

The

emba

Marketeer

Issue 39 October 2003

What to Put in Your Newsletter

Having a newsletter is a critical success factor for anyone trying to sell a product or service on the Internet. People rarely buy a product/service the first time they hear about it. They have to be told again and again to buy. But the problem is, they don't want to read another sales letter. If they've seen your ad, they won't read it or study it again if they aren't already convinced they want the product. Prospects may need to hear from you dozens of times before they decide to buy.

That's where your newsletter comes in. The primary focus of your newsletter should simply be to sell your product/service. Selling is a sub-focus of the newsletter. If you want people to actually read the newsletter, you have to offer them some kind of information they need or want; something that will benefit them. When creating a newsletter, you need to provide solutions for your readers.

Of course, you don't want to completely ignore the fact that your newsletter is supposed to be a sales tool, albeit a more indirect sales tool. Work sales copy into the newsletter without changing the focus. When you mention your product or service, it should be in a "by the way" manner. There are more direct ways to work in sales copy about your products/services. For instance, if you have company news to share that might interest your readers, then you could devote an article to that news. Still, if the news might benefit the reader in some way, that's even better.

If it becomes difficult to create content for your newsletter, you can find all the content you need on the web. There are thousands of articles out there that authors will let you use. Simply search the web for

A Winning Season

This past summer has been exciting for those baseball fans among us. Both the Chicago Cubs and White Sox have been vying for first place in their respective divisions. How this will all turn out will be obvious by the time you read this.

Have you had a winning season? If so, what have you done to make this happen? If you haven't, why not? A simple call or Email to EMBA might well be the way to get you started on the way to increased sales and profitability. We have done it for others and we would love to put our talents to work for you. The next month will see us presenting our "High Impact Marketing on a Shoestring Budget" as part of the Executive Guild Executive Session on September 24th in the Ramada Plaza in Lincolnshire, and on October 26th in Reno Nevada as part of the Institute of Management Consultants Confab conference. I will also be giving the same presentation October 31st as part of a business resource seminar sponsored by the Consulting Resources Network. If you would be interested in attending any of these, please let us know.

articles you would like to use, Email the author to ask permission to use the articles, and once you have permission, you can use them as much as you like. Sometimes the author will include a note saying the article is free for use as long as their name and author paragraph stay intact, and no changes are made to the article.

Now, you should be all set to create this useful marketing tool for your company.

A man was lost while driving through the country. As he tried to read a map, he accidentally drove off the road into a ditch. Though he wasn't injured, his car was stuck deep in the mud. So, the man walked to a nearby farm to ask for help.

"Warwick can get you out of that ditch", said the farmer, pointing to an old mule standing in a field. The two men walked back to the ditch. The farmer hitched the mule to the car. With a snap of the reins he shouted, "Pull, Fred! Pull, Jack! Pull, Ted! Pull, Warwick!" And the mule pulled the car from the ditch with very little effort.

The man was amazed. He thanked the farmer, patted the mule and asked, "Why did you call out all those other names before you called Warwick?" "Well, Old Warwick is just about blind, As long as he believes he's part of a team, he doesn't mind pulling."

DID YOU KNOW

Age isn't always a factor in one's success or failure. Consider these famous examples:

Actor George Burns won his first Oscar at age 80.

Golda Meir was 72 when she became prime minister of Israel.

Grandma Moses didn't start painting until she was 80. She completed over 1,500 paintings after that; 25% of those were painted when she was past 100.

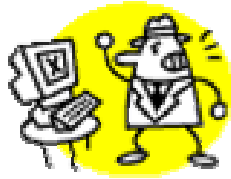
Michelangelo was 71 when he painted the Sistine Chapel.

Casey Stengel didn't retire from managing the New York Mets until he was 75.

Physician and humanitarian Albert Schweitzer was still performing operations in his African hospital at 89.

S. I. Hayakawa retired as president of San Francisco State University at 70, then was elected to the U.S. Senate.

Doc Counsilman, 58, became the oldest person ever to swim the English Channel.



How to Market when Computers and the Internet Aren't Your Thing

Not everyone is glued to the net, contrary to what you may think. There are still plenty of us willing to dirty our hands picking up a non-virtual flyer or flipping through a non-virtual newspaper. We leave our houses and drive cars or walk, reading non-virtual signs and advertisements.

Maybe it was the pile of science fiction books you read as a kid that makes you shun a future filled with diabolical gadgets and gizmos. Or, maybe you are simply the kind of person who wants to keep life as uncomplicated as possible.

Whatever the reason for your tech-phobia, there is still plenty of time for you to learn some new tricks. Meanwhile, you'll have to do some marketing the old-fashioned way.

Flyers are one of the oldest forms of marketing. Samuel Adams alerted the Patriots to the Boston Tea Party with flyers and we all know how that turned out. Your flyers probably won't make history, but they will get you noticed. Flyers are tangible, an attribute that most low-techies appreciate. Hand flyers out on the street and people can ask you questions then and there. That gives you an opportunity to sell them on your product or service.

