to your ideal customers and clients? Or are there specialty retailers or regular service providers that your prospects are buying from? For example, if you sell specialty children’s clothing, for example, could you contact exclusive day-care centers and private schools to distribute your catalog in a take-home bag—or in their monthly invoices? That would be an ideal distribution point. Additionally, don’t overlook unusual ways to reach the people who could use your goods or services *through others who influence your prospects*. For example:

- A interior design staging company could promote via brochures distributed through real-estate agents a living room and entry hall makeover package for people selling their homes. For \$2,000, he could rent designer furniture that would give a home “\$30,000 worth of designer appeal”—even offering to finance the \$2,000 package interest-free for 90 days or until escrow closes—whichever is shorter.
- An artist selling unique garden sculptures could have landscaping companies drop off his catalog when they are doing weekly maintenance on customers’ yards—with each catalog featuring a sticker so individual landscapers make a commission when their customers order.
- Don’t overlook local banks who mail out customer statements every month...service companies who leave behind paperwork and warranty statements in an envelope...Real estate agents who assemble “How to Buy Your New Home” packets for prospective buyers...Welcome Wagon who distributes new home buyer packages...Local print shops which deliver printed forms and letterhead to small businesses...Dentists that mail a newsletter every month...and other distribution channels.


To start the process of placing your literature in logical ways, complete the chart below:

Placing Literature Where Prospects Can Find It

List local, regional or national companies for which your product or service would be an ideal additional purchase for their customers or visitors:

Company	Type of Customers or Visitors	Ideal Method of Distribution
_____	_____	_____
<i>Person to contact:</i> _____ <i>Telephone</i> (_____) _____		
_____	_____	_____
<i>Person to contact:</i> _____ <i>Telephone</i> (_____) _____		
_____	_____	_____
<i>Person to contact:</i> _____ <i>Telephone</i> (_____) _____		
_____	_____	_____
<i>Person to contact:</i> _____ <i>Telephone</i> (_____) _____		
_____	_____	_____
<i>Person to contact:</i> _____ <i>Telephone</i> (_____) _____		
_____	_____	_____
<i>Person to contact:</i> _____ <i>Telephone</i> (_____) _____		
_____	_____	_____
<i>Person to contact:</i> _____ <i>Telephone</i> (_____) _____		
_____	_____	_____
<i>Person to contact:</i> _____ <i>Telephone</i> (_____) _____		
_____	_____	_____
<i>Person to contact:</i> _____ <i>Telephone</i> (_____) _____		

(Countertop display, statement stuffer, shipping box ride-along, bag stuffer, etc.)

 **Need a blank copy of this exercise?** See the section called "Worksheets" in the Cash-Flow Calendar.

Non-Traditionally Distributed Literature Formats That Sell Products and Services

When thinking through which other companies or locations might distribute your materials, also consider how to make it easy and profitable for them. Do your inserts need to be a certain size that's ideal? Will store clerks be able to replenish your countertop brochure display or will you assign your own employee to do this? How many copies would a month's supply be? Will your box stuffer cause the shipper to incur additional postage costs?

Second, be creative but do meet the requirements of the distribution mechanism. Below are some formats that work:

Newspapers—I once created a four-page mini-newspaper where every article explained some benefit of doing business with the company featured in the newspaper. The newspaper also featured “large advertisements” which were written around customer testimonials and which provided the call-to-action. I found a local newspaper company to print the “newspaper” on real newsprint for pennies per copy during downtime on their presses. We then hired a local company who specialized in distributing bundles of these printed periodicals at specialty locations such as health clubs, delicatessens, coffee houses and elsewhere.

Free Drawings—An ideal way to collect the names of prospects is to place a clear acrylic box with your colorful signage in places where your prospect is likely to be thinking about buying your type of product or service. Feature tear-off pads of coupons that prospects can fill out and drop in the box. Be sure to print an offer on the reverse side of the coupons, too, just in case prospects want to take the coupon home and call you immediately to buy. One source of acrylic boxes for this type of literature campaign is Carlson JPM Fixtures in Minnesota (www.carlson-store-fixtures.com) at (763) 504-3547. Look for the *Acrylic Ballot Box with Sign Holder*—about \$36. Note: Be sure to check local laws to verify you can offer a drawing as you've planned it.

Tear-Off Coupon Pads and Tear-Off Flyers—It just amazes me how much business is done by tiny local businesses when they place pads of tear-off coupons or post flyers with pre-cut tear-off slips along the bottom. The key to success with this system of prospecting is to: (1) post pads or flyers where your prospects are most likely to want your services and (2) make a specific offer on your flyer or coupons. For example, I once met a massage therapist who got business from sports enthusiasts by posting her flyer at the local health club. Service companies who specialize in weed clearing, hauling and other yard clean-up jobs get new customers by posting tear-off flyers at home-and-garden stores.

Small Brochures and One-Sheets—In the book, *Instant Income*, I told the story of a massage therapist who placed folded brochures in a small display rack in the waiting room of a Mercedes-Benz dealership down the street. She offered a 40-minute specially priced massage or facial treatment for anyone waiting for their car to be serviced. Acrylic brochure holders can be found at Carlson JPM Fixtures mentioned above—www.carlson-store-fixtures.com or (763) 504-3547.

One sheets—or single-page flyers—on the other hand, are the most common insert distributed by catalog companies (in their shipping boxes) and by companies who sell insert space in their monthly statements or invoices. Be sure to produce your one-sheet to the correct size required by the mailing company. Remember, too, that SRDS (www.srds.com) can help connect you with companies who pro-actively insert one-sheets and other items in their credit-card statements, company invoices and shipping cartons.

Business Cards—Even your business card—distributed on countertops at specialty locations—can be a prospecting tool if it features a specific offer and a call-to-action. Business cards are also the easiest for retailers and merchants to give away, since they can pick up a card and hand it to anyone asking about your type of product or service.

Distribute Audio Previews Through Non-Traditional Channels

If you sell advisory services, high-priced health products or other goods and services that need a lot of explaining, audio previews (distributed on CDs or via a coupon that directs the prospects to a download at your website) help prospects understand the item, learn about the benefits and work through any objections in their mind—before you ask them for the sale. Audio previews on CD are also an ideal format for other companies to give away because they have a higher perceived value than just a flyer or brochure and are often perceived as a free gift or unexpected bonus.

Why Audio Previews Work

Decades of study have proven that people understand information best—and absorb details with the most retention—in one of three different ways.

- About 5% of the population is kinesthetic, which means they understand best when they experience the information and feel its impact.
- About 20% of people are auditory, which means they understand and retain information best when they *hear* it.
- And the majority of people, about 75%, are visual, meaning they absorb information best by *reading* it or *seeing* it.

When you offer audio previews, you capture the attention of a much greater share of the market than if you offered printed literature alone. Combining printed material with an audio or video recording is by far the most effective marketing package you could develop.

Additionally, audio previews deliver more than just words or a message. They give listeners a sense of who you are...they can hear the sincerity in your voice...they can judge the integrity of your arguments...and they can hear the comments of independent parties that you may have on the recording with you. Even the best actors in Hollywood can't "fake" the kind of sincerity, conviction and confidence that comes through when you talk about your own product or service.

Another reason to offer audio previews is that CDs and MP3 files are highly portable. Prospects can listen to them in their car, at home or on their iPod/MP3 player while they're doing other things. And luckily, most everyone has an audio player they can use. Be aware that you'll find many companies who charge hundreds—even thousands—of dollars for developing an audio CD for you. But flashy production values aren't really necessary as long as your marketing message and the value of the information you provide is compelling.

Proven Formats for Presenting Your Information Effectively

One of the best audio previews I've ever heard was from investment specialist who publishes information about America's best companies to invest in. His recording was taken from a radio interview he did. But you can also record other formats and use them effectively.

Radio Interviews

If you do a lot of radio interviews, you can simply record them as a matter of policy. That way, if you happen to speak with a talk-show host who really facilitates the presentation of your information...if you field questions from callers that are very insightful...or if you simply present your information with more passion and conviction than you ever have before—you'll have an audio recording of it. Be sure to ask the station manager or program director if you can record the interview and if you can use the recording later for promotional use.

Seminars and Lectures

Simply record your presentations, particularly if you've developed your material as a marketing presentation that sells prospects on your services.

Large Group Teleconference Calls

You can easily record your large-group conference calls or “teleseminars” that present you as an expert.

The “Private Interview” Format

Financial newsletter editor Gary North once produced an audio subscription series called Firestorm Chats, where he interviewed one expert each month on subjects like business, finance, investments, the economy, technology and so on. An accomplished interviewer, Gary North “grills” his guest—often getting more information from them than if you called them up and asked random questions over the phone. Personal-growth expert Anthony Robbins produced a similar series called Power Talks.

The best way to approach this format is to script questions ahead of time—including those questions that might be too explosive, too embarrassing or too sensitive to ask. This lends credibility to you and your subject, because you're willing to address the topics nobody will ask out loud. Additionally, an interviewer who approaches the interview with a slightly skeptical attitude will also make the information more believable. Be sure to include the basics about the product or service, how it works, what the benefits are, how much it costs and so on.

Testimonial Interview Format

One of the marketing programs I executed for Jay Abraham included an audio recording of interviews with people who had attended Jay's \$15,000 Protege-Mentor Training Program or who had purchased his \$5,000 home-study course. We called potential interviewees ahead of time to ask if they'd participate, then we had Jay call and interview each one individually.

To get the best testimonial, have a list of questions prepared ahead of time. That way, you can keep the pace upbeat and insure there's some direction to the information. Questions you should ask are:

- What prompted you to seek out this product or information (in other words, what was your situation at the time when you knew you needed the benefits of this product or service)?
- What made you decide to purchase?
- How *specifically* did you use the product or service or implement the advice or information?
- What was the specific result?

Be sure to prompt interviewees to speak in terms that are both specific (including numbers) and appealing (including emotionally appealing results). Examples include: "In my first month of using the system, I earned \$3,200 a month extra. Now my kids are in private school..." "We increased our productivity by 27% which allowed us to take on one new client worth \$56,000 a year in billings..." "We were able to off-load one of our worst service problems, which improved morale amongst our staff and made our customers happier, too..." "I earned at least 10% more on my investments and saved on my taxes, too, so I surprised my wife with a trip to Hawaii for her birthday."

How to Present the Information in an Organized Way

Ideally, you should present your information in a way in the audio recording that causes prospects to make a buying decision. And whether that information is presented in print or on one of these audio previews, the process is the same:

1. *Create a headline*—The easiest way to encourage recipients to listen to your CD or MP3 file is to put your "headline" as a title on the CD face or in the MP3 filename. One of the most successful audio promotions ever created used the title "Dead Doctors Don't Lie." It implied the questions, *What don't they lie about? Why are they dead? and Why especially doctors?* It created an intriguing reason to listen.
2. *Describe the product or service*—Regardless of the format you use for your audio preview, be sure to present your product or service, explain how it works, tell what else listeners have to do in order to use it, explain why it's rare, and so on. Talk about it in a compelling way. Even if you sell a commonplace item or service, don't automatically assume listeners know exactly how your product or service works or how it's manufactured just because "everybody knows that." An easy way to plan what you'll say is to record your own sales calls (where permissible). Have this transcribed (or simply outline the points you make)—using this as a template make those same points when you record your audio preview.
3. *Present the benefits*—If you can tempt listeners from the beginning with a big promise or significant benefit, they'll listen to your preview the whole way through (possibly two or three times). Plan carefully for how you'll present this information. While every industry is different, every *listener* still wants to know how you'll make their lives easier, richer, more spiritual, healthier, more luxurious, more successful, more organized...and more.
4. *Make an offer*—If the offer you're presenting is valid only for a limited time, feel free to state the exact price, financing plan, payment schedule, cost of any add-ons, and other details in simple terms. If you'll be using the preview well into the future and anticipate changing the price, you should state the price in comparative terms such as: *It costs less each month than you'd pay your receptionist...or...just one transaction pays for the course 100 times over...or...the cost is less than half of what one business owner earned in just three days.*
5. *Provide supporting information that presents the offer as a great deal*—Examples of how much other people made using your product or service...how much they saved buying from you instead of a competitor...positive things they can expect to experience under reasonable circumstances...are all details that support what a reasonable price you're charging.

6. *Offer bonuses and guarantees*—If you don't have any bonuses currently, consider making an existing portion of your service or an existing component of your product the bonus instead. Otherwise, you can often create a special bonus in the form of a discount coupon for later services, a special offer from another company you joint-venture with, a special book or other item you've purchased for very little money, and so on. When discussing your guarantee on the audio preview, describe it plainly so there can be no misunderstanding. You can even embellish by saying something like:

We have a no-questions-asked 30-day money-back guarantee so you don't have to worry about whether it will work for you. We want you try it out and use the Wonder Product yourself for a full month. If it doesn't do everything we've said here...if you just don't like the way it works in your home, send it right back. We'll even let you keep the sampler pack of Wonder Coupons just for trying us out.

Producing the Final Version or “Master” Recording

To make sure you have an expert recording that will impress listeners, remember to:

Record Testimonial Interviews With Editing in Mind—An easy way to produce a final recording that is “clean” is to ask each question of your interviewee, then pause before having them answer. That way, you can edit out your questions and splice together their individual comments into one long testimonial. If you are featuring several testimonial “interviews” on a single recording, you should vary the order in which you ask the questions so that the final testimonials sound natural and not contrived.

Have a Friend or Professional Voice-Over Artist Record an Introduction and Close—Whenever you buy audio training programs from major publishers like Nightengale-Conant, SkillPath and others, you'll hear an introduction and short description of what the featured expert (in this case, you) will be discussing. Listen to several of these to get an idea of the similarities. Then, write a short opening to your recording. Ask a friend with a nice voice—or a local disk-jockey—to read it for you.

Ask Guests to Sign a Release—If you are producing an audio preview that features other people, or if you are the “personality” on a tape which will be owned by your corporation or other business entity, you'll probably want to use a *Release Form** similar to the one shown on the next page. By signing it, interviewees authorize you to reproduce their image, likeness, voice, comments, etc. and use it for commercial purposes (which means for profit)—without notifying them or requesting their approval each time. It's handy to have, particularly if you're still using the material three years from now and your interviewees have moved away or can't be located.

SAMPLE RECORDING RELEASE

Release

To: (Insert name of party who will own the audio-video recording or insert your name)

Yes, I am glad to have you audio record, video record and use my participation in the [name of interview or product podcast]. I understand that you have recorded and intend to record my participation in the [name of interview or product podcast] on [date]. I consent to and authorize your use of my name, voice, appearance, image, words and participation, in whole or in part, in these recordings and any future correspondence or other derivative materials based on them, and I understand that you intend to use them for educational, promotional and commercial applications.

You do not have any obligation whatsoever to use all or any part of my comments, and you may edit any audio or visual recording of my comments at your discretion. You shall have the right to reproduce, distribute, prepare derivative works based on, publicly perform and display, advertise, and publicize my comments in these materials without compensation to me. I agree that you shall own all rights, title and interest, including copyright, in and to the originals and all copies of such audio, visual, or written recording, with full media and worldwide rights.

This release shall be governed in accordance with California law, may be amended only in writing, and constitutes the entire agreement of the parties with respect to its subject matter. In the event of litigation, the prevailing party shall be entitled to recover its costs and attorney fees.

I have read and understand this release and have signed it on this ____ day of _____, _____.
Month Year

Signature

Print Name

Company Name (if applicable): _____

Address: _____

City, State & Zip Code: _____

Phone: (_____) _____

Fax: (_____) _____

Email: _____

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Prospecting System 9: Start a Gift Registry at Your Retail Store

It's amazing to see all the unusual companies that are jumping on the gift registry bandwagon—home improvement centers, camping and hiking outfitters, baby stores, giftware catalogs, gourmet cooking and kitchen shops, day spas and others, even Wal-Mart.

Stores are offering expectant parents, future brides, imminent retirees, first-time homebuyers, birthday celebrants and others making major transitions in life a way to shop to their heart's content, select everything they would like to receive as a gift for the occasion—then announce to friends, family and well-wishers that they are “registered” at such-and-such a store or shop.

Gift-buyers contact the store by telephone, internet or go in person and read through the wish list, choosing those items they wish to buy for the recipient. The store maintains a list of all purchases, so no duplicate gifts are given—and they can even coordinate the delivery of all gifts to the recipient, usually just before the event.

Even if your business is a single location specialty shop, there are a number of ways to develop your own registry program:

Make It Easy to Register and Shop at Your Store

Many stores now use electronic bar-code readers so walking around the store and compiling the wish list of gifts is fast and effortless for the customer—and the store's work is already done for them, too, mistake-free. The typical hassle of customers writing down their wished-for items, then finding each one in the computer has been completely eliminated. (A friend of mine told me this process used to take so long, she only registered at two of the 5 stores she had planned to register at for her wedding.)

Put Your Registry Service on Your Website for Out-of-Town Guests and Friends

Numerous online software applications exist to help you start a gift-registry profit center at your website—some costing as low as \$59 per month. To review the various software packages do a Google search for “gift registry software.” When registry customers come into your store to register, you can simply help them locate gift items, then point them to a computer you've set up with online access—or help them input the gift list yourself.

Take Credit Cards Over the Phone

By helping long-distance buyers over the phone you'll have an opportunity to upsell them on additional items from the list that “would go perfectly with” the item they've selected. But you must have the ability to process credit cards, take orders by phone and ship the items to the buyer in case they want to present the gift in person at the upcoming event.

