

HOW TO GET MORE CUSTOMERS

The P.U.M.P. Marketing System



Attract **MORE** Clients

Collect **MORE** Cash

Win **MORE** Freedom



Martin Wales

The Customer Catcher™

This book is dedicated to all the hard working entrepreneurs and independent professionals, like you, who continue on in the face of any challenge to add value to society, to support your family, and to build your business and win your FREEDOM!

And to ...

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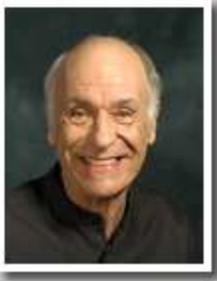
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*"Martin Wales is just what a small business needs! A man who provides you with and has the **information that will make a huge difference to your business.** He presents it in an easy-to-understand manner and in a way that's very effective for your business and your life. I think the planet is lucky to have a guy like Martin helping small businesses."*

-- Jay Conrad Levinson –
Marketing Icon, Famous Author
& Father of Guerrilla Marketing®



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Chapter One

The P.U.M.P. Marketing System Strategy

Can you get excited about finding the best ways to get more customers, have more clients, sell more and increase traffic to your Web sites? If you answered, “Yes,” to any of these questions, then **The Customer Catcher™ P.U.M.P. Marketing System** is for you.

Can you see the value in have a nearly endless number of No Cost and Low Cost sales and marketing strategies that has the best prospects calling you, and standing in line, begging to give you their money?

The P.U.M.P. Marketing System is all about how to promote yourself and your business. Whether you have a retail location, are involved in direct selling or coaching, or have authored a book, it doesn't really matter. This book helps you get known, win concrete credibility and sell your products or services – without feeling uncomfortable or like you're selling too hard.

A lot of the concepts discussed in this book are ‘evergreen’ and can be used now and into the future. At the same time, there will always be fantastic, new technologies to help you. These are tools that can be very effective, if used wisely, to execute your strategic plans.

Of course, the Internet is certainly one of them and you are going to learn how to leverage the power of the web here. Often, businesses move from one technology to the next looking for that silver bullet, that magic pill, that can let them grow their business and track customers and sales.

However, to be quite direct, lots of people aren't even using the telephone properly yet! They don't leave a decent voice mail. They don't have a decent outbound message that people hear when others call in. It's not uncommon to move on to the next biggest thing without having squeezed maximum leverage out of lower cost, usually less exciting, tools like the phone.

That doesn't mean ignore the latest either. At www.RadioTalkShowHost.com, we teach Internet Radio and Podcasting. These are both low cost marketing tools that are also good credibility builders. This is just one example of what you'll read about. The single underlying of this book is to give you all the help, concepts, plans and tactics you need to know:

How you can get all the customers you want – without doing a lot of work!

Sell ‘Without’ Selling

How much do you like to do sales that involve that “hard closing” feeling? You know the, “You want one?... You've got to get it now! Here's what you're going to get... and, that's not all!” It certainly can be a harsh thing. That rotten feeling in your gut comes when you're selling something to someone that really doesn't need or want what you're offering. Well, the good news is you don't have to be like that today.

Peter Drucker, a famous business management consultant, said, “Because its purpose is to create a customer, any business enterprise has two and only two basic functions, marketing and innovation. Marketing is the distinguishing, unique function of a business.”

That’s really what it's all about. **If you don’t have customers, you don’t have a business.** If they're not funding your business, you don’t have one. Many times, the biggest mistake a company or individual makes is to focus mainly on their product.

An author is focused on her book. The technologist is focused on his software. A retail store is focused on its signage and stock. You need to focus on the person who’s a prospect first before they're even your customer. What do they really want vs. what they even really *need*?

Customer Catcher Tip: Treat people like they *are* your customers *before* they are your customers. Ask them specific questions about what they are looking for.

It’s Never Been Easier

There are many trends today that make it so exciting for you to get customers. It’s easier. It's cheaper. It's more effective and it can happen seven days a week, 24 hours a day without you having to work all that time.

The first trend that you really need to take advantage of is that there are millions of people online searching for what you offer. Up until now advertising and marketing has been called interruption marketing. If I interrupt your TV show with a loud piece of music and some cool creative advertising, that’s going to get you to pay attention.

