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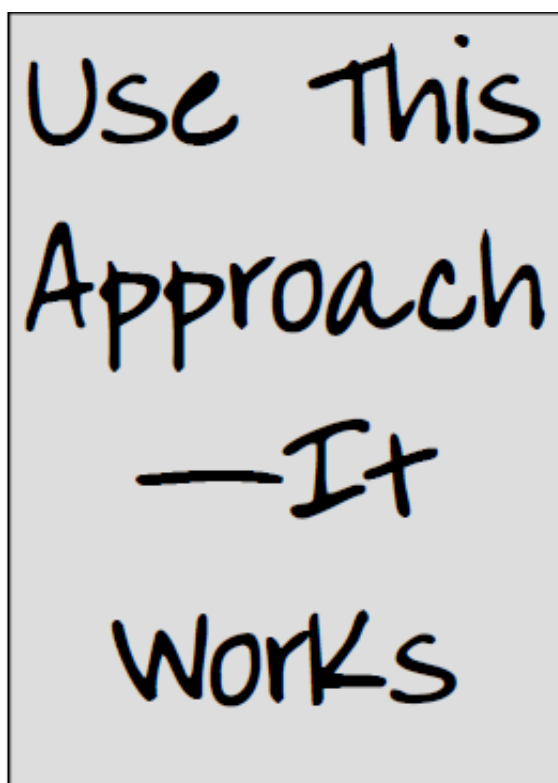
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Using This Frowned Upon Strategy Can Get Your Phone Ringing Off the Hook All Day Long

Creating a handwritten letter (or fax) to grab your prospect's attention



Using a handwritten letter or fax is a quick, easy and low-cost way to increase your enquiries!

Over the course of this newsletter you've read how much we advocate a personal look to many of your marketing pieces. Why? Because when something looks more personal, it rises above the clutter and stands out from all the other 'me too' marketing pieces.

So this month we'd like to introduce to you the 'handwritten letter' (or fax). Now to many people this approach flies in the face of everything they ever thought about sales and marketing, and is often frowned upon when we talk about it, yet it is one of the easiest and simplest strategies we know to generate an instant and sizeable response.

Now we appreciate that you may operate...

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Using This Frowned Upon Strategy Can Get Your Phone Ringing Off the Hook All Day Long

...a business to consumer company rather than a business to business one. However, even business to consumer organisations can utilise this approach. Remember, there's nothing stopping you mailing or faxing your message to businesses – everyone working in a business is a consumer – so you can still reach people at work with your letter or fax (and any other marketing piece). Let's first look at the general guidelines for creating a handwritten letter/fax...

Flexibility:

You have the option of creating a 100% handwritten letter/fax or part handwriting, part typewritten. If you've already mailed something to your prospects, then showing this along with your handwritten note is often an excellent way to reinforce the offer.

Both approaches work well, you just need to test to see what works best for you.

Creating Immediacy Is Key:

The handwritten letter/fax lends itself to you creating immediacy in the sales process. For example, use your handwritten letter/fax to reinforce that an offer is about to expire (only 2 days left, etc.). Or that you have decided to write a quick note to get the message out quickly.

Because either all of your letter/fax or some of your letter/fax is handwritten, this creates the sense that you want to make sure they don't miss out. It's a very powerful approach.

Don't Worry About How It Looks:

One word of caution; Don't let 'image' get in your way. A handwritten approach makes your letter/fax (and all other Marketing Pieces) stand out and makes it look like you've just written it. Remember, all that matters, as stated in our 'Business Growth Law #5: Never Focus on the Brand', your only goal is the 'SELL SOMETHING NOW'.

If you're concerned about what people will think about you sending a handwritten letter/fax – then this is probably something you would shy away from. However, we can't stress enough how powerful this technique is for generating enquiries.

Like many of the strategies we recommend to you, a handwritten letter/fax is very different to anything you would have thought of using – but give it a try – you'll surprise yourself.