Publicize and Advertise Your Gift Registry Service

If you are starting from scratch and want your revenues from gift registry to build fast without a big financial investment, use publicity to advertise your registry service. Here are some strategies for effective publicity and marketing:

Create Strategic Alliances and Reward Other Stores for Referrals

Decide whether it makes sense to create an exclusive relationship with just ONE wedding consultant, limousine company, bridal shop, tuxedo rental shop, caterer, photographer and party planner—hopefully the largest such businesses in town—who you can really cater to while they send you as much registry business as you want (say 30-50 registrations each per year). You could even designate an in-house registry specialist—a single employee who is trained to take care of the referring business’s customers. How much would that dedication be worth to you?

You could even take steps to make sure you get their referrals (instead of larger chain stores across town) by ethically bribing them to give you all referrals using strategies like these:

- Promote them to your customers by writing an article about them in your newsletter or on your website
- Create a point-of-sale display in your store along with a photo album of their past weddings/parties/events so that every customer who walks into your store sees an endorsement for that party planner
- Consider joint advertising campaigns or including them in the advertising you already do
- Each time one of their referral customers registers with your store, give a free bonus gift to the customer or purchase a common item the customer would normally have to buy on their own after the event (such as a butter dish or other odd serving piece guests usually overlook)
- Create a preferred vendors area at your registry website and post banner-style ads for each one of your exclusive “partners”
- Consider promoting them to your customers through email or direct mail—or indirectly by offering teleconference calls for your customers on how to plan the perfect wedding, anniversary party or other event

Use Additional Marketing Strategies

- Post signs in your store offering the registry service. Email your customer list. Stuff flyers in your bags. Your regular customers are your best source of new registry customers. Use direct mail or emails to make sure everyone of your customers knows that you offer a first-class gift registry and you have a staff person dedicated to it.
- Market to and network with wedding consultants, limousine companies, bridal gown shops and tuxedo rental shops, party planners—anyone non-competitive who is already in contact with gift-recipients months ahead of when the invitations go out. Ask them to email their customers about you. Produce a bag stuffer for their store. Offer to create an on-site display table promoting your registry service. Do whatever it takes to get YOUR shop listed on the invitation under “Registered At.”
- Contact Catholic parishes and Jewish synagogues offering to assist with First Communion or Bat and Bar Mitzvah gift guidance. Post a flyer on the community board.
- Read the paper for engagement announcements. These typically list the names of the parents who are easy to find in the phone book and are usually the ones giving the bridal shower.
- Contact obstetricians with free baby-gift registry packages for their expectant mothers.

- Designate one staff member to be your Registry Specialist who can help shoppers make the best selections from amongst hundreds of possibilities. The more guidance they get, the more items they'll designate on their form.
- Maintain contact. Most gift-giving decisions are made via word of mouth. Gift buyers often call family members to ask for suggestions. If they know what's been purchased, what's pending, what remains to be purchased to complete flatware sets, and so on—they'll be more inclined to recommend other shoppers to your store to make registry purchases.
- Work with executive secretaries of large, local corporations who might have a regular gift-buying need as thank-you's, retirement gifts, executive appreciation gifts, etc. If they know you are the place with a large selection of appropriate items, word will get around and they'll think of you first.
- Work with local companies' human resource manager, they usually know who's getting married and who's expecting in their office. Offer to pay a fixed amount toward the congratulatory office party in exchange for having your brochure being handed out by the HR person and putting up a poster in the lunch room stating the celebrated employee is registered at your store.

Generate Publicity for Your Registry Service

Considering that gift registry is offered by some very unlikely kinds of stores these days, it would not be unusual to create some unique publicity campaigns to promote it:

- Buying a billboard space on remnant and feature pictures of local newlyweds, new-home buyers, recent graduates and others who have used your registry service.
- Enter all the registry gift recipients into a contest and each year give away the ultimate gift—such as a travel package you buy wholesale from a packaged travel company. How many new clients could be generated if the newspapers, local TV news, local magazines, and others wrote an article about your unique registry and annual drawing?
- Each month, add something different, totally unique and “outrageous” to your gift selections that is newsworthy, such as a private-jet credit card or African Safari with a famous travel writer—virtually all of which are available through high-end concierge services. Just because you offer it as a gift doesn't mean you need to purchase the inventory or package that registrants will put it on their list. But it gives the media something unusual in your hometown to talk about in print. And if someone does select the gift—and a party guest purchases it for them!—you can always buy the item directly from the supplier upon receipt of payment.
- Offer to stream the video of any wedding or party on your website for up to 30 days after the event for out-of-town friends who missed it. While the cost of a network server to handle large streaming video files like this—about \$99 a month—is probably prohibitive to an individual gift customer, you can contact the media about the fact your store will be broadcasting hometown events on your website so that those people who couldn't come can still participate.

Prospecting System 10: Use Sidewalk Signs to Reach Local Foot Traffic

If you operate a retail store or restaurant in a high-traffic shopping area, historic district, tourist locale or busy industrial or professional complex, an easy way to attract pedestrians into your store, business or cafe is to put something in their path—literally—that makes them pause to consider your offering, sale, special of the day, lunch menu or other product or service offer.

Be sure to check whether your landlord approves of signage and whether city ordinances allow outdoor signage for parkways, sidewalks and other high-visibility areas. If they do, this strategy—which allows you to make specific offers and feature daily specials—is so effective you might even negotiate it as a specific clause in your lease.

Put Special Offers Where People Are Looking

Studies show that people tend to look downward as they walk. Trade show exhibitors know this, merchandisers know this and retail space designers know this only too well. Follow their lead by placing your message on a colorful, attractive sandwich board sign that features (on both sides) your store name, your *superior customer benefit statement* or other description, an arrow pointing to your front door and a permanently affixed whiteboard, chalkboard or posterboard frame that can be rewritten or changed.

These sandwich boards are also ideal—in fact, imperative—if you are located in an out-of-the-way location that might not be easily found by strolling pedestrians. You can direct them to your doorway with promises of enticing inventory, significant savings, exotic food items or other products and services.

How to Produce a Sandwich Board That Stops Traffic

In this case, color is the key—the more color, the better. And the sign you choose doesn't necessarily have to be in the traditional sandwich-board style. I've seen dozens of unique and colorful "sandwich boards" that weren't really sandwich boards at all, but other kinds of signs and statuettes: In the shape of a portly baker (for a muffin shop)... In the form of a two-sided, particle-board clown with balloons (for a party store)... a French wire jardiniere (for a florist)... and even an oversized Chippendale armchair (for an antique store).

Depending on the complexity of your sign, pricing can run from \$40 or so for two pieces of 2x4-foot plywood, a can of paint, the small whiteboards and hinges (with assembly and painting provided by you)—to several hundred dollars for a sandwich board rendered by a local artist. While truly sublime artwork is not necessary (in fact, it will more than likely be ruined by months of inclement weather), the design you choose should convey the emotional appeal of your business. Remember these pedestrians aren't specifically looking for your store, but they may be enticed inside by an emotionally-appealing sign and a popular offer.

Of course, some retailers use their merchandise itself as the sidewalk draw. Be it a roller cart filled with used books... a table of 99¢ items... a rack of specially priced tires... or a wooden pallet of colorful boxes with a homemade sign selling bulk goods at a bargain—all these strategies can bring strollers into your store.

What Kinds of Offers to Make

A special coffee-blend at a discount... today's soup special... a bargain table with everything under \$10... buy one item, get another at half-price... virtually any offer you would normally make in the course of marketing your business can be put on your sandwich-board signage.

Review the section later in this module about the different kinds of offers you can make, but remember that sales to casual strollers or other kinds of foot traffic are typically impulse buys on the part of the customer. Take notice of the items that people typically buy the most of on impulse and gear your offer with that in mind.

Survey customers as they purchase or look at what enticed them inside. Ask them to be specific—was it your sign, the words, the *superior customer benefit statement*? Make alterations as necessary.

You could literally double or triple your walk-in business as a result. To help you plan your weekly “specials” and other offers, use the chart below. But first answer these important questions:

1. What is the main reason that random, unexpected prospects come into your store, restaurant or business? What products, services or impulse purchases do they come to buy or browse for?

2. What **specific** items, prices, product bundles, special buys, inventory overstocks, get-acquainted services or other items could you offer that (1) has a high profit margin, (2) you keep in stock regularly, (3) sees very few returns or customer service issues, and (4) typically causes buyers to also purchase something else (allowing you to upsell them)?

3. Could you use the following types of offers on your sidewalk signs?

- Choose a FREE gift when you purchase any sale item (assemble a grab bag of \$3 to \$5 items as gifts)
- FREE International Coffee-of-the-Week when you order Eggs Benedict or any omelette
- FREE flight-compliant packaging and delivery to your hotel on any piece of original art or sculpture
- SPA PACKAGE: Facial, pedicure and manicure for just the cost of the facial !
- Travel size included on any full-size beauty product you buy TODAY only.
- Schedule your tax preparation appointment today and we'll submit your return electronically for faster refund. Normally \$29 value.
- Six white leghorn chicks, bag of chick starter, feeder and galvanized waterer...just \$69.
- We deliver office staff lunches...just \$8 per employee. Come on in and order for 12 noon delivery.
- Massage times still available today: 1:00pm 2:30pm 5:00pm 6:00pm 8:30pm

Planning Your Sidewalk Signage Offers

Whether your offers are seasonal or less structured, plan below those offers (by week or by month) that you believe will enhance visits to your store, restaurant or business:

January

Week 1 _____
Week 2 _____
Week 3 _____
Week 4 _____
Week 5 _____

February

Week 1 _____
Week 2 _____
Week 3 _____
Week 4 _____
Week 5 _____

March

Week 1 _____
Week 2 _____
Week 3 _____
Week 4 _____
Week 5 _____

April

Week 1 _____
Week 2 _____
Week 3 _____
Week 4 _____
Week 5 _____

May

Week 1 _____
Week 2 _____
Week 3 _____
Week 4 _____
Week 5 _____

June

Week 1 _____
Week 2 _____
Week 3 _____
Week 4 _____
Week 5 _____

July

Week 1 _____
Week 2 _____
Week 3 _____
Week 4 _____
Week 5 _____

August

Week 1 _____
Week 2 _____
Week 3 _____
Week 4 _____
Week 5 _____

September

Week 1 _____
Week 2 _____
Week 3 _____
Week 4 _____
Week 5 _____

October


Week 1 _____
Week 2 _____
Week 3 _____
Week 4 _____
Week 5 _____

November

Week 1 _____
Week 2 _____
Week 3 _____
Week 4 _____
Week 5 _____

December

Week 1 _____
Week 2 _____
Week 3 _____
Week 4 _____
Week 5 _____

 Need a blank copy of this exercise? See the section called "Worksheets" in the Cash-Flow Calendar.

Prospecting System 11: Use Referral Programs to Reach Prospects

◆ Read more about it in the book *Instant Income...* see Prospecting Strategy 4 on page 124.

If you're in business, you have customers, prospects, vendors and others who could—if properly asked—refer their friends, family, and business associates as ideal prospects to buy your products and services. You can make this appeal in emails, via direct-mail, on the phone, as a small article in your newsletter, via postcard, in person—in fact, using virtually any delivery method you now use for your other marketing messages.

Referrals can represent a substantial amount of revenue for your business. But make no mistake: Smart business owners don't just accept referrals as they come in sporadically. They pro-actively cultivate referrals as a major part of their marketing effort. You should, too.

Establishing an Internal System That Continually Brings In Referrals

Whether you ask customers to pass along your business card to others who might need your expertise...or you offer a free consultation to a customer's friend if the friend will call to schedule an appointment, there are dozens of strategies you can use to boost referring by your customers and others. In fact, your Referral System could turn out to be the best source of the highest quality leads. When I first started consulting back in 1994, Jack Canfield and Mark Victor Hansen of *Chicken Soup for the Soul* were my very first clients. Once I helped them get *Chicken Soup* to #1 on the *New York Times* bestseller list, they referred dozens of their friends to me—so many so, in fact, that for the *next three years* I was booked solid with new clients I got strictly on referral.

Who can refer new customers and clients to *your* business? Let's take a look:

Customers—If your customers are satisfied with the product or service they purchase from you (and especially if they are repeat customers), you can easily ask for referrals in order to get new business. The key is to always over-deliver value, service and quality. One expert I know in the financial industry sent a book to all his older clients suggesting that they give the book—about saving for retirement—to their adult children as a way to introduce him to a brand new, younger clientele.

Prospects—Surprisingly, even people who have never purchased from you can be an excellent source of referrals. Even though you may not have been selling what these prospects were originally looking for, your high quality products and high level of professionalism will help people remember you when their friends or colleagues need a resource like yours. Many people refer business to vendors they've only met but never used—mainly because *they would have used them if they'd had a need*. Keep your standards high—even when marketing to prospects. It will pay off in referrals.

Vendors—Suppliers, service companies, or vendors to whom you pay substantial money should be happy to refer you to *their customers*. Why? Because when you do more business, the vendor will, too. Similarly, you can ask vendors to introduce you to customers who might be perfect candidates for a joint venture.

Advisors and Mentors—We all have people who have helped us get started in business, shown us the ropes or otherwise helped us in some way. These advisors and mentors are also excellent

sources of referrals when asked—plus they convey the confidence of being an “insider” who will be able to make sure their referral customers are taken care of.

Professional Referral Services—Common in the construction and handyman industries, professional referral companies advertise and operate a phone desk which matches callers with a builder or repairman in their area. In the United States, a popular referral service for dentists is the toll-free telephone resource 1-800-DENTIST.

Professionals in Your Community—Doctors, accountants, attorneys, engineers, financial advisors and other professionals can be the best referral source of all—since their clients rarely question advice they get from these highly paid professionals.

Referral Strategies That Work

In establishing Referrals as an ongoing system in your small business, the key to success is not only to *ask* for referrals, but also to be prepared with *materials that your customers, vendors, friends, colleagues—and even competitors—can use to promote you*. While not every referring party will pass on your printed item or preview CD (word-of-mouth is actually the most common form of referral), the truth is most of the successful referral systems in use today couldn't exist without these “pass-alongs.”

Let's take a look at 14 different referral strategies—and the literature and other referral items required—all of which can work together to make up a robust referral system for your small business:

Follow-Up Immediately on Customer Comments

Perhaps the easiest referral system to establish in your business is simply responding to a nice comment from the customer—by handing them a business card, brochure or referral card they can pass along to a friend. Small businesses I've worked with who have established an internal referral system like this typically have card holders or brochure racks strategically placed throughout the business location so the owner, doctor, front-office staff, cashier, aesthetician—or anyone else who comes into contact with customers—can simply reach for the nearest business card or brochure.

Specific offers on these cards and brochures are critical such as: *Come in for a free evaluation. Special first-time guest package when you present this card at your first session. Immediate 10% discount off our already lowest pricing—guaranteed—when you present this card. Your first facial—and your friend's next skin treatment—are both 15% off when you book your appointments at the same and use the tracking code on this card.*

For those times when customers mention a specific situation with a friend or family member, such as, “Wow, I should tell my sister about this. She's been having...” you can give customers one of several folded brochures you've created about specific challenges your business commonly sees. For example, a nutritionist could create a series of simple photocopied, folded brochures about childhood food allergies, weight gain, menopause, gestational (pregnancy-related) diabetes, even insomnia—all of which can be improved with a customized eating plan developed during a consultation with the nutritionist. Other brochures might include articles about sun damage (for an esthetician), sports injuries (for a massage therapist), reducing robbery and break-ins (for a security company), and so on. If you produce enough of these articles, you can simply select the appropriate article from a display rack in your office or store.

Be sure to train your entire staff on a simple script to use when the customer makes a comment such as: “Thank you so much for that nice comment (as you hand them a card or brochure). The truth is, we do very little advertising. Word-of-mouth is how we get other nice customers like you. If you have a family member, friend or coworker who could use our service, I hope you’ll pass this card along. They’ll get a free gift when you do. And we’ll even discount your next visit when they come in a purchase a full program.”

Over-Deliver Before the Prospect Becomes a Customer

One way to generate referrals at a very low cost is to simply stay in touch and send helpful information and advice *to those people who aren’t customers yet*. When you over-deliver before the sale—that is, give away lots of help, information and advice to prospects—you’ll actually get referrals from people who haven’t bought anything yet.

At my company, not only do we give away lots of advice before we ask anyone to buy—which makes our house list more receptive to getting emails from me—we often ask in the postscript that readers mention the opportunity to others. In one case, someone forwarded my email to a friend who was one of the largest seminar promoters in Europe. That one referral ultimately led to a substantial distribution deal.

To establish this system in your business, start by devising a systematic method of communicating regularly with customers—such as an email or letter every month—that includes an educational article you’ve written or an invitation to an informative teleseminar.

You can even send a free book you know your list would be interested in and ask them to pass it along to a colleague—with your compliments—after reading it. Inexpensive books on thousands of topics are available from book remainder companies and jobbers. American Book Company is the largest wholesale distributor of promotional, closeout, remainder, and bargain-priced books. They stock 10,000+ titles in 29 categories and their minimum order is just \$250 (at least 3 copies per title). Visit www.americanbookco.com or do a Google search for “book remainders.”

Educate Clients to Refer from the Very Beginning of the Relationship

If every sale you make results in a long-term relationship (versus a simple retail sale at the checkout), you should be educating your clients throughout the process how important referrals are to you. If you’re a management consultant, for example, your clients will be talking to hundreds of people over the course of your working relationship—colleagues, vendors, professional advisors, friends in the industry—about the changes that they’re making in their business.