If I send you direct mail, hopefully you're going to open it or if I put up a billboard on the side of the highway, and you're not speeding by, you’ll take the time to read it. By the way, it’s a big mistake to put too much copy or too many words on signs, in direct mail, and on Web sites.

Millions of people are actually searching for information so all you really need to do these days is just put the information out there. It’s like you have a field behind your house and there are deer in your field looking for a salt lick or some food to eat. All you need to do is put the food out there, and that food will make the deer content.

Second, there is a lot of money out there. There has never been a more significant time when disposable income and dollars are being made available. The use of credit cards online is fairly accepted now. There’s lots and lots of money available.

So number one, you’ve got millions of people searching. Number two, you’ve got millions of people searching their wallets at the ready. Why not make it your product, or your nonprofit, or your information that they're going to buy?

The third trend is the use of computers and the Internet. Computers allow us to buy, sell and search online ourselves and computers are cheaper, faster and better than they've ever been. You can get a really decent laptop for about \$500 or \$600 now.

You can get a great desktop that does multimedia and everything else that you really need it to do, for probably \$1,000. There's a lot of information available via the Internet, not just to market your business but to educate yourself.

One of the themes you're going to hear throughout the P.U.M.P. System is about education and it really doesn't cost you unless you don't accept it.

Education is going on all around you every day, when you're watching television, listening to the radio, walking down the street, or opening your mail. You are getting a free but valuable education.

What you need to do is change your mindset. I want you to put on your Customer Catcher cap, your brainiac for attracting customers. Start looking for ways to get leads and learn to recognize trends.

Read the newspaper as a business person looking for opportunity, not as a citizen looking for entertainment and news. Just pick up the paper, look at a different section that you don't normally read and go from there.

Millions Want What YOU Have

Let's get back to our trends. One is millions are searching. Two, they have money and they're looking to buy solutions. Three is the computer and the Internet. The power of technology is at our fingertips and it's never been easier.

Trend number four is that media is multiplying. We've got search engines, millions, if not billions, of Web sites, hundreds of television channels and we've got hundreds, if not thousands, of radio channels with satellite radio.

IP radio is coming; that's Internet Protocol radio. IP radio is being put in cars that take advantage of the existing cell phone network towers and not the satellites up in space. If you've listened to satellite radio, you may notice that it cuts in and out when it's cloudy or when there's a storm. So people are a little concerned about the consistency of that.

Really, rather than saying the media is multiplying, what's increasing is the number of voids where you can put your information. Wouldn't it be exciting if you could be the one who provided the information? Wouldn't it be worthwhile if you were the author that wrote that article that was interviewed by that radio station or that television station?

It's easier than you think and we're going to cover that in Chapters 4 and 5 on P.U.M.P. Publicity.

Trend number five, related to the void, is “Content is king.” One of the most modern trends that I've noticed is that we're actually going backwards. Traditionally when television and radio first started it was sponsored by the soap companies.

That's how we came up with the soap operas on TV. They would pay for the dramatic, creative content in between and as consumers we would be willing to give up one or two minutes of our time to see what's new about Tide or Palmolive and our fingers soaking in the green stuff.

Now we're going back to that because technology is also allowing people to filter out advertising. So TiVo, that boxy connector TV, allows you to actually skip advertising.

Satellite Radio lets you buy 70's, 80's, 90's, disco, talk, and sports stations generally without advertising. Satellite radio is starting to proliferate because Sirius and XM are looking for more money. They're public companies and they're being judged.

People are paying to keep advertising away so they buy on demand movies. They rent DVDs. They don't want to see the advertising in between.

The best form for marketing your products and services, your information, your coaching, your consulting, your books, is in creating the content.

Become your own soap opera production, if you will, where you create the content. I hosted sponsored radio for companies like Microsoft or *Entrepreneur Magazine*. If we changed the channel or the medium in which we presented it, let's say we took it from traditional broadcast radio and put it on the Internet, they actually would strip out the ads to put it on some Web site.