Make it Legible – But Not Perfect:

Of course your handwriting needs to be readable, but don't concern yourself about making it look perfect or polished. It's okay to write on a slant. It's okay to make the odd mistake! Remember, you're creating the impression that you've just put pen to paper – it doesn't want to be a work of art!

Key Steps to Creating a Handwritten Fax:

Okay so let's look at the steps you need to follow to create an enquiry generating letter/fax...

STEP 1: Set Your Objective:

Just like with every other marketing piece you produce, your starting point is to decide

what you want the letter/fax to achieve. Is it to get people to come into your store? Is it to get people to request a meeting, quote or estimate? Is it to get people to book for an event you're running? Whatever it is, make sure you have this written in front of you.

STEP 2: Biggest Bang First:

Notice how the example handwritten letter on the next page leads with the biggest benefit first: "Ten minutes of your time will enable you to eliminate fibre cracking on all future jobs!" Notice the emphasis on words "eliminate fibre cracking".

STEP 3: What's Urgent?

Next you have to establish the reason for the urgency. Notice in the first example the urgency is based around a salesman being 'in your area on Tuesday'.

STEP 4: Why Should they Respond?

Next tell them why they should respond. Again you should load your letter/fax with more benefits.

STEP 5: Finish With a Call to Action:

As with all your marketing pieces you need to finish with a call to action. Notice in the example how Gina puts the reader's mind at rest by saying 'Bruce is an easy-going guy – no hard sell and no time wasting'. This is excellent.

STEP 6: Scan and Send:

Now all you need to do is scan what you've written and paste it onto your letterhead. This is now ready to be mailed or faxed to your target market. Enjoy the results!

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...Get Your Phone Ringing Off the Hook



Ten minutes of your time will enable you to eliminate fiber cracking on all future jobs! We happen to have a salesman, Bruce DeAngelo in your area on Tuesday. Would you like a fast in-home demo of the TRI-CREASER? Seeing is truly believing. 10 minutes now can save you hours, headaches, and many dollars on your next problem job. We have over 7,000 customers worldwide who already know the secret - several are your neighbors.

Call us @ (973)293-7473 for an appointment. Bruce is an easy going guy - no hard sell and no time wasting.

Kindly,
Gina

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www.technifoldusa.com

A good example of a 100% handwritten letter

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...Get Your Phone Ringing Off the Hook

Hi,
We sent you this invite a week or so ago. We're meeting a couple of accountants in your area next week, and we don't want you to miss out. Please phone us on 0161 266 2260 to arrange your meeting. Thank you.

Regards
Julie.

By Personal Invitation Only...

*Unlike Any Network Or Association
You've Either Seen Or Heard Of - GUARANTEED!*

If you're looking to grow your practice by creating and retaining the perfect client base, at the right fees - all with very little effort on your part, we need to meet.

**YOU WON'T HAVE SEEN ANYTHING LIKE THIS
NO MATTER HOW LONG YOU'VE BEEN IN PRACTICE
AND YOU WON'T BELIEVE THE PRICE!**

I guarantee this will blow you away!

But you need to be quick. This invitation has gone to a number of **carefully selected** accountancy firms in your area and only 1 firm in each area can be part of this phenomenon (as of writing, in just 16 weeks, 79 of the 343 areas in the UK have already been snapped up - leaving just 264).

All we need is 90 minutes of your time. I promise you that this will be the most important 90 minutes you spend in 2010.

I also guarantee you will regret it if you pass this by.

I know you'll be amazed at our offering, so much so that if at the end of the meeting, you think we've wasted your time, I'll gladly donate **£200.00** to your favourite charity.

You will only get one chance. Don't miss it. Please phone us on **0161 266 2260** to arrange our private meeting when I'll explain everything!
Alternatively you can complete our online form here...

www.AcademyForGrowth.co.uk

Thank you.

Richard Brewin FCA

R.S.O.P.

A good example of a successful part handwritten letter

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Increase the Profit on Every Sale by Using Cross-Sell

Last month we discussed the merits of using up-sell at the time when a sale is made. This month we thought we'd focus our attention on cross-sell.