If you educate those clients early on about the process they’ll go through, then mention, “We’re going to put you through a process that has been responsible for the turnaround of numerous companies in this industry. Pretty soon, your vendors and suppliers and industry contacts are going to start to notice. When they do, we hope you’ll mention just some of the things we’re working on together, and how we can be of service to other companies in need of effective strategies”—they’ll be more likely to credit you as the strategist behind the positive changes taking place in their business.

Imagine if—by using this strategy—you gained just one new client for every existing client, you would double your business with no additional marketing cost (and very little effort).

Ask a Customer to Refer You to a Specific Person or Company

If you get outstanding results for your customers and clients, you are well within the limits of the relationship to ask for a referral. But instead of asking clients to simply refer someone they think would be a good client, why not ask for a referral to a specific person or company you know your client has a relationship with?

Even if you own a small retail store or a local service company, you can still be specific even if you don't have a particular person or company name in mind. By asking, "Do you have a sister who would like to take yoga classes here, too?" or "Tell me, who would be your biggest competition in the next town over?" you can get a definitive answer and even ask the customer to follow-up by calling or emailing with an introduction to the other person (whom they probably know personally).

Making a specific request causes customers to actually take action on referring—whereas simply asking them to mention you to "someone they know" may not create an obligation or to-do item in their mind. Just remember, they should be delighted to do this for you, especially if you've gotten them results or helped them make money.

Tell Customers That Referrals Are Required

Customers need to be told that the less time you spend getting new clients, the more time you'll have to work on their account, keep yourself educated on new industry trends and interact with them personally in meeting their needs.

One strategy for getting quality referrals is to simply tell customers from the beginning of the relationship that referrals are part of the fees they'll pay for your expertise. You can even give them a goal of four referrals by explaining that two of those four referrals will already be working with someone else, while just one of the remaining two will be ready to become a client.

You should go on to explain that the vast majority of people in your line of work spend most of their time cold-calling prospects to get appointments. You, on the other hand, spend very little time on the phone because of the success you have signing up those new-client candidates who have been referred to you.

Once clients understand the rationale behind why you're asking for referrals—that it will actually leave more time for you to serve them—they'll be very receptive to gathering names for you to call.

Give Away Leads Where You're Likely to Get Better Qualified Leads in Return

If you generate lots of prospective customers that you just can't help—either because your prices are outside the customer's budget or your product is not what they're looking for—you can generate future referrals from other businesses by giving these leads away...and in turn asking that they send you referrals they can't work with.

A perfect example is the story I wrote about in *Instant Income* of the executive recruiter who placed a very specific type of accounting professional. He got dozens of leads a month—both job candidates and companies looking to hire—that he couldn't help. By giving away these leads to other recruiters, they referred back to him whenever they encountered a job opening or job candidate in the professional specialty the recruiter handled.

Distribute Guest Invitations to Current Members and Customers

If you run a membership-based company or rely on regular customers, you can recruit new customers from amongst their friends by distributing guest invitations they can give away—offering a free class or free visit when they attend with their friend.

If giving away a visit would be prohibitively expensive, why not turn your guest-pass campaign into a profitable gift-giving campaign during the holidays? Simply mail members two or three colorful gift certificates along with a cover letter explaining that the certificates will make their holiday shopping easier—requiring just a phone call to your office or clinic to activate the certificates. When members call, you can give them a unique code to jot down on each gift certificate—allowing them to “gift” the certificates to family and friends. Of course, if you provide the same quality experience to guests, you’ll likely add dozens (if not hundreds) of new members after the holidays.

Ask for a Testimonial Letter and Three Referral Names

One of the most effective referral strategies is to ask for a recommendation letter from customers and clients—along with the names and contact information of at least three people you can send it to. While this may seem presumptuous, be aware that the key to successfully asking for the letter is to create the results the customer or client wants. Over-deliver in terms of service, attention, results and work product. When you do that, asking for a letter will be easier, and you’ll get more customers who will be happy to do it.

In the book, *Instant Income*, I wrote about the simple strategy Mark Victor Hansen and other high-priced speakers use to get booked for expensive keynote addresses at major conventions and corporate events all over the country. Within two days of Mark delivering a keynote, his agent asks the client for three referrals of other organizations or corporations who might be interested in having Mark speak at their event. Meeting planners are typically the people Mark's agent deals with on a daily basis, and they are in a great position to know what other meeting planners are looking for.

His agent then asks for a testimonial letter from the client and even provides Mark's Federal Express number so they can send it back immediately. Once she receives the letter, she sends a copy (with her own cover letter) to the three referrals.

To implement this strategy in your company’s referral system, contact companies who buy from you on a regular basis (assuming they are happy with your work), then ask them to write a testimonial letter and give you the names of other companies they work with who might avail themselves of your product line or service offerings.

If your client is hesitant because they don't feel they can write the letter themselves, write it yourself using the guidelines below. If your client will be writing their own letter, coach them through the process by telling them what you need to letter to say.

- *Tell the story of how they decided to work with you or purchase from you*—This demonstrates a decision-making process that perhaps the reader is going through right now. It also shows that you "won out" over the competition and tells specifically how you solved a problem or addressed a need the client or customer had.
- *Talk about the specific products or services they purchase and how they use them*—This reinforces the notion that this is a legitimate testimonial, not just a "fluff" testimonial. It shows that you are providing real solutions for real businesses. And it convinces the reader that other intelligent, rational, normal people are paying money for your product or service

and using it in a specific way. It may also help the reader see other ways in which they can use the product or service (or purchase additional products and services they may not have considered before).

- *Talk in specific terms about the results they experienced in doing business with you*—Did they save enough money to buy a badly-needed computer system? Did your products sell dramatically better than those from their previous source? Did they realize a 28% increase in staff productivity by having you consult with them? Did they make so much money that they took six weeks off and toured Europe? Discuss in detail the exact results.
- *Finish by offering to speak to interested parties about their experience with you*—Be sure to mention the phone number (with area code) and the name of the party a prospective customer should ask for when calling. It's a good idea to finish the letter by saying they are not being compensated for writing this letter, but rather, that they're just so happy with the help you gave them or the solutions you provided, that they want to tell others about you.

Ask for Referrals from One Division to Another

If you sell high-end consulting or services to major corporations—and you've been able to pin-point the exact needs of one division of a company—you can ask that division to refer you to other locations or divisions within the company *even if they haven't yet finalized a contract with you*.

Why would they do this if you haven't started working with them yet? Because honing in on their needs not only creates excitement about you and your presentation (leading to less trepidation about recommending you), but it's also likely that other divisions are experiencing the same problems or needs and will be impressed with the original division managers for passing on the referral. In other words, do enough research before your presentation to make your prospect think you developed the exact product, program or service they dreamed up on their own.

Once you've impressed them, simply ask if there are other divisions or geographic markets in the company that might also need your solution. Your prospect might even provide a list or make phone calls for you.

Get Referrals from Employees to Senior Management

An easy and non-threatening way to get referrals from employees to upper management is to call after you've delivered the product or service to follow-up. After listening to how the product or service is performing for them—and especially discussing any successes they've had with it—you can innocently wonder whether senior management would be interested in those results. Often an employee will be pleased to report on how they're successfully using the product or service in their department.

Finish the call by asking if there is any information or assistance you can provide to help the employee discuss your product or service with their manager.

Trade Referrals with Similar Companies in Other Geographic Markets

If you are geographically limited to working only in a local market, you can trade referrals with similar companies in other cities. Florists perfected this strategy when, in 1910, fifteen American retail florists agreed to exchange orders for out-of-town deliveries using the telegraph

wire. Originally called "Florists' Telegraph Delivery," FTD was the world's first flowers-by-wire service.

If you run a service business using heavy equipment that is difficult to transport—venue clean-up, for example, or audio services for entertainment companies that are touring from city to city—you can refer your clients to companies in other cities in exchange for those companies referring back whenever one of their customers needs a provider in your city.

Either trade referrals outright or pay the other companies a small commission for the referral—particularly if your industry is competitive and they could refer to any one of numerous providers in your area.

To find referring companies to work with, simply do a Google search for your type of service. If you also type the city into the search window, Google Local will return a convenient list of companies (with contact information and websites) at the top of the search results.

Prove to Clients That You Deserve Referrals

If you make people money, save them money, improve their business, or otherwise get a tangible measurable result, you should create a visually exciting report, graph, spreadsheet or other printout that proves you got those results—then set aside time during one of your meetings with the client to review it with them.

Once you prove you created results, it's an easy thing to ask for referrals—and offer to provide literature or complimentary evaluations to their friends, family and colleagues.

Reward Long-Distance Customers for Referring to Your Website

Even if you're a local business, you can generate revenue from out-of-town referrals—if you have a website to facilitate sales of your products. Simply email current customers (or hand out coupons at your store) asking them to tell distant friends and family members about you. You can even make a special offer for these referrals.

But here's the key: Reward customers for referring friends and family by asking them to register as an affiliate at your website. They'll instantly be given a coded link by your shopping cart which they can then forward to loved ones in an email. Offer to pay a small affiliate commission *in the form of a store credit* whenever one of their referrals clicks on the link and buys at your website.

You'll find more details about establishing an Affiliate Program in *System Two: Your Internet Selling System* in this *Instant Income Business Enhancement Program*.

Get Other Companies to Refer When They Can't Move Forward or Can't Get Results

Often times, prospective customers of *some other company* can't purchase the product or service they want because they haven't acquired the pre-requisite basic training, purchased a required piece of equipment or achieved a required status. They need *someone like you* to help them get to the next level, so they can buy the actual product or service they want.

A perfect example of this is teenagers who must take classroom driver's training before they can register for behind-the-wheel training. Or surgeons who require their patients to stop smoking prior to certain kinds of surgeries because they know the patient won't heal as well. Or corporations who must become ISO-9000 certified prior to submitting proposals for certain service contracts.

Not only can you become the company who provides this initial product or service—you can also get the "advanced" companies to refer their not-yet-ready customers to you. Start by

researching those situations where a customer needs your product or service to move forward. Then begin compiling a list of companies, doctors, service providers, and other potential referring companies—along with telephone and email contact information. Be ready with a literature package you can email (in a PDF file) that describes your company as the perfect solution when customers can't move forward. Then start calling.

If you own a music store and rent instruments for local students who want to join the school band, start calling schools then send a brochure with a headline like: *We Help Students Join the School Band...Even If They Don't Own an Instrument!* If you run a stop-smoking clinic, you could call (then send a literature package to) local plastic surgeons with the headline: *If Your Patients Have Been Putting Off Elective Surgery Because They Smoke, We Can Help You Schedule Their Cosmetic Procedure in Just Three Weeks.*

Similarly, if you uncover some competitors that repeatedly fail to get results for their customers, you can easily become a resource for them—as long as you agree not to criticize the customer's past experience with them. You can even offer to pay a small referral fee. One business owner I worked with—a pain center—got substantial referrals from doctors who had given up on some patients they just couldn't help.

Deliver an Incredible Customer Experience

Perhaps the best way to get referrals—along with asking for them by using the strategies above—is to simply provide an amazing customer experience. Make doing business with you fun, easy and enjoyable. Make it the kind of experience that customers will want to come back for again and again—and an experience to which they are happy to refer their friends, family and co-workers. When you do receive referrals, follow-up with excellent marketing to that prospect (and later customer)—then provide outstanding service. Word will get back to the original referring party about your superior customer experience.

Other Prospecting and Lead-Generation Methods

While I've detailed above the most effective prospecting methods—display advertising, direct mail, teleseminars and so on—be aware that many more methods also exist for distributing your marketing message and generating leads which you can later convert into customers.

But while I've listed these other methods in the checklist below, I've also declined to provide further detail about them (as I've done for the methods above) mainly because their results are usually too random and the lead flow they produce is often too sporadic to be a reliable source of ongoing, high quality prospects who will convert rapidly into paying customers.

Your experience with these methods may be different from mine. If so, I congratulate you for turning what are—for most business owners—ineffectual prospecting strategies into workable strategies for your business.

- | | | | |
|---|------------------------------------|---|------------------------------------|
| <input type="checkbox"/> Billboards | <input type="checkbox"/> Twitter | <input type="checkbox"/> Postcard decks | <input type="checkbox"/> T-shirts |
| <input type="checkbox"/> Bumper stickers | <input type="checkbox"/> Facebook | <input type="checkbox"/> Coupon packs | <input type="checkbox"/> Buttons |
| <input type="checkbox"/> Clubs & associations | <input type="checkbox"/> My Space | <input type="checkbox"/> Memo pads | <input type="checkbox"/> Keychains |
| <input type="checkbox"/> Fairs & expos | <input type="checkbox"/> Linked In | <input type="checkbox"/> Calendars | <input type="checkbox"/> Magnets |

Determining Which Prospecting Method to Use

While we've discussed a nearly a dozen different prospecting methods above—including 14 different referral strategies—you may still be wondering, *Which prospecting vehicle should I use?* It's easy to see that prospecting could become an overwhelming activity, unless you have specific goals and outcomes in mind before approaching your prospecting campaigns.

Indeed, there are a number a criteria you should consider when determining which prospecting method to use. While the methods above are really just “vehicles” for getting the word out about your products and services, there are a few criteria to consider when deciding which to use. Additionally, depending on your geographic market, the price of the item you're selling, how much you can afford to spend on marketing and other factors, you may need to use one prospecting method over another. Let's take a look:

Criteria 1: Local Market vs. a National or International Market

If all your customers ideally come from nearby cities and towns, virtually all the prospecting methods discussed above will be of interest to you. Because there are fewer houses to mail to, fewer readers of the newspaper, plus the benefit of local foot traffic and locations to place your literature, you'll likely save money over marketing to a national or international marketplace.

That said, some businesses (perhaps yours) simply must cater to a national or international market—either because that's where the prospective customers are or simply because your business requires a larger universe of prospects to pull from in order to be profitable. Of course, you can turn your *local business* into a national or international business if:

- You can ship your product worldwide or deliver it over the Internet
- You can rent or otherwise gain access to names or lists of likely buyers
- You can establish relationships with distribution companies or worldwide sales organizations
- You are an expert in *a field recognized as valuable* by buyers or around the country or world

Depending on the geographic location of your market, the most economical prospecting methods will *most likely* come from the following methods. Your results may be different:

<u>Local Geographic Market</u>	<u>National Geographic Market</u>	<u>International Market</u>
Display ads in local newspapers	Display ads in industry publications	Display ads in industry publications
Radio spots	Radio spots in major markets	Guest interviews on Internet radio
Local preview workshops	Preview workshops at industry events	Preview workshops at industry events
Trade shows and local expos	Industry trade shows	Industry trade shows
Direct mail to local mailboxes	Direct mail to targeted industry lists	Direct mail to specific prospects
Speaking engagements	Speaking engagements	Speaking engagements
Teleseminars promoted in letters/email	Teleseminars promoted via email	Teleseminars promoted via email
Literature placed in targeted locations	Literature distributed via inserts	Literature distributed via inserts
Gift registry at your local store	Gift registry via phone or online sales	Gift registry via online sales/shipping
Sidewalk signs for foot traffic	Website with search marketing	Website with search marketing
Referral programs	Referral programs	Referral programs

Criteria 2: Price of the Products or Services You Sell

The prospecting method you choose also depends greatly on the price of the items you're selling. Do you specialize in low-cost, value-priced items that only budget-minded buyers would be interested in? Or do you sell high-priced consulting packages that justify spending more money on your prospecting campaigns?

It is reasonable to assume that buyers who have more money to spend—or those buyers *expecting* to spend more money—will respond better to more professionally presented campaigns. For example, if you are selling your consulting time at \$500 per hour, you're likely a prominent authority in your field. The people who hire you are looking for the best. Don't disabuse them of this idea by using prospecting vehicles that are inexpensively produced or methods that are typically thought of as “down market”—such as photocopied brochures, sidewalk signs, and so on. Take a look at the comparisons below:

You Sell Low-Priced Products and Services

Display advertising with “low prices” as main theme
Radio spots advertising unique sales
Preview workshops and classes in your store
Trade shows and consumer expos
Single-page letter mailed to customers listing specials
Speaking engagements at local organizations
Teleseminars as MP3 downloads at your website
Literature in targeted locations
Gift registry at your store or website
Sidewalk signs featuring daily special
Referral programs through existing customers

You Sell High-Priced Products and Services

Display ads with “only few qualify to be customers” as theme
Guest interviews on radio shows / audio CD sent to prospects
Evening preview seminars at local upscale restaurants
Trade shows / speak at conference's educational forum
Elaborate direct-mail package sent from endorser
Speeches at industry events / live sales presentations
Teleseminars advertised via email, direct mail, telemarketers
Insert programs conducted with select catalog companies
Gift registry at your store or website
Personal greeters with embossed cards featuring daily special
All referral programs mentioned in Prospecting System 11

Criteria 3: Size of Your Prospecting Budget

If your marketing budget is small, you'll be happy to know that the time-worn saying, *You have to spend money to make money*, simply isn't true. Many free methods of prospecting are available to you—and wherever money must be spent, you can always negotiate an endorsement, add-on relationship or other arrangement where the other party distributes the prospecting message at their cost. What methods are free (or virtually free) versus those that cost money?

