

Subject: Test - Need more customers? Here's how to attract 800+ prospective customers in one day

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From: Janet Switzer (sent by <98639@bizmailtoday.com>)

To: Janet Switzer

Instant Income[®] RevenueReport

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In this issue:

Just One Press Release Generated More Than 800 Prospective Customers In the First Three Hours Alone for My Company.

What Could YOU Write About to Create the Same Kind of Interest in Your Products and Services? Today's List and My Most Popular Free Report Tell You Where to Start...

Dear Janet,

In this kind of economy, most businesses are looking for more customers--or a way to sell more to the customers they have already.

One way to drive prospective customers to your business is to use the tried-and-true strategy of writing and submitting press releases to media outlets--but with a twist.

Of course, gone are the days of sending a one-page press release to your friendly local newspaper and reading it in the business section the following week. Today, it's unlikely that your paper is even owned by a local publisher--and often the "local news" is handled remotely by disengaged editors and journalists.

So how can you compete for coveted editorial space in your local market--or reach prospective customers in other cities where you don't have a presence?

On My Blog:

Close More Sales With These Easy Techniques...

Turn even administrative staff and retail clerks into sales superstars... [more](#)

Break the Traffic Barrier

Get 200+ visitors a day to your website and start... [more](#)

Can You Really Charge \$1,000/hour for Consulting?

Many professionals charge \$500 to \$1,000 per HOUR for their private consulting and coaching services... [more](#)

How to Get on Google in 40 Minutes or Less...

The steps to getting your business in front of buyers on Google... [more](#)

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The Internet is the key.

One of the most popular free reports I've ever released (and one that I'll be taking down soon as we upgrade the Instant Income website) is this one on [Internet press release distribution](#).

We've employed this strategy for years and, in one stellar case, generated over 800 new customer prospects who opted in at our website in just the first few hours.

Lots of my readers have downloaded this report on how to replicate the strategy, but many of you still ask, "What can I write about that's newsworthy in my business?"

Many business owners assume they have nothing worth talking about in the media. "We really don't have anything to say in a press release," they say. "We're just a dress shop. Who would want to know about us?"

But even a small local business can make publicity and media work for them.

If you own a pizzeria, for example, can you give an opinion about genetically-modified organisms (GMOs) now finding their way into even simple foods like pizzas--then convey that your pizzas are better because they're made with organically grown meats, non-BGH cheese, locally grown organic vegetables and unbleached flour?

If you're a solo entrepreneur, a consultant, a web designer or other independent contractor working for other businesses out of your home, can you present yourself as a leading expert at some aspect of your industry? If you're a graphic designer, for example, can you release information about how small businesses in a tough economy can get twice the professional look at half the price, by using digital-press and print-on-demand technology?

And if you're a manufacturer, can you talk about how businesses don't need to go offshore with their manufacture of XYZ widgets, since you've perfected a unique process that not only turns out a better design than traditional widgets--but also cuts cost by up to 63%?

(continues below...)

Exclusive offer for Revenue Report readers...

The Business Plan for Making Money in Your Small Business [Instant Income Business System](#)

I recently developed a business plan unlike any you've ever seen--designed specifically to help you and your staff implement strategies that bring in the cash...while at the same time, becoming more focused on establishing future income streams for the business.

Forget about proforma numbers, growth projections and other "pie in the sky" business plan nonsense. My Instant Income Small Business Plan focuses on the one basic necessity that all small businesses (including start-ups) need in order to grow and thrive: Strategies that bring in the cash.

For full details and [to immediately download your copy, click here.](#)

To help you develop your own ideas of what to talk about in the press and broadcast media, take a look at the list below.