Like up-selling, cross-selling is one of the easiest tactics to apply to any business.

Once again it's a simple, highly effective way to increase the average order value and to increase the profit on the sale.

Let's use the McDonald's example again to demonstrate how the cross-sell works...

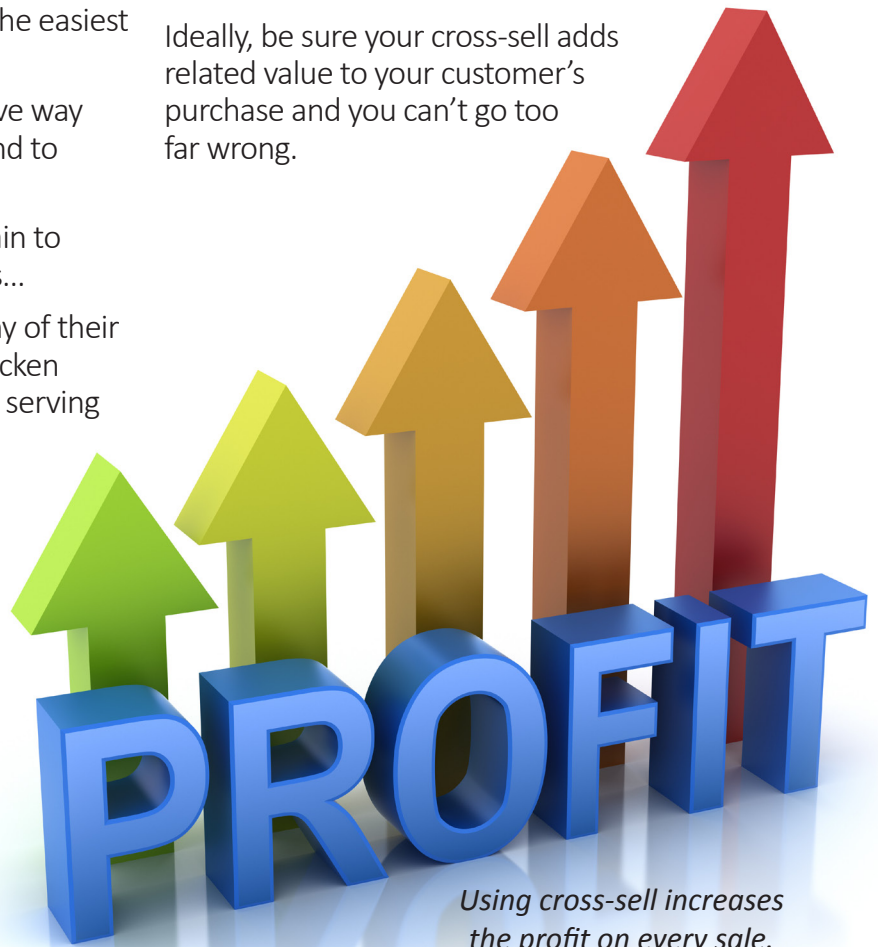
You go into McDonald's and ask for any of their main dishes, such as a Big Mac, or Chicken Sandwich – the reply from the person serving you will be...

'Would you like fries with that?'
Basically, they are using a well-rehearsed 'Cross-sell Statement' that makes it easy for the buyer to say 'yes'.

So to define cross-sell more accurately...

A cross-sell is when you sell a complementary product or service to the product or service initially being bought.

Ideally, be sure your cross-sell adds related value to your customer's purchase and you can't go too far wrong.



Using cross-sell increases the profit on every sale.

Good Examples of Cross-sell

Here are a couple of good examples of cross-sell...

Example 1: The Sunglass Hut Cross-sell

Buy any designer pair of sunglasses from the Sunglass Hut and, when you go to pay, the shop assistant will draw your attention to four 'plastic balls' on the front of the counter (with a price of £10 clearly shown). Each one containing a different coloured cleaning cloth for the sunglasses. Their cross-sell script goes something like this...