Free or Virtually Free

Press releases in newspapers and publications
Radio guest appearances
Preview workshops and classes in your store or office
Speaking at trade show educational forums
Telephone call followed by an emailed PDF brochure
Speak locally or at events you'll be attending anyway
Small teleseminars conducted on freeconferencecall.com
Business cards in targeted locations
Gift registry handled manually at your store
Referral programs based on word-of-mouth

Some Cost Involved

Display advertising in newspapers and publications
Radio spots
Preview workshops at local restaurants and industry events
Hospitality suite and booth at a trade show
Direct mail package
Speaking for free at industry events to which you must travel
Large teleseminars conducted on a rented conference bridge
Catalogs or brochures in targeted locations
Gift registry using software at your store or website
Referral programs where you provide literature or sales tools

Criteria 4: Amount of Explaining Required to Make a Sale

If your product or service is complicated to explain or if the complete list of benefits cannot be readily understood by the prospective buyer, you'll need to choose prospecting methods that allow you the time, space or relationship required to fully acquaint your prospect before asking for the sale.

Less time or space to explain benefits

Top-Of-Mind-Awareness ads in newspapers/magazines
Radio spots
In-store demonstrators
Trade show booth
Postcards
Lunch-and-learn speaker at local clubs or groups
Teleseminar
Business cards in targeted locations
Gift registry in store
Sidewalk signs for local foot traffic
Referral programs via word-of-mouth

More time or space to explain benefits

Display advertisements in newspapers and publications
You as a guest on radio talk-shows
Preview workshops
Speaking at trade show educational forum
Direct-mail letters or elaborate multi-piece mailing packages
On-site live sales presentations
Teleseminar available as MP3 at website with email follow-up
Brochures, guides or audio preview CDs in targeted locations
Gift registry at website
In-store workshops and classes
Referral programs with accompanying literature/endorsement

Criteria 5: Data Required from the Customer Before Recommending a Product or Service

If your business is based on the *consultative sale*—that is, you must determine what's right for the customer before recommending a solution—your prospecting will be more successful if you use one of the many the *Two-Step Offers* mentioned in the next section (or in *Prospecting Strategy 2* in the book *Instant Income*).

Two-step campaigns are those where you don't sell anything outright in your marketing materials. Instead, you offer a free report, preview, consultation, see-if-you-qualify session or other item to encourage the prospect to identify themselves so you can start the data-gathering and consultative selling process.

A number of vehicles work for giving away these "next step" items which generate prospects. See the list below:

Prospecting methods you can use to offer the "next step"—a special report, consultation or other sales tool

Display advertisements	Speaking engagements	Literature in targeted locations
Radio spots	Marketing-oriented teleseminars	Sidewalk signs for foot traffic
Preview workshops	Direct mail	Referral programs
Trade Shows		

Make a Compelling Offer in Your Prospecting Campaign

Once you determine which prospecting vehicle you'll use—and identify the ideal consumer or small business owner you'll be targeting—it's time to formulate a compelling offer to feature in your prospecting campaign.

Perhaps you'll offer a free assessment of their needs. It may be a free sample or free proposal of your recommendations. Or maybe an outright “buy now, limited-time” offer...a special discount...a special bonus for purchasing before Friday...and so on.

Without a doubt, the first ten words a potential customer reads, hears or sees will determine whether they purchase from you or not. That's why headlines are so important. But even more important is the “promise” you imply when you tell people what you do. Let's look at some examples before we get into specific offers:

Let's say that you are a home-based graphic designer and you've determined that print shops are an ideal referral source because they can send you dozens of referrals a month for small graphic design jobs. You could easily go to them with an offer in a letter that began...

If You've Always Wanted to Earn Thousands of Dollars a Week Extra for Graphics Services, But Can't Afford to Hire an In-House Designer, I Can Help You Boost Every Print Order By \$25 to \$250 At No Cost to You.

Or...

The Last Printer I Worked With Added \$2,600 a Month in Pure Profit To His Business, With No-Out-of-Pocket Expense. This Letter Will Tell You How We Did It.

Or...

Our “Referral” Typesetting and Graphic Design Services Can Add \$45 to \$450 to Every Print Order. Plus, We Pick Up Free and Deliver Most Jobs Within 12 Hours.

The key to making a compelling offer is to put yourself in the place of your potential client. What do they really want to accomplish? Here's what I've found. Businesses and consumers want:

- To provide their customer with additional products and services at no hassle or extra cost to themselves.
- A job done right, on-time and with a minimum of oversight from them.
- A better value—either a better product for the same amount they are paying now...or the same quality product they're buying now for a much lower price.
- A way to add more income to their business with little effort.
- A more enjoyable buying experience. Something unique.
- A product or service that allows them to save money, make money, or prevents them from losing money. One that makes them more beautiful, more rested, less stressed, sexier, perceived as better than their peers...and so on.

What's the one single thing that matters most to your potential customers? And be aware that it may be different things to different groups of people.

Be aware also that price isn't always the most important. Sometimes it's owning the pricier model—the "best there is." Sometimes convenience or turnaround time is most important.

If you're writing a letter, put your offer in the first sentence of the first paragraph. If you're calling on the phone, state your proposition in the first few sentences, as you tell the person who you are. If you're at a trade show or craft fair, rehearse a little 30-second description of why your product is better, and put the offer in your "elevator speech."

Two Types of Offers

In the *Advertising and Copywriting Course* included with this *Instant Income Business Enhancement System*, you'll find complete details on how to write the 16 components of a well-crafted advertisement, sales letter or other marketing device. Without a doubt, the most important of these 16 components is the *offer* you make to your potential buyers. When you distribute a marketing campaign with a compelling offer that helps a consumer or business owner see an immediate benefit or savings or reprieve for themselves, *you'll generate both prospects and buyers from the same campaign.*

There are actually two main categories of offers:

- The straight sale offer
- The two-step offer

A *straight-sale offer* is designed to generate a sale—that is, it compels the reader to make a buying decision solely from reading your advertisement, letter or postcard or from hearing your radio spot, teleseminar, recorded preview or other device. Marketing campaigns that feature straight-sale offers also contain all the other information a reader would need in order to make a buying decision—including a complete description of the benefits, complete details on the product or service package being offered, the guarantee and other elements...but most importantly, *the price of the product or service.* A straight-sale offer causes the reader to act immediately and make a purchase from you.

A *two-step offer*, on the other hand, convinces the reader only to take the next step and call to request more information or click through to a website or schedule an appointment with a salesperson. Your two-step offer might also convince the reader to join in on a teleseminar that talks about your product or service. It's designed specifically to get the reader to take the next step in the purchasing process and identify themselves as an interested and potential future buyer.

Why would you want to use a two-step offer? For a number of reasons. Often times, you can't use straight-sale offers in your marketing campaigns because your product or service is so expensive it would be ridiculous for readers to buy it from just an advertisement. Or, perhaps your product or service is too complicated to explain—which would require lots of extra (and expensive) advertising space or radio time. Or perhaps you've tested various approaches and discover that teleseminars are most effective for walking listeners through the process and convincing them to buy.

But the main reason to use a two-step offer is to collect names and build your prospect database. If you can build a database of people who are interested in your product or service, you can go back to those people again and again, literally year after year, to sell them additional products and services.

What are some common two-step offers? Giving away a free audio CD or MP3 file recorded from a teleseminar preview of the service being sold. Offers of a free special report, a sample monthly issue, a complimentary consultation, or a free workshop.

If giving away something free makes you nervous, you can always offer something that's low cost instead. For instance, don't give away the special report or audio preview, but charge a small amount for it to cover your expenses. When doing this, I like to put a price on the item that is very unusual. For example, an audio CD for \$8.42. Here's why that strategy works. While everyone else out there is offering these informational teasers for \$9.95, \$19.95 and so on — the simple fact that you're offering something for \$8.42 conveys to the buyer, "I'm not going to gouge you. I genuinely just want to get this information out to you. I'm not making any money when I send you this audio CD." It's simply makes your offer more believable and gains you more favor with your prospects.

Types of Straight Sale Offers

Even though this *Section* of the *Instant Income Business Enhancement System* is all about prospecting, a tutorial on straight-sale offers is appropriate because you'll always generate some prospects from straight-sale campaigns. Rather than buying immediately, some consumers and business owner will call for details, allowing you to capture their name and contact information and to send them information. Of course, if your salespeople or retail store clerks are trained in advance, they can also upsell respondents into an actual sale when they call or stop by. (See page 18 of the book, *Instant Income*, for more details on upselling.)

To review, you can use a straight sale offer or a two-step offer. Let's talk about some of the straight sale offers you might write.

Limited Time Offer

Limited time offers work well if you're promoting a product or service package whose components or pricing will change in the near future—or if you're promoting an event or service with a fixed upcoming start date. Why? Because there's a time limit for people to make a buying decision. In copywriting, we use limited-time offers to add a sense of urgency—which makes readers or listeners respond faster. For example:

Once the traditional August downtime in your day spa passes, you won't be able to offer your aromatherapy massages and micro-dermabrasion facials at half-price anymore just to fill your schedule. Once the weekend of your seminar arrives, the opportunity disappears for savvy investors to learn the strategies you talk about in your announcement. Once your new XK527 widget is ready to ship to stores, the wholesale incentive you're offering for buying in advance goes away.

Can you hear the sense of urgency in these offers?

One of the headlines I used very successfully in the alternative healthcare field was, "On February 15th, Dr. So-and-So will go to work earning \$50,000 a month for just one practitioner in your market area. Will it be YOU?"

Not only did the starting date create a tremendous sense of urgency, only one person was going to be able to get the service! There was also a big benefit in the headline... \$50,000 a month in earnings. That headline not only created an avalanche of calls, it created a virtual bidding war. We had people who called in, only to find out their market area had been sold an hour earlier. Some respondents even started screaming at our sales team. What a powerful headline. A limited time offer or a fast-approaching start date causes readers to act now.

Here are a few examples of Limited Time offers:

On Saturday, November 10th, We'll Go to Work Creating a National Persona and Worldwide Publishing Empire for Just 12 Authors, Speakers and Experts. Will One of Them Be You?

During the Month of February, We Experience Our Slow Time. If You'll Let Us Clean Your Carpets Over the Next 28 Days On Our Schedule, We'll Clean Six Rooms for the Price of Two.

Be-Back Coupon Offer

One variation on the Limited Time offer is called a *be-back coupon*—which works only for prospects who walk into your retail store or service center. If you're tired of consumers who shop on price alone—who find what they want, yet still tell you they'll “be back”—the be-back coupon is designed to turn these price shoppers into buyers.

Most retailers know that when prospects say *I'll be back*, they rarely if ever return. Whenever you believe that a committed prospect is in jeopardy of leaving without buying, you can save the sale by asking if they know about your special in-store coupon which offers a unique package of add-ons they'll receive only if they purchase in the next seven days.

Have these coupons printed in advance to look like expensive gift certificates, then list on the certificates the add-ons they'll receive. Prospects will be able to refer to this certificate as they are price-shopping other stores. If your add-on package is well thought out, you'll become the value leader over other stores they might visit. (You can even have some add-ons disappear over time—with some good only for 24 hours, others good only for three days.)

What are some examples of a Be-Back Coupon offer?

- A high-end audio-video equipment store offers a coupon good for one week that includes free delivery and 10 free movie rentals. However, a second offer on the coupon also offers free delivery—plus complete setup and a universal remote programmed for them—with the installer staying as long as needed to teach them how to use it...if they purchase before leaving the store (or by the end of that business day).
- A furniture store offers free delivery and free cleaning after one-year of ownership if prospects purchase in the next seven days. But prospects who purchase that day also receive free stain-protection, a gift certificate for \$100 at local decorator store (done on trade), and a fabric upgrade or end table.

Discounted Price Offer

Another kind of straight sale offer that works well is a *discounted price offer*. I personally dislike discounting because I think it sends the wrong message. After all, if you don't think your product or service is worth what you've previously been charging, guess what? A lot of other people won't either.

But if you have a legitimate reason to discount, this kind of offer works well. Let me give you an example. If you sell nursery plants and gardening supplies, but recently brought in new bedding plants, you could say in a newspaper ad, “We need to make room for spring color packs and summer vegetables. Our recent special buy of drought-tolerant foundation shrubs are

thriving and ready to go, but they're taking up too much space. That's why we're discounting every shrub, vine, creeper and groundcover variety to just \$2.27 over our cost! Hurry in for best selection."

Or how about this discounted price offer in an email:

"We just started a new training program, but still have a few sets of business-building workbooks left over from the Excalibur series. It's still good information that helps you establish powerful productivity systems in your workgroups. Now that we've expanded our training curriculum, we're repackaging everything and want to sell our leftover Excalibur inventory immediately. We have 127 sets left. As a favor to you, we're going to offer it to you, not at the original price of \$495...not even at the discounted price of \$295. We're offering it to you for our cost—just \$122.49."

That's what a discounted price offer reads like.

Limited Space Offer

Of course, one of my favorites offers is the *limited space offer* or *limited seating offer*. This is a very effective offer for any kind of service that people are eager to get book. Many times, it actually pays to limit your available appointments on purpose. For example, if you conduct one-on-one business consulting where you walk business owners through the process of improving their profitability or establishing quality-control systems or turning around a potentially harmful situation, you—by default—can't work with unlimited numbers of businesses. In fact, if you calculated the time you would spend on each business, and added time for all your other activities including marketing the service itself, you probably couldn't work with more than 5-10 businesses a month. Being the expert, you must limit the number of businesses you work with. Limited space is a great offer for these types of services.

An effective way to use the *limited seating offer* is to plan a series of events at your business that prospects must pay for—such as cooking lessons with a renowned chef at your culinary store...or floristry design workshops by an award-winning tabletop designer at your wholesale floral supply company.

"Don't Let Competitors Respond First" Offer

One of the easiest ways to create a tremendous sense of urgency in any business-to-business prospecting campaign is to use what I call the "*Don't Let Competitors Respond First*" offer.

Being naturally competitive, most people will jump at the chance to be the one and only person who captures the product or service you're offering. It causes them to act more quickly... to not think about it too much. Allowing just one person an advantage creates a powerful marketing situation we call "scarcity."

Remember the alternative healthcare headline I talked about earlier where on February 15th, Dr. So-and-So would go to work earning \$50,000 a month for just one practitioner per market area? This headline created tremendous scarcity. We had people calling in and offering to overnight their check, simply so that their competitor across town wouldn't be able to lock in the opportunity first.

Free Bonus-With-Purchase Offer

Another offer you can use to make a straight sale is to offer a free bonus. In fact, you can actually lead with the bonus.

You may have heard other marketers say, *Sell the Sizzle, Not the Steak*. What this means is that you create your offer in such a way that you talk more about the valuable bonus than you do about the actual product or service you're selling.

For example, if you're selling a home-study course on how to successfully apply for government contracts, you can give away a sample of a proposal that was already awarded a multi-million dollar contract from the U.S. Department of Education. Or you could bonus a collection of winning proposals.

This bonus collection would be the Sizzle, while the home-study course would be the Steak. In fact, you would want to feature the bonus as part of the headline. Put a big promise in the main headline, then write a sub-head underneath it that reads, "Free collection of winning proposals when you act by May 31st." If you're writing copy for a website, you can actually program a revolving date-change function into your headline so the cut-off date always reads as that day's date.

Here's what a Free Bonus-With-Purchase offer looks like:

**When Your Office Orders Three Foot-Long Sandwiches
From Jack's New York Deli, Our Daily Cookie Sampler Is Yours Free.**

**Free Monogrammed Towel, Gym Bag and 30-Minute Nutritional
Consultation Is Yours FREE When You Join Big City Fitness for One Year.**

**Sign Up for a Two-Year Janitorial Contract, and All Paper Supplies For
Your 20,000-Square-Foot Facility Are Free.**

Unique Financing or Payment Terms Offer

In some industries—perhaps yours—financing options for customers are offered by virtually all companies. If you're competing with others who offer financing and everyone is beginning to sound the same, why not be seen as different simply by explaining your financing terms in your advertising?

For example, if you're a dentist, you know that most Yellow Pages ads run by dentists say "Financing Available." By making the *same offer* in your ad, you look like every other dentist in town. But what if you explained the actual financing terms you make available—such as *Nothing Down, No Interest Financing. Start Lighting Up the Room with Your New Smile Today. Call to hear about our 6 months same as cash option!* You would appear to be the only dentist in town who makes this option available—simply because you specifically explain your financing terms in print.

Of course, others may follow suit eventually—even improving on the terms you're offering—but you'll get at least a 6- to 24-month lead advantage on the competition. When home furnishings and electronic stores first offered *No Interest No Payments for Six Months*, their sales skyrocketed. Now competitors are having to offer 2-3 years' interest-free financing because everybody jumped in.

To get you thinking about other financing offers you can make—or a better way to articulate your financing offer, take a look below:

- Offer Pay-Now bonuses or Pay-Upfront discounts for services that are traditionally sold on terms—such as offering 5 bonus hours for every 40 hours of temporary employment services

paid in advance. (Collections is a big issue for temp agencies because they must disburse payroll weekly, while collecting wages from their clients can take 30-120 days.)

- Offer terms for goods or services that are traditionally sold on a cash/pay now basis—such as an auto repair business that offers to finance any repair costs in excess of \$300. If you can't afford to internally manage the cash-flow required to offer these terms, there are financing companies who can offer these contracts for you.

“We’re Different” Offer

Almost every company can devise some offer that differentiates themselves from the competition. But what if you're in a commodity-type market where everyone *really is* selling the same thing and engaging in price wars to do so?

You can explain your product or service as if it's better than the competition's. You can preempt your competitors simply by *explaining in detail* the same process everyone uses. And because you explain—where others in your industry don't—prospects will believe your company truly has a better product or service. Let's take a look at some examples.