Can you talk about:

- New product releases
- Solutions to negative news stories
- Controversial/contrarian opinions in your field
- You (the owner) are an industry 'go-to' expert
- Recognition of you or your company by a publication, news outlet or national authority
- Launching a website
- Announcing free information available
- Sponsoring a workshop or seminar
- Meeting some kind of new challenge or rising above adversity or industry average
- Forming a new strategic partnership or alliance
- Grand opening, opening of a branch or satellite office plus other special events at your location
- Awards you or the business have received
- Awards your business has given out
- New equipment purchases or installation
- Newsletters now available to the public
- Starting a new business
- Introducing a new product
- Announcing a new partnership or merger
- Issuing a statement of position regarding a local, regional or national issue
- Announcing a public appearance on television, radio or in person or announcing a major new marketing effort has been covered in the press
- Introducing a unique strategy or approach
- You solve a common problem/pain/goal
- A unique story behind your product/service
- Ways in which you are a local hero
- Something you do differently from other businesses in your category
- Setting up a customer advisory group
- Announcing results of research or a survey
- Establishing a unique vendor agreement
- Making public statements on future trends or business conditions
- Obtaining a new, significant customer
- Expanding or renovating the business in some way, including remodeling your store
- Contests for employees
- Contests for your customers and prospects
- Announcing a restructuring of the business
- Receiving an appointment
- Announcing you've reached a milestone
- Celebrating a business anniversary
- Participating in a philanthropic event/effort
- Announcing you're available to speak on specific topics related to your industry
- Announcing that an individual in your business has been named to a leadership position in the community

You can also get tremendous benefit by "riding along" or providing a follow-up opinion to other people's news stories--particularly negative news--if you have a solution to the problem, disaster, upheaval, controversy, collapse or other phenomenon taking place.

For example, whenever a major celebrity divorce is announced, dozens of relationship experts go on talk shows to give reasons why the marriage may have failed and what everyday couples can do to keep their relationship healthy. Whenever a major airline disaster occurs, the media actively seeks experts who can comment on specific aspects of the flight, the plane itself, the plane's technology, weather conditions, rescue efforts and so on.

Another tried-and-true strategy is to create a new industry "need," a new controversy or a new media issue--then be the first to talk about it. Pablo Picasso was a cubist, but he wasn't the first artist to pursue that new style of painting. He just made news out of it.

If you haven't already read it, be sure to [download this popular free report](#) on Internet-distributed press releases--detailing a strategy that gets you GUARANTEED distribution to hundreds of news outlets who can send you customers.

Do You Have a Publicity or Media System in Your Business Yet?

I've talked briefly over the last two weeks about the upcoming marketing and new-customer campaigns I'm planning to include in my new monthly series of affordable, "done-for-you" marketing campaigns that you or your staff can easily execute within minutes or hours of receiving them.

Publicity and media campaigns will be just some of the many comprehensive strategies I'll provide to subscribers.

Like all of my other products, this monthly tutorial and package of associated marketing pieces won't just tell you "what to do" -- it will tell you HOW to execute in step-by-step detail using sample ads, sales letters, emails, webpages and other items I'll include.

(You can see [a free sample of these monthly campaigns here.](#))

Plus I've added (as a bonus gift) a comprehensive Internet marketing plan designed to give you the soup-to-nuts task list and tutorials for converting your website into a marketing "path" that resolutely migrates visitors from opting-in with their email address to buying an entry-level product or service to buying even more expensive products and services later.

With the right kinds of offers and marketing path at your website, your website can turn from a mere "brochure site" into a true money-maker for your business -- regardless of whether you're a consultant, service provider, retailer or other kind of bricks-and-mortar business owner.

Internet press releases are one way to drive traffic to a well planned site like this. I'll tell you more about this bonus plan over the coming few weeks as we finalize the monthly marketing series for release. For now, [re-read the free report about Internet press releases](#) and see what kind of media buzz -- and new customers -- you could create for your business.

Until next time,

A handwritten signature in black ink, appearing to read 'Janet Switzer', with a stylized flourish at the end.

Janet Switzer
Editor, Instant Income Revenue Report

P.S. Have you established cash-generating systems in your business yet? Does your revenue get banked on a predictable basis? If not, you need to put in place the seven major systems that reliably bring in cash-flow. These systems will help you easily execute pre-scheduled marketing campaigns, run advertising that makes the phone ring, use sales strategies that convert prospective customers to cash-paying buyers, and more. [Click here to read more about these systems](#) and the step-by-step program for establishing them starting today. Then stay tuned for more advice, free reports and income-generation news from the Instant Income Revenue Report.

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