"Thank you, Mr Jones. Because you are ordering today, would you like to choose any one of the cleaning cloths in front of you and I'll add just £4.99 to your order?"

Note the following...

- The assistant have been well trained and uses the name of the customer by looking at the card passed to them
- This is a simple one-sentence up-sell
- The cross-sell in this example is probably adding close to £4.50 in pure profit to the sale!

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Increase the Profit on every sale by using cross-sell

Example 2: Kitchen Devil's Knife Set

One of the things we're going to ask you to do from now on in the development of your business is to spend 30 minutes or so each day watching shopping channels like QVC and The Shopping Channel.

These programmes have some of the best marketing strategies on show as they run infomercials one after another.

Be careful, though – make sure your wife or husband or partner doesn't start watching as well – or they'll be dragged in like the rest of them!

For example, the well-known infomercial selling the Kitchen Devil's Knife Set.

Selling for about £300 is very powerful. They have the chef literally throwing food in the air which then lands on the knife to be split perfectly in two. When you order, this is what the telesales girl says...

"Mrs Jones, because you're ordering today we have a special offer on the Kitchen Devil's Presentation Mount. Made of beautiful solid wood, it will show off your knife set on any work surface in your kitchen. Can I add just £9.99 to your order?"

It's hard to turn that down, having just spent £300 on the knife set! Most people want to parade their new knives and what better way than to have the perfect showpiece for them!

Three short sentences for an

increase in profit of about £9.50, which a product that unquestionably complements the original purchase.

Example 3: Tailors

A store selling men's tailored shirts can offer matching cuff links, ties and collar-stiffeners.



Example 4: Lawn Care

Offer a pruning service, grass removal, weed removal from borders, etc., or how about a discount on leaves and snow removal in the winter if they agree to a contract for the season's lawn care?



Example 5: Amazon.com

Amazon were pioneers in the online cross-sell.

Whenever you choose a product

to buy, they back this up with other recommendations.

For example, 'buyers of this book also bought these books'. 'perfect partner' (see example on next page):

There are a few other strategies that you can use in your business that have such an immediate and big impact when applied.

Once you've created your up-sell it should be used indefinitely (but of course test other ones against it to see what works best).

However, if you're in need of a quick influx of extra sales and profits then simply adding an up-sell to your products and services will give you exactly what you need – for absolutely no extra cost.

That's why we said earlier every business should use up-sell!

Example 6: Any Other Product or Service Sold By The Business

The beauty of cross-sell is it gives you the opportunity to sell other complementary products or services the business is selling.

But there will be many more products and services you can include once you start thinking about it.

The important point to take from this is to look for the opportunities in the business to present related products or services. Then, offer these additions at a discount as a cross-sell.

In many cases, you'll find that some customers will want these products or services, but didn't think about

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Increase the Profit on every sale by using cross-sell

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- Important Information on Firmware Updates:** Having trouble with your Blu-ray disc player? Will certain discs just not play? You may need to update the firmware inside your player. [Click here to learn more.](#)

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Price For All Three: **£19.83**

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Show availability and delivery details

- This item: Peter Pan (1953) [Blu-ray] [Region Free] ~ Hamilton Luske Blu-ray £13.40
- Bambi [Blu-ray] [1942] [Region Free] ~ Harde Albrigt Blu-ray £16.00
- Pinocchio [Blu-ray] ~ Max Sharpsteen Blu-ray £10.43

What Other Items Do Customers Buy After Viewing This Item?

- The Little Mermaid [Blu-ray] [1990] [Region Free] ~ Rob Minkoff Blu-ray
★ ★ ★ ★ ★ (282) £18.00
- Aladdin [Blu-ray] [1992] [Region Free] ~ Scott Kempner Blu-ray
★ ★ ★ ★ ★ (140) £14.70
- The Jungle Book [Blu-ray] [1967] [Region D & C] ~ Phil Harris Blu-ray
★ ★ ★ ★ ★ (450) £14.05
- Robin Hood [Blu-ray] [1975] [Region Free] ~ Brian Bedford Blu-ray
★ ★ ★ ★ ★ (140) £11.00

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Buying them – either because they didn't think about needing that product or service at that time or didn't relate that need to their current need.