While temp agencies that provide trade-show booth workers probably all recruit candidates the same way, you can look better than the competition simply by using a headline like:

**Before Our Professional Temps Show Up to Help Staff Your Trade Show Booth,
We've Already Screened Them, Trained Them and Familiarized
Them With Your Products, Your Company and Your Offers.**

Similarly, while many builders and contractors are careful when working in your home, homeowners might respond more consistently to a headline like:

**Voted “Cleanest Contractors in Smith County,” Our Construction Teams Cover and
Dust-Protect All Carpets, Floors, Walls, Window Coverings, Furniture, Antiques and
Artwork Before Starting Your Home Repair Or Remodel. (We Even Wear Clean Shoes.)**

Types of Two-Step Offers

Unlike straight-sale offers, *two-step offers* convince the reader only to take the next step and call to request more information, click through to a website, join a teleseminar or schedule an appointment with a salesperson. It's designed specifically to get the reader to take the next step in the purchasing process and identify themselves as an interested and potential future buyer.

In other words, *Step One* is to run an advertisement, broadcast an email, send a newsletter or letter, run a radio spot, or use another marketing device that compels the recipient to identify themselves to you as a prospect—usually in order to get some free information or free consultation or other item. Once you have their name and contact information, *Step Two* of the formula is to deliver an informational item that convinces the prospect to buy—or, alternatively, to put them into a live, one-on-one sequence with a salesperson who closes the sale.

There are a number of different two-step offers you can use. Two-step offers work well for more expensive products, services and consulting packages where it simply takes more explaining to make the sale. But for everyday products or services priced less than about \$300, it really doesn't make sense to dedicate postage, sales time, or the expense of free CDs and samples—unless of course all that follow-up material can be delivered digitally over the Internet.

Free Special Report Offer

One of the simplest kinds of two-step offers to make is to give away a Special Report. In other words, you have secret information that you will reveal about a specific—and thought-provoking—subject matter (related to the product or service you’re selling), but the prospect has to call your office, visit your website or respond in a some way in order to get that special information. These are most easily distributed via your website as a downloadable PDF file. However, you may want prospects to call your office directly so that a salesperson can take the call and qualify the prospect for further follow-up.

Typically written in direct-response style, special reports are designed to fulfill Step Two of the two-step formula—that is, to convince the reader to make a purchase. They provide mostly good, useful information—but they end with a compelling description of the item or service being sold, a list of bonuses being included (if any), a discussion about the price and why it’s such an excellent deal, plus a call-to-action...that is, exact instructions on what to do to purchase. Be sure to put a compelling title on your report and offer it everywhere to help build your prospect list and advance the sale.

You can even offer printed Special Reports as inducements to get people to visit your trade show booth when you exhibit at industry conventions. See *Prospecting System 4: Trade Shows* earlier in this *Section* for more details.

What kind of Free Special Report offers can you run? Take a look at these examples:

FREE Special Report Reveals 24 Strategies for Getting PR Coverage in Every Major Newspaper Worldwide—Plus a Secret List of Press Contacts Top Editors Wished We Didn’t Have

**The IRS Doesn’t Want This Information to Get Out.
(We’ll Tell You Why in Our FREE Written Exposé.)**

Similar to a free special report, I’ve also offered free audio previews, free video previews, and free short courses delivered each day for seven days via email.

Free Sample Offer

Similar to a free consultation or assessment are other types of *Free Sample* offers. In each case, you are offering to give away a sample of your product, your services, your expertise. The key to successfully using free sample offers—that is, generating immediate, increased sales without spending tons of money needlessly—is to make sure the sample you choose to give away produces a positive, outstanding result or reaction that causes the prospect to immediately buy the item or package you’re sampling.

For example, if you’ve walked into a bakery and sampled the lemon pound cake tidbits they’re giving away that day, you can be sure the bakery is selling more lemon pound cake that day than any other. If you’ve ever taken an introductory music lesson, you probably discovered how easy it was to play your favorite instrument and signed up for lessons right away.

Be sure to present the prospect with an offer to buy immediately after they’ve used, experienced or consumed the sample.

Here's what a Free Sample offer looks like:

**Our Free Saturday Dive Will Help You Decide If Scuba Lessons
Are Right for You. Space Limited to 6 New Divers.**

**I'd Like to Give You Three Overlooked Ways Your Customer Service Department
Can Earn You More Money. Our Last Client Booked \$3.6 Million in
New Business From Just One of Them.**

“See If You Qualify” Offer

If you have a one-to-one consulting program or other limited services to sell, you can use this type of offer to sift through prospects and choose only those you really want to work with. It also works to boost sales because it employs what's called the “take-away” close. It actually sets up the notion in the prospect's mind that they might not be able to have what you're offering. And how do people react when they think they can't have something? They want it even more!

To make a “See If You Qualify” offer in any marketing campaign, tell the reader or listener that your service is highly selective. They may not qualify. The only way to assess whether it's a good fit is to personally interview them or have them go through a preliminary assessment (or alternatively, complete an application).

If you've done a good job of presenting your product or service in compelling direct-response style, prospects will actually work hard to “qualify” for your product or service.

Free Consultation or Assessment Offer

Ideal for business-to-business offers, a consultation or assessment allows prospective clients to judge your skills versus the skills of other consultants they might hire. It helps you get a foot in the door and introduces you to the company in a non-threatening way.

It lets you identify those areas where the prospect is in the most pain or has tremendous ambitions you can help them achieve—and you can give them a plan or proposal of what you can do for them in those areas to which you know they'll respond immediately.

Not only that, a free consultation or assessment also lets you tell them all the benefits they'll receive from working with you. An added advantage to your sales process is the mental argument that goes on in the mind of the prospect which says, *Hey, if she's providing all this for free, what am I going to get when I actually pay her?*

One caveat however: Many prospective customers will take advantage of your time—getting ideas they can use for their business or personal situation—without ever intending to hire anyone for outside help. They want someone else (especially an expert like you) to do the work for them. To prevent abuse of your time in this manner, screen these callers judiciously beforehand, so you're not sitting on the phone advising someone on a project that will never go anywhere or that you couldn't possibly be involved in given your priorities and schedule.

Additionally, many times, the business owners who call simply aren't ready to work with you yet. They have nothing to leverage—including sometimes, not even a product or service ready to sell.

If you don't have time to conduct these consultations on your own, you can train your salespeople to conduct these “evaluations” for you—calling them “specialists,” then marketing the conversation as a free “assessment” of the prospect's situation and needs.

Free Analysis, Comparison and Inspection Offers

A variation on the free consultation or free assessment is offering to analyze, compare or inspect an item or service a prospect already owns to see if yours would serve them better.

One of the most successful examples of this offer are insurance companies who offer a free policy comparison, hoping they'll be able to save you money on your auto, home or business insurance. In fact, these comparisons have become so popular, other kinds of companies have jumped on the bandwagon—with free inspections and comparisons of all kinds.

The Automobile Club of Southern California routinely holds auto inspection days at their offices for all members. Blue Cross of California offers a complete physical examination conducted at local hospitals for just \$50. Of course, \$50 is not completely free of charge, but given the high cost of a complete physical exam these days, a physical for \$50 is close to free and certainly more valuable than almost anything else they might offer. In fact, the gift is so popular with customers, Blue Cross sometimes has a two- to six-month waiting list for the \$50 physical exam in some markets.

What kind of free inspections could you provide? How about a one-time, onsite equipment inspection for prospects during slow times (especially if you're paying your service personnel anyway)...or a free review of a prospect's pre-2005 trust documents...free rabies vaccines and check-ups for pets...and more.

The list of what you could offer is endless and the value of the new business you'll get from new customers is astronomical. In fact, all these free inspections would give you an opportunity to visit with prospects, identify their needs, and upsell them other products and services—all while providing a valuable and much appreciated service.

Offer to Do Something Better

Similar to the free consultation or free assessment offer is the offer you can make to help improve upon a prospect's current work. The key is to target specifically those companies or individuals you want to recruit as new clients.

A copywriter I know—who had just graduated from college—needed to generate clients quickly, so she clipped companies' ads out of the newspaper and sent the ads back to those companies with a letter offering to improve the response rate of their ad. Other business owners I know of actively pursue advertisers this way, too—either calling the advertiser with the actual ad in front of them or sending it with a letter offering to provide better pricing on the items they're advertising or offering to provide an add-on to the service they're advertising.

Could you do the same—offering to improve the ad itself or offering something connected to the kind of product or service the advertiser is featuring? Here's how...

1. *Determine what you can do that's better*—Can you offer a better sales approach...pricing or advertising strategy...production technique...processing system...or other strategy for making the business more profitable or more efficient? Can you offer a better type of product—with better features and benefits—than the one they're advertising? Can you offer a better wholesale price that would help them be more competitive in their marketplace or sell more units of the item they're advertising? As you find ads, attach each one to a blank piece of paper and jot down what you can do better.

Of course, it's very common in the advertising sales field to approach advertisers who run commercials on the radio—offering to sell them ads in newspapers, in magazines and on television. *If they're advertising in one place, goes the common logic, they must have money and interest in advertising other places.*

Who can you “pitch” on the benefits of doing something differently or in addition to what they’re doing now? If you’re a web-site designer and you see poorly designed web sites, could you offer to redesign the site or fix any problems you identify for a fee?

Make a list of what you know how to do and a list of those products and services you have access to, then contact business owners who might need your expertise or upgraded products and services.

2. *Make a list of where your prospective customers advertise, subscribe to those publications, then start clipping ads*—Make a list of the publications where their ads might appear. Have you actually seen their ads there? In the case of my copywriter friend, she simply went to the local newspaper of a nearby large city. As a general business and marketing consultant, she was willing to work with virtually any kind of business, so her goal was simply to find non-salesworthy ads. You might be looking for companies who are advertising a specific product that you could provide less expensively or for a specific service yours could be an add-on to. In that case, you would probably find *your* prospective customers advertising in trade journals, magazines, in special newsletters, in trade show directories, on the Internet and elsewhere.
3. *Clip ads from local newspapers, national trade publications and the Internet*—Most local business owners aren’t familiar with the dozens of smaller newspapers that exist right in their own hometown or within a reasonable distance. Without this knowledge, you may be missing out on dozens of opportunities to maximize this do-something-better strategy, particularly because “small-time” advertisers in inexpensive weeklies or monthlies probably need your help more than the big national advertisers that run in the largest daily newspaper in your market. To find ALL the newspapers and other periodicals in your area, go to www.mediamaponline.com or us.cision.com, the home of Cision—one of the world’s largest media service companies. Media Map lists every newspaper, magazine, newsletter and other periodical in existence...period. It’s a publication traditionally sold to Public Relations professionals—so the information has to be up-to-date, complete and accurate.
If you sell products or services in a vertical market...that is, a market dedicated to one industry, start looking on the Internet for all the trade publications that publish for that market. A good resource is PR Newswire’s online listing of the trade publications they broadcast Press Releases to—by category. Go to www.prnewswire.com.
One other place to look is on the Internet. Of course, websites don’t necessarily run “ads” like those you find in newspapers, but they often advertise products and services you can improve upon. Start building a database now of websites you find through the many search engines.
4. *Collect the ads your prospects’ competitors run, too*—That way, you can send a competitor’s ad to a prospect, offering to help that prospect out-market or out-service their competitor.
5. *Call prospects to get on their mailing list*—You’ll know exactly what they’re mailing and when. You’ll get a good overview of their business. And you’ll have copies of the sales letters and catalogs they send out, so you can approach them with your improvement idea. If you don’t want to identify yourself to them just yet, have a friend or family member call.
6. *Send a letter to the prospect with their ad attached and offer to do something better*—Your letter might take a number of different forms. You could offer to give them a quote to help

them buy their advertised item cheaper at wholesale (if you have access to such pricing). You could offer to provide an add-on service and give the advertiser a portion of your earnings. If you're a good writer or graphic designer, you could offer to re-write the ad itself in order to get a better response. If you're offering something different—such as a better price or a different product—be sure to tell the business owner how you have access to such great pricing or availability.

7. *In the letter, offer a 30-day trial of your improved approach, product or service*—Be aware that getting anyone to switch suppliers based solely on price or product is virtually impossible. Plus, if you are successful based solely on price, know that you'll be competing again and again on price every time their accounting department decides it's time to cut costs. That's why you must develop an approach that's not only virtually risk-free but also overwhelmingly appealing. In the case of my copywriter friend, she offered to rewrite the attached ad in order to generate more business for the advertiser. Her service was priced at \$1,000, but she made it risk-free by saying: Just give us \$1,000 and we'll create a new ad for you. We won't cash your check for 30 days. You run the ad and if—after 30 days—it hasn't brought you more business, you can ask for your uncashed check back. If you do decide to keep the ad after 30 days, we'll cash your check and you can keep the ad and run it as often as you like.
8. *Approach people who can endorse your improvement idea to their customers and clients*—The woman consultant I talked about earlier also got a fellow business consultant to write a letter to his own customers recommending her ad-improvement services. Who do you know who has perfect customers for you?
9. *If you consult, sell product or provide services nationwide, hire a clipping service to find ads for you*—Clipping services search hundreds of daily and weekly newspapers (and magazines), looking for articles or ads that meet your specifications. You'll pay a basic monthly service charge, then a small additional amount per clipping, with original clippings (not photocopies) mailed directly to you about two weeks after they appear in print. One of the leading clipping services is Bacon's, now part of Cision at us.cision.com.

Free Teleseminar Offer

◆ Read more about teleseminars in the book *Instant Income*...see Joint-Venture Strategy 4 on page 56.

You can use virtually any Step One marketing device—emails, letters, postcards, voice broadcasting—to invite people to listen in on a teleseminar. There's an entire process to these calls—a process that's designed specifically to compel people to buy what you're offering. Once you become skilled at delivering teleseminars—and the pitch that goes along with them—you may find that teleseminars are your best two-step marketing campaign. Conversion rates as high as 48% are not uncommon. But be aware. These are not free-form question and answer sessions. They are highly scripted sales events, and in some cases, the actual pitch or offer is scripted word for word in advance so it's delivered perfectly.

Read more about how to conduct teleseminars in the book, *Instant Income*—see Joint-Venture Strategy 4 on page 56 (or see page 53 of this *Section*).

To make a Free Teleseminar Offer, simply tell the reader in your email, letter or postcard that you have important information they need to know—which is why you're holding an

unprecedented seminar-by-phone to discuss these critical issues. You can go on to say that the information you'll reveal (you've even asked guest experts to be on the seminar with you) could have life-changing effects or have tremendous impact on their current business. Adding a sense of extreme urgency or tremendous necessity in your Step One marketing copy is critical.

You can also audio record these calls and post the MP3 file at your website as another free giveaway for later marketing campaigns.

Endorsed Two-Step Offers

◆ Read more about it in the book *Instant Income...see Joint-Venture Strategy 1* on page 42.

When someone else talks about you—either in print, in an email or in a radio spot—response can be increased several times. That's because prospects usually respond more readily if they know that someone they respect has already investigated you and approved of your level of quality, service and value. Endorsements are so powerful, that simply having someone else deliver the marketing message—whether the prospect knows him or not—is usually enough to boost response rates you would have otherwise achieved.

Let's take a look at how to present an endorsement in the headline or opening paragraph of your Step One marketing piece:

I've never written a letter like this. I doubt I ever will again. But the man I'm writing to you about recently cut our corporate tax bill in half. As a courtesy to all our valued customers, we've purchased a one-hour consultation with him in your name. It's our gift to you.

**John Brody Is the Faux-Finisher Whose Waiting List Is Seven Months Long.
Now, He's Agreed to Put My Decorating Clients Ahead of Everyone Else,
For a Rather Unusual Reason...**

Barbara Smith's Bridal Faire Doubled Our Business For Less Than We Used to Spend on Stationery and Business Cards. This April 10th-12th, Shouldn't You Exhibit There, Too?

You can read more about creating endorsed offers—including a checklist of prospecting vehicles to use—in the book, *Instant Income*. See page 42.

Determining Which Offer to Use for Your Prospecting Activities

Whenever I teach small business owners about offers, they're excited by the idea of making specific offers in their advertisements and other prospecting pieces. But invariably, one of the first questions I get in return is, *Which offer should I use for my business?*

This is not surprising. Because they're so accustomed to advertising *the business itself*—instead of specific products or services—they get confused by the concept of creating an offer around a particular product, service, sale, event or opportunity.

This is particularly difficult for retailers who sell thousands of items versus a consultant or service company who sells basically one type of service. *What if I advertise one product, but my market is not interested in that product?* is the common complaint of retailers. One way to get around this dilemma is by bundling together the most common impulse items to bring people into the store where hundreds or thousands more items are available. A good example of this strategy at work is Circle K Stores in Canada which advertised Coke® and chips as a bundle—

first on their gas pumps (called “pump toppers”), then later on bus shelters and bus benches which drew in drivers who could get the bundled deal plus gasoline, too.

Your business may be different. If you made a list of all products and services you sell (or product and service types as a group), you can begin to assign offers to each one and plan your prospecting campaigns. Remember that the offer you use to get prospects into your store or business is the most important question. Once you get them there (or get them to contact you), you can sell them other products and services you haven’t advertised.

Critiquing Your Written Prospecting Vehicle

To learn more about how to develop an effective direct-response style prospecting email, letter, advertisement and other vehicle, listen to the complete audio *Advertising and Copywriting Course* included with this *Instant Income Business Enhancement System*. You’ll learn about the 16 critical components of a well-crafted sales letter, email, webpage, mailing package, display advertisement, special report or other prospecting vehicle you might create.

Once you’ve created the desired promotion, however, it’s best to check it for possible problems or other shortcomings that might make it less than effective.