So by taking out the actual advertising that people pay for, what's left? - The content in between. Let's say I have a guest named Bill on my radio show and I say, “Bill, what's the name of your book,” and, “Bill, tell us about how to reach success sooner.”

In between the show segments is an ad for Sear's windows and doors. Well, if they strip out the ad, I still hear about Bill's book. I'm still getting his Web site information. So, start thinking about how content is king and how you can create it.

I've been saying “Content is king.” Cash is king has always been the expression and I actually came up with a new one when I was speaking to a group in Atlanta and that was, “**Cash is king and content is queen.**” Cash is king, because that's how we run our business, but content is queen.

Focus on what content you can create that you're not creating today.

Continuous Education

Marketing is generally misunderstood or at least people have a wrong perception of what it is. For the purposes of this **P.U.M.P. System** introduction, let's say that marketing is “the continual education and gradual process of guiding of people to take a specific action.”

Now what that means is I want to start a relationship. I want to start communicating before you ever purchase something from me. I want people who never buy from me to refer me to others. People who never buy from you can refer you.

Often people wait for somebody to become a customer before they have the system in place to get referrals. Just because somebody doesn't want a pink umbrella for themselves, doesn't mean they can't refer it to their daughter, to their sister, or whoever wants a pink umbrella.

If you are perceived as an honest, worthy person, providing a great product or service, there are people who aren't necessarily in the market for your specific product or service who will refer you, so make sure you take care of that.

The first part of marketing is identifying and attracting prospects or suspects. Suspects mean they're living, they're breathing, they have a pulse; they might want to read your book.

Prospects are more defined. So if I have a business book on sales and marketing then I may be able to get a hold of a list or create a list of people who have purchased sales and marketing books before.

Marketing is about identifying and attracting people to basically get them to your front door, to get them to your Web site, to get them to phone you.

You might want to flow chart your marketing idea. What is the process? Really, if you want to look at the marketing of your Web site or your book, you need to process that. You need to have a flow chart.

Follow a dollar through your business. Follow a dollar or follow a customer. What happens when somebody comes to your Web site?

What happens when someone phones? How many rings before it is answered? What do they hear when it's answered? What do they hear if it's not answered?

Often you hear a detailed, personal schedule like, "Hi, it's Martin. I'm away from my desk right now because on Monday's I'm golfing. On Tuesday's I'm going to the grocery store." You know, as soon as you get voice mail it's understood the person is not answering the phone. Don't waste your time doing that.

"Hi, thanks for calling the place where *'you get customers until you beg us to stop.'* This is Martin Wales. Leave your message and your call will be returned promptly. In the meantime check out www.CustomerCatcher.com for additional free sales and marketing tips."

Make them feel welcome. State a benefit of your company. Tell them what to do. They already know what to do, leave a message, but it's more about the benefit of, "We will call you back promptly."

Let them know what's going to happen. If it's not promptly then it's within 24 hours or a customer service rep will call, but tell them what's going to happen and tell them it's going to happen well.

Then direct them to where you want them to go. It doesn't have to be your Web site. It could be an affiliate program. For those of you new to Internet marketing, an affiliate program is when somebody pays you a commission when you refer their products or service. It doesn't have to be online. It could even be offline, but right now let's just talk about online.

Customer Catcher Tip: If your Web site is not up yet, or not all you want it to be yet, then refer your caller to a specific Affiliate product you're promoting.

My voice mail message could say, "In the meantime check out this great site we recommend called WriteYourBookin14Days.com. That's www.WriteYourBookin14Days.com."

Then you may get paid a commission for people who are just phoning you to find out other information or tell you that your envelopes are in from the local business supply store. You never know. They might buy something from the Web site you referred them to in your voice mail.

Marketing is something that happens on a continual basis. You should have multiple streams of marketing. Remember this please! TOO many people rely on one thing – one type of marketing or one primary channel of communication.

Right now everyone's relying on their Web site. It's affordable. It seems easy. We think everyone's online. It's the shortest route of least resistance in our mind and certainly in some cases, yes, people are searching online.

The other people are busy. They are actually finding it refreshing to get direct mail if you can imagine. People are finding it refreshing to get a greeting card or postcard in the mail.