Either way, you helped them and both of you received extra benefit.

Be aware of opportunities in the business to sell additional products or services to customers

– at the time of their initial purchase (and of course after this – but more on that in later issues).

It really is very easy to use cross-sell (and of course up-sell) at the point of purchase.

So if you're not taking advantage of these potent and easy-to-apply strategies, we guarantee you're missing out on potentially huge

volumes of sales and profits from your clients or customers.

Remember, it takes just a few minutes to put in place many cross-sells and up-sells for all your front-end products or services.

So taking advantage of this opportunity will increase the sales and profits of the business within a very short space of time.

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Step-by-Step Analysis of a Profit-Boosting Marketing Piece

Here's another analysis of a winning marketing piece and an explanation as to why it worked.

This will help you understand how the marketing assets worked with this particular marketing piece and show you how to do the same. This month we've chosen a successful 'buyer's remorse letter'.

When a customer buys from you, what happens next? In other words, what do you do to cement the sale and encourage the customer to promptly buy from you again? Most businesses do nothing. Some may write a thank you letter. And even fewer sent a 'Buyer's Remorse Letter'. By sending a buyer's remorse letter...



- You dramatically reduce and even eliminate customers cancelling orders.
- You make the customer more receptive to the next offer.
- You will develop a closer relationship with the customer.
- You can solicit referrals.
- You get the chance to immediately up-sell to the customer some more expensive product or service that the business makes available exclusively to them at a preferential price, or terms, etc. – if they buy it within, let's say, 30 days of the original purchase.
- You can explain the use of the product or service so it will be used more often and re-ordered more frequently.

Industry: Furniture

The Results: This letter is sent to every new customer. The specific letter helped to increase customer referrals by a factor of 8 (800% increase)

Why It Worked So Well:

1. Just good old-fashioned courtesy. For some reason thanking customers has gone out of fashion these days – so thanking a customer for their business really sets you apart from the competition.
2. Communication of the customer offer – 10% off for life!
3. The referral system.
4. The reward for recommending other people as part of the referral system.
5. Communication of the products and services offered. Don't take for granted that the customer knows what you offer – they rarely do. Including a list of services in the buyer's remorse letter is a proven method for increasing sales.
6. The P.S. reiterates the referral system.

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Step-by-Step Analysis of a Profit-Boosting Marketing Piece

<Name and Address >

Good Morning <Name>

Just a quick note to say thank you for your business. It really is a pleasure to be able to help you.

1

I'm glad you chose us. I know it's never easy choosing the right specialist, but I'd like to think you've made the best possible decision. Now it's up to us to deliver on our promises – which of course we'll do! Don't forget you now qualify as a valued customer, and as such you are entitled to **10% off every order** you place with us – forever!

2

I'd also like to ask a favour from you...

I've enclosed a reply paid card with this letter. I'd be delighted if you would give me the names and addresses of up to 3 people who you know, who may be interested in receiving information from us regarding our services. Simply complete the card and post it back to me (no stamp required).

3

For every person who becomes a client (no matter how little they spend), I'll send you **£30 worth of WH Smiths** gift vouchers as a thank you. I'll also give the people you recommend, a **10% discount** off their order.

4

For your information, here are the services we provide...

- *New furniture (cabinet and upholstery)*
- *One of a kind specially designed and hand-made furniture*
- *Re-upholstery / Antique Restoration*
- *Traditional Hand French Polishing*
- *Modern Finishing*

5

If you need to discuss anything at all, please call me on <Number>. Thanks again <Name>.

Kind regards

Gary Foster

P.S. Don't forget to fill in and return the enclosed card. For every person who becomes a customer I'll send you £30 worth of WH Smiths gift vouchers

6

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If You're Selling Your Business Online You're Selling The Wrong Thing...