What should you look for when critiquing your written promotions? See the worksheet below for those critical components (out of the 16) you should “flight check” before you spend time and money running your promotions:

Prospecting “Flight Check”

Examine each element below and check whether it meets the criteria or should be fixed before using this promotion to generate leads for your business.

	<u>Excellent / Ready to Use</u>	<u>Needs Some Improvement</u>	<u>Fix Before Distributing</u>
Headline (or Opening Paragraph)	<input type="checkbox"/> Contains a specific and exciting promise or benefit that compels the reader to keep reading. Conveys your <i>Superior Customer Benefit</i> .	<input type="checkbox"/> Vague or non-specific. Could be from any business in your industry. Does not communicate any benefit to reading the promotional piece.	<input type="checkbox"/> No headline. No reason given for reader to continue reading. Headline written for wrong type of prospect or non-ideal prospect.
Benefits	<input type="checkbox"/> Contains specific and exciting benefit statements that paint vivid “word pictures” of what the reader’s life will be like once they purchase.	<input type="checkbox"/> Contains benefits but they are unexciting, unclear or generic. Does not contain enough benefits.	<input type="checkbox"/> Lists product features only. No discussion of how reader’s life will improve from purchasing the item advertised.
Offer	<input type="checkbox"/> Describes in compelling words all items included in product bundle (or two-step giveaway). Proves the price is a superb value. Compares price to potential earnings/savings or loss/disaster for not purchasing.	<input type="checkbox"/> Product bundle (or free item) not described in an exciting way. Price listed but not compared to other options. Does not explain why price is an excellent value. Price is too low for product bundle.	<input type="checkbox"/> No specific description of what’s being offered or what is included. Price doesn’t seem like a good value or product isn’t something reader would want. Too many choices confuse reader.
Rationale	<input type="checkbox"/> Contains believable, compelling reason why you are announcing this product, service, sale or offer.	<input type="checkbox"/> Contains hard-to-believe reason for announcing this product, service, sale or offer. Rationale not truthful.	<input type="checkbox"/> No rationale given.

Guarantee (if offered)	<input type="checkbox"/> Contains specific guarantee language that removes risk from the customer. No questions asked.	<input type="checkbox"/> Same guarantee everyone in your industry offers. Not articulated in a way that makes you appear better or safer than competitors.	<input type="checkbox"/> No guarantee or explanation why product is not returnable or service fees cannot be refunded.
Call-to-Action (& Response Mechanism)	<input type="checkbox"/> Contains specific instructions on how to respond, when to respond and why quick response is required. States what will happen when reader responds.	<input type="checkbox"/> Vague, non-specific instructions. No sense of urgency.	<input type="checkbox"/> No instructions on how to respond. No phone number, store address, website. Response phone number not verified or website opt-in not functioning.
Testimonials	<input type="checkbox"/> At least 3-5 testimonials describe original problem and specific result you achieved for customer. Spells out improvement in actual numbers. Recommends that others use your company, product or service.	<input type="checkbox"/> Testimonials do not show a specific benefit or problem you helped overcome. Too few. Too many making same comment. Unexciting. Don't seem like real people. Full name, occupation, city and/or company not used.	<input type="checkbox"/> No testimonials featured.
Writing Style	<input type="checkbox"/> Uses simple language. Moves reader down a "greased chute" with no detours into details that confuse the reader or don't matter. Informal, friendly, compelling.	<input type="checkbox"/> Too formal or snobbish. Uses techno-babble or industry terms. Written all about you instead of about how the reader will benefit. Lacks excitement, dull, boring.	<input type="checkbox"/> Improper grammar. Vulgar language. Poor punctuation. Translated badly from another language.
Format (Letter, email, webpage, etc.)	<input type="checkbox"/> Appropriate for market—either upscale or downscale, corporate or consumer. Enough space to fully communicate message or offer.	<input type="checkbox"/> Too informal for upscale product. Does not encourage confidence in you or your company. Looks like any other promo from a competitor.	<input type="checkbox"/> Likely will not be opened, clicked or responded to by ideal prospect. Ideal prospect lacks web access or other way to respond.

Don't Stop Using Offers That Worked in the Past

One of the most common mistakes made by businesses large and small is becoming bored with your own advertisements before the public gets tired of them—or before the ads have even outlived their earning ability.

Think about the advertisements, letters, emails and other prospecting devices you've used over the years. If you made a list of the three (or five) best marketing campaigns you've ever used, you could easily ask yourself, *Why did I stop using them?*

Could you use them again now? How would you change them or improve upon them? Were they based upon—or do they require—specific circumstances that no longer exist?

Since the public rarely remembers which ad you ran last month or which letter you sent them last year, you can often resurrect campaigns you used five years ago (even two years ago) and use them successfully. Which campaigns worked for you?

Use the worksheet on the next page to plan how you'll start using them again. Even if you run them just one or two more times, you can still use them as "control" pieces—that is, ads, letters or email campaigns that help you establish initial response rates against which you can test new campaigns and marketing ideas.

Prospecting Campaigns That Worked in the Past

To plan how you'll begin using old prospecting campaigns again, make a list of the best 3 campaigns you've run, then decide what would be required to start using them again—Changes to product pricing? Special buys? Unique consulting packages? List them below.

Product or service featured

Last date used

Specific offer made

Response

What would be required to start using the campaign again?

Product or service featured

Last date used

Specific offer made

Response

What would be required to start using the campaign again?

Product or service featured

Last date used

Specific offer made

Response

What would be required to start using the campaign again?

 **Need a blank copy of this exercise?** See the section called "Worksheets" in the Cash-Flow Calendar.

Planning for the Response Before Executing the Strategy

While it seems logical that you should be ready to receive telephone inquiries, emails, opt-ins at your website, postcards in the mail or other types of responses, you would be surprised how many business owners fail to address their response mechanisms first—causing undue stress and loss of potential business after the prospecting campaign has already been launched. Handling responses quickly, professionally and accurately is the first step to converting inquiries to sales since it's often the first time a potential customer experiences what it's like to do business with you.

Take steps ahead of time to make a prospect's first impression of you a positive one. It goes without saying that first impressions make a huge difference in your conversion rates later.

What kinds of responses can you expect and how can you prepare for them?

Inbound Telephone Inquiries

When a customer telephones you in response to a letter, email or other communication from you, that incoming telephone call is known as an *inbound call*. To best prepare for inbound calls, use the checklist below:

- ❑ **Pre-written scripts and dialogs**—You can read more about how to formulate inbound telephone sales scripts in the book, *Instant Income*—see Chapter 5 on page 131. And, since this is typically the first contact a new prospect will have with your company, it's best to spend time making these scripts as professional and compelling as possible. I find that many people dislike sales scripts. But the script isn't the real problem—it's *reading the script* that sounds unnatural, impersonal and unprofessional. The truth is that pre-written scripts simply help your staff “get it right” until they can handle incoming calls from memory—a goal they should work to achieve rapidly.

Depending on your promotion, you'll want to have a *two-step script* (for taking down contact information and gathering other information to send the free giveaway); an *appointment-setting script* (for free consultation or evaluation sessions); and an *upsell script* (for selling the item advertised along with a bundle of additional products and services).

- ❑ **Prospecting database software**—When phone calls come in, it's easiest to simply input all prospect contact information and ad tracking details into a database you've established for that purpose. ACT customer and contact software (from Sage Software, www.act.com) is easy-to-learn, intuitive, and makes it easy to classify leads by promotion or interest—as they come in. ACT also exports nicely for producing direct-mail campaigns (you can even print envelopes and use it with Microsoft Word for printing letters). You can also export names out of ACT and import them into online shopping carts. An online sharable version of ACT lets you assign leads to different people in different geographic locations (which is imperative if you have a virtual company). Another database solution—Salesforce.com—is one to consider graduating up to once your small business has grown substantially in terms of customers served. (You'll learn more about sales tracking methods in *Section 5: Your Sales & Lead-Conversion System*.)
- ❑ **Paper forms for data collection**—If your prospecting database is not yet established, you can still run promotions and collect customer data on paper forms you create for that purpose.

- ❑ **Call center that can transfer calls to a salesperson**—Formerly known as *answering services*, these independent companies will program unique computer screens for your company so that when calls come in on your telephone number, your customized dialog screen automatically pops up on the operator monitor. Far more sophisticated than the boiler-room answering services of yesteryear, these call centers can answer the phone 24 hours a day in multiple languages, transfer calls to salespeople in the field or at your office, input simple orders into your website e-commerce interface, take messages and forward them, email information packages after collecting prospect data and much more.

In this day of voice-activated telephone systems, one way to truly appear better than your competitors is to have your phone answered by a real person every time it rings. That's impressive. And it's possible to hire call centers for \$200 a month or less—perfect even if you want to use one solely for your prospecting campaigns, leaving your everyday business telephone system untouched.

Call centers are also ideal if a portion of your customers come from outside your home country or from around the world. Your call center can be the human voice of your business throughout the night when international prospects may be calling.

- ❑ **Literature package or emailable PDF file**—Be prepared for the flood of prospects before they call—with pre-assembled literature packages in envelopes ready to mail. Or to cut down on costs and speed up the sales process, produced your literature package as a PDF file you can instantly email while talking to the caller about the product or service.

Even if you're relying on your telephone salespeople to close the sale, be prepared with *something* to send callers. Many will ask for “more information” to determine whether your company is a legitimate business or a scam.

Email Inquiries

Depending on your offer (or if you don't have the time or ability to set up an Internet response mechanism), you may wish to have prospects email you directly. If you've written your prospecting offer carefully, you've probably asked for some identifying information, name and telephone number, specifics about the prospect's situation—or other information the prospect will be emailing to you.

To plan for email responses, set up a separate email address specifically for this prospecting offer or campaign that can be redirected later to another person's email account (or set up as one of the email accounts they manage through their Outlook or email server). Do not give out the private email address you use for day-to-day business! You will not be able to delegate the answering of responses to someone else.

Once you set up a specific email address, decide whether you need to read and respond to each individual email that comes in—or whether you could write a standard response to automatically be sent to every prospect who emails you.

- ❑ **Standard response with automatic reply**—If every prospect who emails needs to receive the same response or the same identical document attached to the email, you can write a standard response for everyone, then program it into your email software as an automatic response that goes out whenever the campaign's email address receives a message.

For example, if you promise a free report to anyone who will email you at `find-out-now@your-company.com`, you can set up this email address as a separate

incoming email account in your Outlook program, then sit back while Outlook automatically responds to inquiries. Your only effort at that point would be to resolve specific issues about the report you sent out such as, *I can't open the PDF file. Where do I download Adobe Reader?*—or respond to questions about your product.

- ❑ **Personalized response with manual reply**—To make things easier on yourself, write a generic “donut” response*—including a friendly opening paragraph, information about your company and closing invitation to take further action—that also has a customizable area in the middle to respond specifically to the prospect’s unique inquiry. You can program this pre-written response into your Signatures pop-down menu, quickly select the pre-written “donut” response each time you answer an email—then type in the unique or customizable information for the middle in just seconds.

Lead Capture Systems

In addition to how you’ll handle incoming responses, it’s best to have a policy—which every staff member is trained to follow—for capturing prospects or *leads*, no matter how they come into your business.

Establishing systems around lead capture not only makes sure that valuable leads are follow-up with, it allows you to systematize and follow-up on all leads exactly the same way. If every lead is handled the same way (unless a customized response is necessary), it lets you examine your lead follow-up procedures from time to time, and adjust them when necessary.

To establish lead-capture systems, ask yourself:

- How will *in-bound phone calls* be captured? What data will we ask for?
- How will *website visitors and opt-ins* be captured? What data will we ask for?
- How will *trade-show leads* be captured? What data will we ask for?
- How will *walk-in prospects* be captured? What data can we ask for?

Implementing an Individual Prospecting Campaign

Now that you’ve learned about the many prospecting methods you can use, how to create an effective offer, and how to plan for response—it’s time to actually begin prospecting in earnest and bring new customers into your business.

Executing a prospecting campaign is done in four essential stages:

Stage 1: Research and planning (*gathering data on ad rates, costs and planning the campaign details*)

Stage 2: Offer development (*determining the price, payment terms, guarantee and other elements*)

Stage 3: Campaign preparation (*producing the actual ad, sales letter, radio spot or other device*)

Stage 4: Execution (*printing and mailing the letter, setting up gift registry software, giving a speech, etc.*)

* The term “donut” comes from the broadcasting field where advertisers produce a pre-recorded radio or television commercial with blank space in the middle into which a special or current advertising message may be inserted. It’s ideal for use when a retailer’s basic advertising slogan or company message (the outside of the donut) remains the same and only the offer or product information (the middle of the donut) changes.

When you take the time to develop your action plan, you'll be better able to execute the strategies recommended in the *Instant Income Business Enhancement System*. But you must be ready to execute, you must have the details worked out, you must recruit people to help you and you must determine—most importantly—how to handle the responses that will flow in.

The following Prospecting Campaign Planner will help you. Complete it anytime you want to begin using a new prospecting method—discussing any questions or ideas with your team, employees or workgroup, if needed. And while your long-term goal should always be to establish ongoing prospecting systems in your small business, you can also use the Prospecting Campaign Planner below to plan an individual campaign for bringing in quick cash—such as implementing one of the 35 strategies from the book, *Instant Income*. (The *Instant Income Overnight Audit*—starting on page 215—will help you determine which of the 35 strategies in the book will bring your business the most money.)

Prospecting Campaign Planner

1. Which prospecting method will you use?

- | | | |
|--|---|---|
| <input type="checkbox"/> 1 Display advertising | <input type="checkbox"/> 2 Radio spots | <input type="checkbox"/> 3 Preview workshops |
| <input type="checkbox"/> 4 Trade shows | <input type="checkbox"/> 5 Direct mail | <input type="checkbox"/> 6 Speaking engagements |
| <input type="checkbox"/> 7 Teleseminar | <input type="checkbox"/> 8 Literature in targeted locations | <input type="checkbox"/> 9 Gift registry |
| <input type="checkbox"/> 10 Sidewalk signs for local traffic | <input type="checkbox"/> 11 Referral programs | |

Other _____

2. What information do you need to gather about that prospecting method?

Such as display advertising rates, radio scheduling deadlines, quotes from a mailing service, postage rates, available speaking dates for your industry, booth requirements for a trade show, etc. See individual planning worksheets for selected methods within those individual chapters or in the Instant Income Cash-Flow Calendar.

3. Product, service or free giveaway to be promoted in this campaign:

4. Ideal prospect you want to promote to?

Ex: Day spa owners, home remodeling companies, high-net worth individuals, working moms, direct sellers, etc.

5. What is the price of the product or service being promoted? _____

6. How will you direct buyers to respond? How will the money be collected?

Will buyers call your office or go to your website? Will your joint-venture partner collect funds? Will buyers pay by check, credit card or other method? Do you need to set up a merchant account, a PayPal business account, or other service in order to speed up the sale?

7. What marketing materials, sales scripts, display advertisements or other devices will you need to produce?

Does any of this material exist already that you could simply repurpose or improve upon? If you must write new materials or ads, what will the message be?

8. What information will you need to gather in order to produce these materials?

Will you need to interview customers, gather customer-service statistics, refer to product data sheets or gather other information?

12. Assemble your Implementation Team

List below who you'll need to enroll in the process including your staff, your boss, your vendors, your potential joint-venture partners and others.

Name	Title/Company	Anticipated Participation or Responsibilities
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

13. What follow-up information do you need to provide to your team?

As part of your discussion with each person whose help you are requesting or requiring, offer to provide follow-up information or samples. Keep track below of any follow-up you promised.

Name	Information, Documents, Samples or Other Follow-Up Promised
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

14. Decide who will implement each part of the campaign

Keep track of everyone involved in your plans, along with a brief note about their responsibilities. Check with them frequently to make sure they are prepared to carry out their duties.

Name	Contact Information	Participation or Responsibilities
_____	_____	_____

How will this person help? _____

Name	Contact Information	Participation or Responsibilities
_____	_____	_____

How will this person help? _____

Name	Contact Information	Participation or Responsibilities
_____	_____	_____

How will this person help? _____

Name	Contact Information	Participation or Responsibilities
_____	_____	_____

How will this person help? _____

Name	Contact Information	Participation or Responsibilities
_____	_____	_____

How will this person help? _____

Salutation

In printed ads and letters, how will you address the prospect? Will it be personalized with their name or will you use some other salutation such as Dear New Homeowner?

Opening or lead paragraph

Why are you writing the prospect? Might your own personal story mirror their situation? Can you have someone else write to introduce you to the prospect? Can you abolish a myth or negate a commonly believed statistic?

Body Copy

Outline below the paragraphs you'll write or the topics you'll include in a sales script or teleseminar. What benefits do you need to talk about? List at least three including superior services provided, mechanical superiority of the item, advantageous financing or other benefits.

1.

2.

3.

4.

5.

6. _____

7. _____

8. _____

9. _____

10. _____

Internal subheadlines

How can you communicate the entire message, offer, benefits and other compelling information using subheads that prospects might skim before reading your entire marketing piece?

1. _____

2. _____

3. _____

4. _____

5. _____

Testimonials and media mentions

Which positive comments and media mentions can you use to support your marketing copy, claims and offer? Which customers can you call to solicit a testimonial or comment?

Name	Contact Information	Subject of Customer Testimonial or Media Mention
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

Offer

How will you make your product, service, package, bonuses, guarantee, add-ons, upsells—and most importantly, price—supremely compelling to the prospect reading or hearing your marketing appeal.