When designing your flyer, put a bold, black headline at the top that shouts your most important benefit. Use light colored paper. Use 14 point type or larger, so people don't have to squint to read your message.

Billboards are an effective way of reaching potential customers. Keep your billboard message simple. There is no way people will understand detailed copy at 70 miles per hour.

A headline, graphic and two bullets are generally all you want to include. Add a photo or graphic, something colorful, to help draw attention to your billboard.

Make sure your phone number is easy to read and remember. List it with letters instead of numbers so it's easier to remember.

Advertising on your car is an effective and extremely cheap way to get your name out. People can see your sign for 15 to 20 minutes. You are a traveling infomercial.

You can use magnetic signs, window stickers, or have your message painted on the side of your car, van, or truck.

An old media trick is to number your vehicles. If you have two vans number them 3 and 7. People will think you have a fleet. Sometimes, the bigger people think your operation is, the more they will trust you.

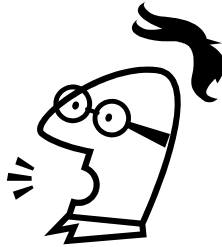
Then, there are always **T-shirts, caps, etc.** This creates a bond with the potential customer and they do your advertising for you. Use cool graphics, not just your name and telephone number. Remember to get sizes to fit women as well as men.

5 WAYS TO IMPROVE CLIENT RETENTION

Business owners are often encouraged to focus on continually gaining new clients and prospects.

However, it is equally, if not more, important to focus on the clients you already have. Use the power of follow-up and good customer service to keep your existing customers coming back.

1. Invite your clients/customers to test a new product or service before you offer it to the public. When they feel like you've singled them out for an opportunity, they will know how important your business is to them.
2. Offer freebies and discounts to previous and existing customers. Let them know there are tangible perks to continuing their patronage of your business.
3. Find out what you have in common with your customers, then start conversations with them that are not related to your business transaction. This helps create a bond with them.
4. Know what your competition is offering and let customers/prospects know that you offer something better: lower prices, more value, guarantees, etc.
5. Spend between 10 and 30 minutes each day talking with existing clients, learning what they want, what you can do to provide them with better service, and what they didn't like about your service or products. When you implement their ideas, let them know. This will show them that you really were listening.



Startling Statistics for Anyone in Sales

By
Judith Filek – President
Impact Communications, Inc.

As you read the following startling statistics, ask yourselves, what is the implication to me and my business.

- 90% of people are uncomfortable introducing themselves to strangers.
- People have to hear or see your name six times before they remember you, at which time their retention is greater than 90%.
- 71% of people base their buying decisions on trust and believability.
- An individual loses 93% of his impact, if what he says is not backed up by his body language and voice.
- People make decisions about you in 7 seconds.
- People forget about 45% of what they hear in 24 hours and 65-75% in 36 hours.
- 70% of people make purchasing decisions to avoid problems. 30% make purchasing decisions because it is an opportunity to gain something.
- By using a headset, you are 50% more effective on the phone.
- The typical manager sends and receives 178 messages a day. 71% feel overwhelmed by the number of messages they receive.
- When a customer is dissatisfied with a business, he typically tells 7 people who each tell 5 other people. That is 67 people spreading bad news about your company.
- It is six times more expensive to keep a current customer happy than to get a new customer.
- If you satisfy a disgruntled customer and resolve his/her problem, future purchases typically will average 10 times the amount of money spent on the original unsatisfactory purchase.
- If a complaint is quickly resolved, 95% of your customers will remain loyal.
- 14% of each 40-hour workweek is wasted due to poor communication between staff and managers. That amounts to 7 weeks a year.
- If you are speaking on the phone and there is a difference between your words and the tone of your voice, 85% of the time people will trust what they hear in the tone of your voice over actual words.
- The more expensive the item, the more the customer needs to see value.
- In large decisions, people weigh whether the problem is big enough to justify the cost of the solution.
- 92% of salespeople give up after 4 no's.
- 70% of the population has a behavioral style of being either amiable or analytical. Amiables typically make buying decisions after 4-5 contacts; Analyticals make buying decisions after 5-7.



Elliott M. Black & Associates, Inc.

Effective Marketing and
Business Assistance

Your off-site Marketing Department

2511 Windsor Lane
Northbrook, IL 60062
Tel. No. 847-272-2884
Fax No. 847-272-3551

E-mail: eblack@embainc.com
www.embainc.com

Email: info@embainc.com

From the Editor's Desk

Do you want to develop a newsletter...do you have news which warrants a press release...does your logo need to be updated and your brochures redone...do you want to develop a how-to brochure? We can do that and more. Call us for a free consultation on how we can help you with the growth of your business. It will be the most important call you have ever made!

MAXINE, Newsletter Editor

No matter what you've done for yourself or for humanity, if you can't look back on having given love and attention to your own family, what have you really accomplished? ...*Lee Iacocca*