By Grant Eagle - Europe's leading internet marketing expert for non internet businesses

For many of you that struggle to generate leads and clients/customers online, this article is for you.

Hopefully by the time you've finished reading the next couple of pages, you'll have a mindset shift that will help you make more money using the internet than you've ever done before.

One of the biggest misconceptions small-business owners have about marketing their business online today, is that they think they need to get their business in front of their prospect as quickly as possible or they're going to miss out!

You may well fall into this category.

For example, you most probably think the best way to get people to favour you and your business is to extol your own virtues via your website. For instance, you most probably feel...

- You need to tell people how good you are at what you do.
- You need to tell people who you are.
- You need to show people how many years you have been in business.
- You need to tell people what you do.

But all of this self-focused information is the quickest way to

destroy your chances of generating leads online. And here's why... that's not what people are looking for!

So What Do Your Prospects Want?

So, what do your prospects want if they don't want to know about your business and what you do?

The answer comes back to understanding how people think and behave when they use the internet and when they're first looking for your services or products.

More often than not the mindset that people are in when using the internet is the same as when they are walking around the shops – they're looking for information that will help them favour one supplier over another. I call this the 'browser mindset'.

And if you want lead to generate leads online you have to match your marketing to meet the emotional desires that your prospects have at this stage of the buying cycle.

You see, people don't like being sold to at the early stage of the sales funnel (when they've just met you) – instead they like it when you're giving them things that can help them with their 'browsing' task.

The Right Way To Think To Get More People To Want What You've Got...

So, pretend you're the helpful shop assistant that's going to spill the beans on everything in the shop including the good, the bad and the ugly.

But before we get to use this way of thinking to generate leads, you must be able to offer something that your prospects can download instantly.

The internet is a "get it now" environment so you have to take

this into account when you are offering things to your prospects.

Now, let's take an example of how you can use information that helps your prospect with their buying decision and in turn helps you to generate leads online.

A Proven Way To Generate Leads Online...

One proven way to help prospects with their browsing task is to offer a FREE BUYER'S GUIDE. But this isn't just an ordinary guide. This guide has one purpose – to position you and your business as the premier provider in your sector.

Now, don't let the title 'Buyer's Guide' throw you. A buyer's guide is anything that helps your prospect with their buying decision. Usually it contains information that helps prospects...

- Avoid mistakes
- Find out things people in the know never tell you
- Know what things are important and why
- Know what they should include and what things are less important when buying

For example, it could be anything from a free report that offers information about what scams to avoid when choosing a plumber to the best and latest new gadgets that your shop has to offer.

Anything that helps make that decision easier, safer and better is something they will be more than willing to share their name and e-mail for, which in turn creates a lead.

So, let's take one example of a buyer's guide that I'm sure many of you will be able to take and use in

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If You're Selling Your Business Online You're Selling The Wrong Thing...

The buyer's guide in this example can be used to help prospects choose the right service provider or product supplier for their business.

Step 1 – The Title

Now, the first thing you need to consider is the headline for your buyer's guide.

If you choose the wrong headline then this strategy could end up falling on its face.

So here are a couple of headline formats that work really well...

"How To [Find The Right XYZ Supplier/Widget] That Will [Give You What You Want Most]"

"How To Avoid The [X Mistakes] That [Stop You Getting The Most Out Of Your Supplier/Widget]"

Step 2 – Your Content Ideas

Okay, now that you've decided on a headline, you need to think about content for your guide.

And to do that, we need to think about what the main headers for the guide are going to be.

Step 3 – Write Down The Problems Of Your Market

So, when it comes to the content of your guide what you want to do is firstly think of all of the problems your market has when they use and experience your product or service. Think of all the mistakes that people can make. Think of all the things the more unscrupulous people in your market do that they never come clean about and that your prospect needs to avoid.

Then all you need to do is bullet out the solutions to the problems you've highlighted.