Price _____

Price justification _____

Price compared to what? _____

Testimonial or case study from customer who paid that price and benefited _____

Call-to-action (CTA)

How should your prospect respond in order to make a purchase. You must tell them how. And the call-to-action section of your appeal is that "how-to" language.

Rationale

Why are you making this offer? Why are you making this offer now? Why are you making this offer at this price? Beyond just "making money," the rationale gives the prospect the reason why.

Answer objections

Most prospective buyers have some objections to overcome. What are the most common objections, based on your experience? How will you address these in your marketing appeal and answer them with honest, forthright information and compelling proof to the contrary?

Objection 1. _____

Answer: _____

Objection 2. _____

Answer: _____

Objection 3. _____

Answer: _____

Objection 4. _____

Answer: _____

Objection 5. _____

Answer: _____

Bullets

What will prospects receive when they buy? What are the key benefits they'll enjoy from owning your product or service? How will their life or business change for the better? Communicate these benefits using bullets.

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____

Upsell offer

If you will be offering an add-on or upsell item, describe it in the copy and be sure to provide justification for the additional amount of money your prospect will spend.

Add-on or upgraded package to be offered _____

Price of upgraded item _____

Justification of higher price _____

Describe extraordinary value of the extra item and additional benefits _____

The Close

Remind readers how to respond by repeating the phone number to call, the website to visit, and so on.

Signature block

Who will sign the letter? Is it your endorser? Or yourself? Or perhaps a member of your own staff or a co-worker? If a staff member will sign, what will their title be?

Postscript

Restate why you're writing including repeating your rationale for why you're making the offer. Restate the major benefits of your offer and remind prospects how to respond.

Restate why you're writing _____

Restate your rationale (i.e., why are you making the offer you're making?) _____

Restate the offer _____

Remind the prospect how to respond (i.e., pick up the phone and call, click through to our website, etc.)

16. Plan tasks for Launch Day

Make plans here so that on Launch Day, you can review your notes, re-check your marketing materials, make sure everything functions properly—then—launch your strategy.

a. Before you do anything else today, make sure all systems are “go” for bringing in the cash.

Verify that your order-taking system, your response mechanism, your shopping cart, order desk, store clerks and other “money systems” are functioning properly and ready to accept cash, checks and credit cards from buyers. Focus first on bringing in the cash.

b. Broadcast your email, run your newspaper ad, begin telemarketing or otherwise distribute your offer.

Double-check with the vendors who are helping you broadcast or otherwise distribute your marketing message and offer. Alert anyone helping you by telling them when the mailing drops, when the email is broadcast, when the press release goes out or when other distribution occurs. Help the order-taking staff anticipate when the first orders might come in.

c. Be certain your fulfillment or product delivery systems are ready to promptly ship or deliver your product or service to the customer.

If you need to stock extra units of your product or have new-customer welcome packages ready to send or distribute in your retail store, take steps today to be sure everything will be delivered promptly—or at least inform the buyer when they can expect delivery. If you must deliver something later (or schedule a service later than the next few days), be sure to have something that reassures the customer they have made a wise purchase. This post-purchase reassurance package will help cut down on cancelled orders and returns.

d. Refine your sales script or order mechanism as the response comes in.

Good salespeople know that their first script is often not the one they ultimately use to close the most sales. As the day goes by, work with your salespeople (or your own notes) to refine the language you use to achieve a sale. Take careful notes so you can use this refined sales pitch, telemarketing script, or upsell technique later.

e. Keep track of sales as they occur.

Keep careful notes about how your strategy “rolls out” so you can replicate it later, if desired.

17. Make plans to follow up with leads or execute a follow-up strategy

As long as you’re prepared and ready to deliver your product or service, why not maximize your effort by generating as many prospects as possible and converting as many of them into customers as possible?

To leverage the effort you’ve already made, (1) follow up with prospects generated, then (2) consider generating even more prospects by running a second strategy such as an email broadcast to additional addresses, a letter sent to a second joint-venture partner’s list, another newspaper ad in the same newspaper or a second local paper, and so on.

Ideally, you should—at the very least—follow up aggressively with the prospects you generate, either by conducting a telemarketing campaign to prospects who provide their phone number, by sending a “thank you” email to prospects who called or visited, by broadcasting a voice-mail message in your own voice, or by using other follow-up techniques you read about in *Instant Income*.

Write a telemarketing script that re-engages your prospects in conversation.

Review Chapter 5 in the book, Instant Income to help you write a script that converts prospects to buyers.

Establishing Prospecting Systems in Your Small Business

While *it is possible* to generate quick revenue by implementing any one of the prospecting methods described earlier in this *Section*, the key to creating *ongoing* cash-flow is to establish systems that help you continually execute prospecting campaigns.

To do this, follow the 7-step process below:

1. Schedule a year's worth of prospecting campaigns in your *Instant Income Cash-Flow Calendar*
2. Assign a staff member (or outsource vendor) to begin researching list rental, advertising rates, sidewalk signmakers, targeted locations, gift registry software and other information you'll need to pursue those prospecting methods you've selected. (Use the planning worksheets found in the *Cash-Flow Calendar* to help with the planning process.)
3. Budget what you will need to spend or what you can afford to spend on prospecting, based upon the above research (and remember that many of the strategies—especially referral systems—are free or can be implemented at a very low cost).
4. Work with the assigned employee (or outsource vendor) to determine which offers you'll make in each prospecting campaign—that is, two-step, limited time, telephone-activated gift certificates, and so on.
5. Use the implementation guide above (see *Implementing a Prospecting Campaign*) to execute campaigns using the same steps every time.
6. Print a copy of each promotion (even email campaigns), then have your employee or outsource vendor keep a notebook of all promotions *in chronological order* by the date they were implemented—so you'll have a hard-copy record you can refer to again and again as you do future planning.
7. Set-up a spreadsheet to calculate response rates, conversion rates and ROI for each campaign. Remember that what gets counted, gets improved.

A Special Note About Establishing Referral Systems in Your Small Business

When it comes to establishing referral systems in your business (see *Prospecting System 11*), you can work with the same employee or outsource vendor to develop the actual tools you'll need to give the referring party—for instance, lobby brochures to hand to your own customers as they make a nice comment.

But the most important aspect of establishing effective ongoing referral systems *is simply to start training*. Train your staff to ask for referrals, develop personal scripts and dialogs that convince clients to refer (and train yourself to use them), train your salespeople to ask for referrals to other divisions or senior management, and train new-business development staff to contact other businesses whose customers need to buy your product before moving forward.

16 Elements of a Well Crafted Marketing Message

THE KICKER:

The sub-head which is positioned above the main headline is what we call a kicker. A kicker is a term that comes to us from the newsreporting industry. In any major newspaper, an editor will position a brief two- or three-word kicker above the main headline to draw attention that to that article or give readers a preview of the controversy they'll soon discover in the article. It might be a controversial kicker like "Conviction Overturned" or "Governor Pleads Guilty."

But for our purposes a kicker is simply a very provocative statement that compels the reader to read past the main headline.

This kicker also helps posture the person or product being written about as a leading expert and tells the reader there's an opportunity coming up. It says the reader could learn the actual methods for generating millions of dollars. Another strategy that works is to imbue the kicker with what are known as marketing hot-buttons and trigger words like free, discover, reveal, little-known, and secret.

THE HEADLINE AND HEADLINE STACK:

The headline is perhaps the most important component of any direct-response marketing piece. Because the headline is the first thing a reader will look at to decide if it's worth their time to read the rest of the promotion.

In some cases, you'll want to follow the main headline with a number of sub-headlines like we have on Page One of our sample promotion. A group of headlines like this is called the Headline Stack.

Just remember that, whether you use a single headline or use a headline stack, the headline component is the ad for the ad. It gets the reader's attention and communicates that this ad contains something of interest to them and therefore is worth reading.

When writing your headline, remember this primary strategy for writing good copy — speak to their pain or speak to their ambition. Many prospective buyers — whether they are companies or individuals — have problems they live with every day. They're in pain and they want solutions. Research your market a little and you'll identify what that pain is. Perhaps, for a company, it's low productivity or high rates of absenteeism or perhaps they need to cut costs, but don't know where to start. If you can solve their problem, put your solution and the benefits you can deliver right in the main headline.

If you know your audience is ambitious and is willing to spend money on reaching a specific goal they have, put that result right in the headline. Speak to their ambition.

THE SALUTATION:

If you are not **personalizing** your promotional piece with their name, company, address, city, state, zip, and so on, you can choose to use Dear Fellow Practitioner, Dear Homeowner, Dear Mother of the Bride, Dear Investor, or some other salutation that addresses the reader as a prominent member of their niche.

Be aware that even if you are writing a Display advertisement, you can still start the first paragraph with Dear Such-and-Such. This personalizes the ad and makes the reader feel as if the ad is speaking directly to them. We'll talk later about how to write the body copy of the ad, direct mail piece or other marketing device — and how you should speak directly to the prospect by using words like "you," and "your."

Of course, when it comes to the salutation, I always try to personalize sales letters when I have the contact information of a recipient. It's simply more professional and can boost response many times. To the right of the address block in a direct mail letter, you can also print the method in which you sent it. For example, "via Priority Mail, via Facsimile, via Overnight Mail, and so on.

Some long-time copywriters put the date, time and city from which they are writing above the address block. I've used this myself – particularly with website copy. It gives the letter more of a just-sat-down-and-wrote-it look. It especially works well if you're an expert and you happen to be writing from some exotic locale. It tends to boost your prestige with the reader.

OPENING OR LEAD PARAGRAPH:

When it comes to writing the opening or lead paragraph, the first few sentences often prove to be the most difficult for most copywriters. Why is that? Well, for one thing, the copy needs to hook the reader so they continue reading. You also don't want readers to have been intrigued by the headline, only to stop reading at the end of the very first sentence of the very first paragraph. This is difficult stuff. In fact, it's so difficult for most copywriters, I recommend you start by writing *another* part of the promotion — either the offer or the section on what they'll learn or what they'll receive. Come back to the lead paragraph later when the copy is starting to take shape and become really compelling. Trust me — it will be easier.

Of course, once you're at the point of writing that lead, there are a number of strategies you can use.

One of the easiest ways to start a direct-response message is to tell the reader why you're writing to them. Make it clear that you know something about them that they would like to solve or achieve and that you have the solution. If you are similar to the reader and overcame some challenge, you can actually start with your story.

Another way to write the lead paragraph – which is particularly good for consultants – is to say, "Perhaps you've heard of this expert, he's the person whose done this, he is the person whose done that, he has a PhD., he is a columnist, he authored this book, he's even won this award, and here is why you should care about that." It's a good idea to purposely talk about all the things this expert is doing that reader probably wishes her or she were doing right now. In this case, you would have someone else – perhaps a staff member – sign the letter, rather than you signing it.

Yet, another strategy for writing the lead paragraph is to start by saying, "If you've ever wanted to accomplish "(fill in the blank)", you simply must read this letter as an investment in your own future.

And the last strategy I recommend is to make a thought provoking statement, then qualify it. For example, "Statistics show this but did you know that this other fact is actually the truth." Another strategy that also uses facts is this example: "Today in America 70% of school age children read below their current grade level. I know that you're working hard to change this statistic in your school. That's why I'm writing to you today with a proven method for helping students read better."

Start with the statistic, qualify it and then write in the idea that you are the answer to this statistic.

BODY COPY:

Up till now you've created a powerful headline, you've written the lead or opening paragraph, and now you'll fill in the rest of the paragraphs of your direct-response promotion. These remaining paragraphs are what we call Body Copy. And the tone, the readability, the specifics...are very important here.

I once heard a long-time copywriter describe the body copy as a greased chute. The reader should start reading at the beginning of the promotion with the headline and opening paragraph, then slide all the way down through the offer and to the close without stopping in confusion, without being sent off on a tangent, without being distracted in any way.

Many people, when first writing copy, tend to say too much. They strive to create long copy just for the sake of being long — when in reality, much of their content takes the readers down side paths they really don't need to go.

But the greased-chute style of writing means you don't write anything that creates a stopping point for the reader. In other words, when you're editing your final draft, either fix or remove anything that makes you re-read a paragraph or leaves you trying to figure out what being said there. Anything that creates a stopping point.

The other thing to remember about writing Body Copy is to keep it conversational in style. The average person reads at about the 5th grade level or the 11-year-old level. It's not that they're not capable of reading more elaborate copy, it's just that they can read at the 5th grade level quickly, easily and without thinking too much about what they're reading. Taking away all the difficult words and complicated sentence structure allows the reader to achieve an emotional reaction to the copy. It allows them to read from their creative, emotional right brain, instead of their more analytical, logical here's-all-the-reasons-why-I shouldn't-buy-this left brain state.

The easiest way to describe this conversational style is to imagine you're sitting down with a new friend at a local coffee shop...and telling them in plain, simple words what you sell, why you're selling it, what the advantages are and why they should be interested.

That's about as complicated as you should get.

When you're talking over coffee, do you use five-syllable words only a college professor would appreciate? Of course not. Keep it simple.

A good way to get the actual words, phrases and sales points you'll need in your copy is to use the strategy I mentioned before. Record your phone conversations, if permissible, over an entire week of talking about your product or service. Then transcribe those recordings and highlight those sales points and frequently used phrases. This exercise will also help keep you in conversational style.

It's one way to perfect your writing ability — simply practice in print what you do on the phone all day.

Recording or writing notes will help you capture the words you use when you're telling people about all the components they are going to get, all the features, all the benefits. You should also capture the story of how you got to where you are and why you and your company are experts, why it is beneficial for prospective buyers to trust you and how they are going to benefit from your product. You'll begin to pick up the illustrative stories that you tell people, plus whole lot more — and it will make your copywriting job a whole lot easier.

When you finally begin editing and formatting your body copy, there are a few points to remember. Always use a serif typefont for readability in your final sales letter, ad or other marketing device. Remember that a serif font has those little finishing strokes at the tips of each letter. These are fonts like Times Roman, Garamond, Palatino and others. Courier is also a great font to use for direct-mail cover letters — since it looks like you just sat down at a typewriter and personally typed a letter to the recipient. Of course, no one would actually typewrite a letter in this age of computers — but the typewriter-looking font still visually affects readers the same way.

Always put your body copy on a white or very pale background so it can be easily read. This just makes common sense. Long ago, the U.S. Securities and Exchange Commission instituted rules about how companies can print their annual reports. Certain color combinations cannot be used — including

black text on bright yellow background. The SEC knows this combination is so harsh it reduces readability and actually hinders people from reading and understanding the information printed in the annual report. Use this knowledge to your benefit by avoiding colored fonts on harsh backgrounds – and never use white type on black backgrounds...even on a webpage...except in small areas like starbursts and other devices used for emphasis.

One color idea I like to use in direct-response sales letters is to print them in three colors, with the body copy in black, the Headlines and sub-heads in blue, and a yellow highlight on important points or phrases. Use this yellow highlighting effect sparingly. You would never want to have a long paragraph highlighted in yellow, for example. Use it only where you want to draw attention to a few words that illustrate an important point. It's more expensive to print three colors, but many direct-response marketers believe this added yellow color is worth it. Of course, if you are creating a digital file to be emailed or are writing copy for a webpage, you can easily add this yellow highlighting. All color on the Internet is FREE.

When it comes to actually formatting of your paragraphs, here are some guidelines that will make your piece appear more readable.

First and foremost, watch the size of your paragraph indents. This seems like such a trivial matter, until you see a well-written piece with one-inch indents or worse — no paragraph indents at all. Always indent the first line of every paragraph by at least one-quarter inch, but by no more than a half inch.

Guideline Number Two: When you feature words and small phrases or short sentences within your paragraphs that are bold and italicized, put them in the same color as the headlines and sub-heads. These are important points the reader needs to see. Color will emphasize them. However, try not to italicize too much of your copy — keep it to a few words or short phrases at the most. If you want to emphasize an entire sentence in color — put it in bold type and put it in color. Don't italicize it. Italics are actually quite difficult to read in large blocks or in long sentences – especially on the Internet. It's quite effective however to have these colorful, phrases and short sentences – in bold type only -- throughout your promotional piece. It actually enhances response.

Another guideline that I want to call your attention to is the use of the long dash. I use a long dash or double hyphen as a tool to break-up a sentence or slightly interrupt the sentence so that whatever comes after the long dash is emphasized to the reader.

I prefer a long dash, but you can also use an ellipsis to interrupt the flow of the sentence and add emphasis. An ellipsis is that punctuation mark with three dots in a row.

INTERNAL SUB-HEADS:

The next component I want to talk about — internal sub-heads — are very important. In fact, after your main headline stack, internal sub-heads are the most important aspect of your marketing piece. Here's why: Studies show that there are number of different ways people read sales material. Some people go right to the signature block to see who signed the letter and who sent it to them. These folks will next read the postscript. But a large majority of readers will skim the *sub-heads* to see if the information is worth reading. So, one of the ways to say, "Yes this marketing piece is worth reading. In fact, you should go back to the beginning and start there" is to craft some very compelling internal subheads.

Now, one of the things you should try to do, especially with long sales letters, is to put the entire story and pitch into your subheads so that someone reading just your sub-heads will at least comprehend your offer and major sales points. If your copy is flowing along like that greased chute I talked about, you'll probably have your various benefits and sales points presented in sections. Above each section, write a sub-headline that introduces a new thought or a new benefit or a new result the reader could get from your product or service. Again, strive to tell the whole story in just the sub-heads sprinkled throughout the piece.

There are two different ways to write a subhead. You can make a provocative or controversial statement — one that makes readers say “Wow, I need to read that whole section to get the full story.” Another way is to mention the benefits that they are going to read about or hear about in the next little block of paragraphs.

TESTIMONIALS AND MEDIA MENTIONS:

Testimonials are such a powerful element in direct-response copy that if you don't have any testimonials about your work, you should pro-actively go out and find people who will put their name to a testimonial. And while it may SOUND unethical, one of the best and truly most-courteous ways to obtain testimonials is to interview someone then write a testimonial for them – or simply contact them to ask permission, then write the testimonial yourself based on your experience with that person or customer. Always get the person to approve the wording and sign off on your use of the testimonial.

This is a very effective strategy because a lot of the people you'll be approaching for testimonials are very busy people. Additionally, they don't always know what you are looking for in a testimonial. They don't know what you need. So the responsibility is really on you to say everything that person could positively say about you or your program.

The best testimonials say that a positive result occurred in the process of working with you or learning from you. I also like to write into a testimonial that the person had a problem prior to working with you, but that working with you solved that problem and created a specific result in the process. What kinds of specific results? Specific earnings, cost savings, a specific number of new customers, actual changes they've experienced, results. This is what a good testimonial talks about. If you ever receive a lengthy testimonial and want to edit it for length, be sure and get that result in the edited version.

In addition to testimonials -- media mentions or quotes from magazines and newspapers also help promote you and your company as experts who are safe to spend money with. Of course, the best media mentions are from major newspapers like the *Wall Street Journal* or *The Times* of London. You can simply use verbatim what they said about you — or here's a trick: If you don't necessarily like what they said or what they said doesn't really work for the product or service you're currently promoting, you can say “When the Wall Street Journal wanted to know about such and such they called John Smith (filling in YOUR own name here, of course. This is ways of using the fact that you got mentioned in those periodicals, without necessarily using the entire quote itself.

Remember, too, that depending on your particular market you may have trade journals that are actually more important than the *Wall Street Journal*. It's a tricky thing about media mentions because if you have quotes from a lot of small-town papers, it's really not worth listing them all, but what you can do is say “hundreds of periodicals have interviewed so and so on making money in real estate (or whatever your expertise is). This really postures you as a bigger expert than if you had a one-line quote from a little article that appeared in a local newspaper! Do you see how powerful these techniques can be?

Another strategy that's very powerful is to use success stories or expert comments as testimonials.

If you are getting into a new market where you don't really have testimonials or the ability to get them yet, one of the easiest ways to get quasi-testimonials is to look for industry experts who said in print that a product or service like yours is very valuable, and why.

Another trick I use with testimonials is merely a formatting strategy. Because one of the things you should know is that, even if the people you're getting testimonials from aren't generally known, you can talk about them as if they are. Tell people why they are an important person and what that important person is saying about you. It is a very powerful technique that most copywriters don't use.

THE OFFER:

Here's one of the most important components of a well-crafted direct-response marketing piece...the offer. When it comes to writing the offer, the key to a compelling one is to keep it simple. Don't confuse people with too many choices of pricing or different components they can choose. When it comes to direct-response copywriting, I like offers that say, there's only one package, it's this, the price is this, and here's why that price is such a great deal. I absolutely do not recommend gimmicks like bronze, silver and gold packages with different benefits and different prices. It confuses the reader — and a confused reader will say "no" every time, rather than wade through all that detail. Remember what I said about your copy being a greased chute? Well, that greased chute effect goes away immediately if your reader has to stop and analyze which package or price they want.

If you do want to present different price options, treat them as an add-on and put them further down in the copy, preferably in the postscript. But keep them out of the main offer section.

Prior to mentioning the offer, your ad should include copy about what's included in the product or service package, the benefits a buyer would receive, the new lifestyle they'll enjoy once they own the product, testimonials and case studies, bullets of what's included and so on. All that copy will "sell" the reader on the package being offered — before you ever mention the price. This proven formula — of discussing all the benefits before discussing the price — is a formula that could literally transform the response rates you've experienced in your marketing efforts so far. By the time you finally discuss the price — that is, the actual offer — you have two things in your favor: (1) a committed, qualified reader who is interested enough to have read this far into your sales letter or ad, and (2) a potential buyer who is virtually pre-sold to the point where price almost becomes no object. In fact, if you've done your job of presenting your product or service in such a way that the reader simply must have it, price will NEVER be a deciding factor. If the reader wants it bad enough, they'll find the money to purchase. THAT is superb direct-response copy.

Start writing the offer by restating what the buyer will get — the benefits they'll receive, what the results might be if they buy and do everything they are supposed to do. Then — and only then — mention the price of your product or program.

What happens when you structure your offer this way? Well, after reading about everything they're going to get and the major changes that will happen in their life as a result of buying from you, their natural reaction should be, "Wow, I'd pay anything for that."

Spend time presenting your offer in a really powerful way.

After you've presented the price, immediately begin comparing it to what a package like this should cost and what it could cost if they do not buy from you. You can also talk about how the reader can specifically benefit from the services they are going to receive, the results they will get, the fact that they (if they are a business) could be writing testimonials or client success stories of their own. It is important to reinforce your product and your offer, and the incredible value the buyer will receive.

Also, you may want to have people qualify for your package or service if you're selling it for an extremely high price.

Two techniques we use on the sales floor that translate very well into direct-response are *scarcity* and the *take-away close*. Scarcity — or a limited supply — works well in direct-response copy because it entices the reader to call immediately to purchase one of the few available units or book one of the few available appointments. This boosts your response rate, but also creates a more immediate response meaning more instant income in your bank account.

The take-away close is very similar. After writing page after page selling the reader on your product or service — to the point where they're sold but they just need to know the price — you actually take-away the opportunity and hint that they may not actually be able to purchase. And what do people want when they

think they can't have something? They want it even more. This technique tends to reduce price objections when you do finally discuss the price in your written marketing piece.

Of course, when it comes to what price you'll actually charge, you need to first look to your market. What will they pay to reach their ambitious goals or solve their painful business or personal problem? What is it worth to them to solve it? How much would they save by having you solve it? What are others offering similar services charging? These are all questions you must investigate prior to writing your promotion.

If you decide to offer a really high priced item, and I'm referring to thousands of dollars, maybe even over \$10,000 — then you may want to offer financing. While there are many finance companies who will help you offer financing terms to your customers, you may also be able to simply offer payments on your own without any interest charges or other regulated terms. Check with your attorney to be certain.

Just so you know, there are a number of different kinds of proven offers you can try. Remember, the offer isn't just the price of the item -- it's the price, the terms, the components included in the package, how many units are available, when that pricing expires – in short, everything related to making a purchase from you. And there are many proven kinds of offers you should know about before deciding what you'll write in your marketing or advertising device.

There are actually two main categories of offers: The straight sale or buy-now offer; and the two-step or lead-generation offer.

A straight sale offer is designed to close the sale and persuade the reader make a buying decision solely from the piece they're reading at that moment. This might be a letter, a newspaper ad, an email...even a postcard. It's designed to induce the reader to act immediately on what they read and make a purchase from you.

A two-step offer, on the other hand, convinces the reader to take the next step and call to request more information or click through to a website or schedule an appointment with a salesperson. Your two-step offer might convince the reader to join in on a tele-seminar that talks about your service or your product. Again, it's designed specifically to get the reader to take the next step in the purchasing process.

Why would you want to use a two-step offer? Well, for a couple of reasons. First of all, often times, depending on the market, you can't always go out with just a straight sale because your product or service might be actually so expensive it would be ridiculous for them to buy it off of just a written letter or email. Or, it is too complicated to explain, even in a written piece, so you really do need a tele-seminar or telephone sales call to walk people through the process. That would be a reason to use a two-step offer.

But the main reason to use a two-step offer is to collect names. If you can build a database of people who are interested in your product or service, you can go back to those people again and again, literally year after year, to sell them additional products and services versus just collecting the names of people who buy.

CALL TO ACTION OR "CTA"

The next component I want to talk about is the Call to Action or CTA. You'd be surprised how many copywriters give the reader all the information they need to make a purchasing decision, but then fail to tell the reader how to actually respond!

The Call to Action is that response language. It's you telling the reader how to respond and when to respond. And let me make it easy for you. Respond NOW should always be your call to action. There are a lot of ways to communicate this. You can bring in a sense of urgency, the fact that there are limited spaces, that the event is coming up, all appointments will be filled, the last three years of doing this

promotion we sold out, our supplier will be doubling their prices. All of these kinds of arguments get people to respond quickly.

Of course, how your readers respond depends on the response mechanism you've set up prior to distributing your promotional copy. Perhaps you want them to pick up the phone and call you with their credit card information in order to buy. Perhaps you're sending them to your website to opt-in for more information. However you want them to respond, tell them exactly what to do in simple terms like, "Pick up the phone now and call (805) 499-9400." Or "Click through to www.consultingpackage.com to register for your free assessment appointment."

Of course, the two most popular response devices are the telephone and the Internet. The telephone is my personal choice for higher priced services because it is faster, you absolutely capture people's information and you can dispel any last-minute objections the buyer might have.

For those who work out of a home office or a small office and don't have the staff to handle these calls, you can contract with a call center or answering service to take these calls for you. A call center is basically a room of inbound telemarketers who are answering the phone all day long for many different companies. When somebody calls your number, a screen pops up that is customized for your product. This screen walks the operator through a script that you write. You can even put an upsell in your script — a special offer "just for you" or a free bonus upgrade — so the operator will ask, "Can I put that on your credit card, too?" You can find some call centers that are still reasonably priced to get started.

One other thing that you can do that is really inexpensive is to just get a telephone answering service that has live operators. They will charge you a small fixed fee every month and you can have them do the data capture for you. They will charge you on a per-call basis or a flat fee per month.

THE RATIONALE:

We've talked extensively in this tutorial about how to craft a headline stack, about different kinds of offers you might make and about the Call-to-Action – the three most critical components of a well crafted direct-response marketing piece. But in addition to these, the *Rationale* for offering what you're offering is the next most important component. Some copywriters say it's the most important.

The Rationale really answers the question "Why are you offering this product or service?" Why are you giving away this information? Why are you giving away this information NOW? Why are you selling this product at this price?" It's the reason you're making this offer.

Simply taking money from people and running your business, at least in the United States, doesn't seem to be a popular rationale for offering something. Here in the States, you have to be a little more noble than that.

Your Rationale has to be real and truthful. In fact, you really don't need to make it up. Because there are actually many different rationales that work successfully.

So what are some rationales that work?

If you have an endorser who is using your product or if you've developed your product for a certain company that has several thousand distributors, you can always have your endorser or the company president sign your promotional letter and say in the copy, "We strong-armed him into putting this offer together for you. It's the only reason you're getting access to this valuable product bundle at such an advantageous price."

Or how about this rationale:

“We recently ordered brand new shipment of Widget XK-462, but we still have a few of the previous models left in the warehouse. We need to make room. That’s why we’re forced to liquidate these units at such a low price.”

ANSWER OBJECTIONS:

The next of the 16 components to include in any well written marketing piece is to answer objections to your price, your product, to the urgency in your letter, to the fact that readers may not be ready to buy and other objections.

Remember that when you are selling someone on your consulting expertise, your products and your services, you are also UN-selling them on every other expert and offer out there. You have to overcome price objections. You even have to overcome the reader’s own inclination for inaction and laziness. This is a big job. Readers will always have objections like “It doesn’t seem right for me. It doesn’t seem right for me at this moment. It sounds like more work than I want to do. I don’t have enough time. Wasn’t someone else offering this same program just last month. I’ve already spent too much money on services like this. I think I could do the same thing cheaper myself. I’ve never heard of this person. Does this really work?” and on and on and on. All kinds of objections.

But a very easy way to answer all of these objections is to know in advance what the objections are or could be. So part of the process of copywriting is to do some research. Ask, “What are people buying and what are their objections to acquiring this type of product or service?” Make a list of what the objections will be and answer them in a very truthful, logical way.

Of course, one of the major objections you will get is objections about your price. But if you’ve done your copywriting job well, price should never be the issue. In fact, price will only be an objection if you have failed to convince the reader of the value of what they are buying. Be aware, too that it IS possible to have too low of a price. After being completely sold on your product or service, the reader might read a low price in your letter and say, “Wait a minute. What’s wrong here. What am I not getting that I thought I would?” Make sure to test your pricing and be certain you are charging the right price.

Probably a bigger objection than the pricing objection is people who say, “**I don’t have time right now.**” People can always write a check, but they can’t always find time to take advantage of what you’re offering. To overcome this objection, what you need to say is, “You know what?! Not only is this really important for changing your life, but your time commitment can actually be quite low. Spend just two or three hours a week before you take it on full time. It’s always your choice!”

Another objection you’ll encounter quite often is the reader’s fear that they are the first person you’ve ever worked with. That they are somehow a test case. Testimonials are great for this objection.

Perhaps the most difficult objection to overcome is the reader’s objection that they personally are either overqualified or under-qualified for what you are offering. Sometimes people’s self-esteem just gets in the way of their buying decisions.

This is a tough one. But it really has more to do with the market you’re going to and the quality of the leads you’re generating. If you are going out to solo entrepreneurs with a \$25,000 or \$30,000 consulting service and the most money that they have ever spent with a consultant is their attorney at \$225 an hour, well you have a little bit of a problem. People who are PERFECTLY qualified for your offer will be accustomed to spending money on getting the result that you are offering. Beware of under-qualified leads.

Overqualified leads, on the other hand, well they are a problem, too. If you’ve compiled a list of multi-millionaires and you’re approaching them with a system for generating an extra \$30,000 a month — well, unfortunately, your prospects probably couldn’t care less about making just an extra \$30,000 a month. But tell them how to leverage their current fortune into double or triple what they are earning

now, and you'll have better success at selling them something. So be sure and write your offer and develop your pricing specifically for the market you're trying to sell to.

BULLETS:

Bullets let you turn features and benefits into little nuggets of sales copy that people can glance at and still say, "Wow! Am I going to get a lot out of this!"

There is a specific way to write bullets. Tell what people will get from the item being offered. Make the benefits exciting. You can also list a feature followed by the benefit a buyer will enjoy from that feature.

THE UPSELL:

Upselling is a great way to add money to a sale you'll already be making, and upsell offers are very easy to add into whatever promotional piece you're writing. In fact, you can use a soft-close sales technique and just mention the upsell offer casually, as if to say, "Oh, by the way, you can add this additional component for just a small extra charge."

Typically, upsells are an upgraded service—or additional items in a product package. The key to successfully selling upsells is to offer add-ons, not a different product, but simply additional items. Remember, don't want to confuse the reader, keep the offer simple!!

Always describe the extraordinary value of the extra item you are asking them to buy. Even if it is only \$19.95 extra, you want to talk about how much more benefit they'll get when they buy the add-on in addition to the original offer.

THE CLOSE:

Unlike the Call to Action, the Close simply reminds people to do what you already told them to do. It reminds them how to respond. So you want to repeat the phone number to call, the website to go to, the postcard to send back or whatever the response mechanism is. Remind them, too, that they need to act now. You might also incorporate the fear of loss into your Close by reiterating that this is a limited time offer, there are limited spaces available, that you must qualify or whatever urgency you've used.

You can also use the close to re-address the major objection — committing to the purchase and acting on what they buy. You can use language like, "Of course this is a big commitment, but remember what you will be getting by acting now." Then briefly list what they'll receive.

THE SIGNATURE BLOCK:

One of the biggest questions I get asked about copywriting is who should sign the letter or direct-mail package? Well, you have a number of choices in formulating our 15th most critical component – the signature block.

If you can find an endorser or prominent individual to sign the letter, that's a good option. If you have negotiated a joint venture with someone whose customers are perfect prospects to mail your promotion to, you should write a separate cover letter signed by that endorser that directs the reader to read the enclosed announcement signed by your Program Director or Director of Client Services. Then simply have a staff member sign the longer announcement piece.

The reason for all of this is that it's simply difficult to talk about yourself. It simply looks more credible to have someone else sign it. Another benefit to having someone else sign your promotions is that there is

an implied endorsement when someone else's name is on it. So, designate a staff member, give him or her a great title and have them sign the piece. It's not very often that you can sign the piece.

Of course, the exception to this rule, is when you are writing a personal letter to your own list of customers and prospects, just as if you were writing a personal letter to a friend. Since they already have a relationship with you, you would sign the letter in this case, because you want to maintain that relationship.

POSTSCRIPT:

Remember I said that some people start by reading the postscript? Many times, if this is a promotion they've received from someone they do not know, the reader will go directly to the signature block, see who signed it and say "Who is that?" or "Oh yes. I know that person". Conveniently, the postscript – component number 16 of our well-crafted sales letter -- is right there to start reading. In fact, most copywriters will tell you to put your entire offer and benefits in the postscript so that if someone looks at the signature block and reads nothing else but the postscript, at least they'll read what you're offering and they may be compelled to start reading the entire promotion from the beginning.

You can even use a postscript in a display ad or brochure – if you have started it with Dear Such-and-Such and written it as if you're speaking directly to the reader.

Typically, in the postscript, you'll want to re-state the major benefits. Re-state the advantages to their business, the lifelong benefits previous buyers have enjoyed, what others have gotten out of your product or service. You can actually say in the postscript "So-and-so said he experienced this within 24 hours of starting the service. That's why I'm writing to you today". That technique simply adds the implied endorsement of another person having already gotten a benefit from what you're selling.

Be sure to re-state what you want them to do and how they can respond whether it's "Pick up the phone and call now" or "Go to our website right now to get your free report." Whatever action you want people to take, don't make it difficult for them to respond. And finally, always remind them of the upsell offer in the postscript, as well.

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