Next, you want to write out how

you would deal with each one of these problems. The only difference is you don't say this is how you do it. Instead, because you're the author of the report, it's implied that this is how you would do it. This is much more subtle and much more powerful.

Then, at the end of a section, it's more than fine to put in signposts that lead the prospect to contact you. All you need to do is just say "If you'd like more help with this then please go to the last page of this guide."

Step 4 – Write Down The 'Must Haves' That Need To Be On Your Prospect's Shopping List

The next stage in creating your guide is to think of the things that a provider must offer if they are to be a good choice for your prospect.

Again, all you need to do here is list out what you consider to be 'must haves' and that of course you provide as standard.

It may be free telephone support. It may be 24-hour call-out service. It doesn't matter what it is because what you're doing here is picking out your key points of difference and writing them up as things your prospect should expect as standard.

Step 5 – Make A List Of All Of Your Prospect's Objections And Common Questions...

And lastly, I want you to come up with every objection and question someone shopping for your service or product would have.

Now this may overlap with the other two pieces of content but don't worry. Just bullet point out the questions and then come up with killer answers using your own

experience.

Step 6 – Lead Your Prospect By The Hand To Where You Want To Take Them Next

Now the last but most important thing you need to do is lead your prospect to where you want to take them next, i.e. the next stage of your sales funnel.

You do this at the end of the guide and use strategically positioned signposts that point to this call to action.

This might be an offer to buy any of the widgets from your guide at a special price but only for owners of the 'guide'. In this case the guide would use a voucher code that the prospect can use in your shopping cart online.

If you're selling a service then this may be a free consultation. But instead of calling it this, package it so it's more appealing and not comparable to everyone else who's offering free consultations.

And remember, when you do this, bullet out what they'll get in terms of the results of the meeting rather than what you'll cover.

Now You're Playing A Different Game...

Everything I've just covered will allow you to play a different game online when it comes to generating leads.

So now that you've got your buyer's guide how do you get people to request it and become leads? Well, in my article next month I'll cover exactly how to do that and I'll also show you how having a website is the biggest kiss of death to online lead generation.

See you next month.... Grant

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This Newsletter Demonstrates a Fraction of the Marketing & Business Growth Advice You Can Apply To Your Business...

There Are Over 1500 Pages of Practical, Proven and Low Cost Marketing & Business Growth Advice in the BUSINESS GROWTH SYSTEM

Make Sure You Use It and You Too Can Transform Your Business!

Whether you like it or not, to get results you have to put the effort in. However, we've made it as easy as it can be for you! Nevertheless you still have to take the time to apply the time-tested and proven strategies.

You really do have an extremely successful 'paint-by-numbers' guide to growing your business. But you have to use it.

...and if you need some more convincing, here are some real results from business owners

"Last year our previous ad generated next to no extra business, (in fact we were thinking of taking our ad out completely) but the new ad generates at least half a dozen leads every week and we convert ¾ of them into clients. Each client is worth about £2,500, so that's an extra £7-9,000 a week. That's a massive return on investment!"

– *Adrian Ganderton, Partner – Bray & Bray Solicitors*

"Our sales have more than quadrupled in 8 short months. Need I say anything else except thank you."

– *Rosemary McIvor, Managing Director - O'Briens*

"I am absolutely thrilled to inform you that Message Takers has gone from strength to strength since we introduced the system into our business. The number of clients using our service has risen by 61.2% in only five months. In the previous five months our growth rate was just 7%. This conclusively proves that without the system our company would not be where it is today!"

– *Sharon Morris, Managing Director - Message Takers*

"I've used the principles in the system for over 12 months now and the results have been amazing!"

– *Keith Skitt - Prontaprint*

Even though all these people run different businesses – they all have one thing in common – they use and apply the strategies contained in the Business Growth System.

If you're genuinely serious about growing your business, then the Business Growth System will give you the results you seek.

Better still, you'll achieve success quickly and with little or no cost.

You've registered for the system – now is the time to use it!



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