We use a system called www.CustomerCatcherCards.com and if you want to check it out there's a free sample there. We use Customer Catcher™ Cards because it's an affordable way to use postcards and greeting cards in direct mailing to stay in touch with our customers. Even if we get a client via the Internet or they join our teleconference training, we contact them with paper. You remember..that white stuff you can touch, sense and have an 'experience' with?

Paper is personal. That's why newspapers are still here. That's why magazines are still around. How do you feel when you pick up a newspaper? We're going to talk about the power of paper and the way it feels in your hands when we go into publicity in chapters four and five.

Marketing is something you need to do continuously. You need to have multiple channels of it and then it needs to be integrated. Online and offline need to work together. You find me online. I send you a postcard offline.

T.R. Becker, a friend of mine, has an expression, “Rich people say both.” So if someone says to you, “Do you want customers on the Internet or do you want to get customers from direct mail?” successful and prosperous people reply, “Both.”

The best marketing system results in a sale. If somebody goes to a Web site and purchases without calling or having other human interaction, that is fantastic marketing. You can see the benefit of having marketing that allows you to sell in an automated fashion.

I wrote a sales letter for somebody last year. Between June and February of this year it sold \$135,000 worth of their subscription based service all on autopilot. This is what we call cold traffic. People who were just searching online for the solution to their problem, just punched it into their search engine and they found that subscription based Web site.

The conversion rate on the subscription based Web site was only about two percent and that's actually quite good. Out of the thousands of people that came to the site, two percent were buying and sometimes it was as low as one percent in any given month. But in total \$135,000 was made just by setting up a proper process. There was a sales process in the marketing.

Selling is really just helping people decide to take action once they find you. The best marketing results in a sale without human interaction.

A friend of mine, Jay Abraham, said something that has always stuck in my mind, “He who lives and runs away, lives to market another day.”

Often people quote the SBA, Small Business Administration's statistics that 95% businesses go out of business in the first five years. Well, you know what? That's because they **spend** themselves out of business.

They focus on buying furniture, paying rent, having a fancy Web site, and over designing the cover of their book. They concentrate on all sorts of bells and whistles that benefit the company or at least the ego of the owner, rather than the customer.

Remember back to our quote, “Because it's the purpose of a business to create a customer, any business enterprise has two and only two basic functions, marketing and innovation.” It didn't say, “Renting an office.” It didn't say, “Getting great carpeting.” It didn't say, “Getting aerodynamic chairs.”

It said, “Marketing and innovation.” Out of those two things, marketing is usually easier than innovation. Coming up with an innovative idea is a painful way to make money, but it's harder to sell a book on something that people are already doing than to write the first book on a specific subject people know nothing about.

Reduced risk is very important. Ask yourself the following questions. How can I get customers without spending more money? How can I get them for free?

Where are my customers already hanging out? Later in the book I'll explain the hot dog theory of marketing. That's something I came up with as a metaphor to explain to people about how you can get tons of customers without spending your money. We'll talk about how to do marketing with other people's money, often referred to as OPM.

Sometimes I've paid a premium to be featured on a television show for four and a half minutes. The reason you'll pay a premium is if you've got a lifetime to use that credibility. If you've got multiple ways to use that one time expense, then you're actually factoring the expense out over the life of your business.

But generally speaking I look for free marketing and my associate, Jay Conrad Levinson, who I interviewed recently for www.CustomerCatcherRadio.com is fantastic at listing off free marketing ideas. He's called the "*Father of Guerrilla Marketing*."

Guerrilla Marketing essentially came from the American Revolution. The Minutemen were guerilla soldiers. As they ran through the woods with their rifles, they hid among the trees and took pot shots at the British Redcoats walking in straight lines down the middle of the road.

Guerrilla Marketing is relatively easy. You can move fast. There's limited expense. You can react quickly to competition. You can find out more about Jay Levinson at www.GMarketing.com if you want additional information and see how he markets himself as well.

Risk is really something you want to reduce because, "He who lives and runs away lives to market another day."

I had the pleasure of meeting some people who did a trade show. They spent about \$50,000 to set up a retail space with carpeting, computers and staff, and it was a poorly attended show.

I also spoke with someone who scheduled a live seminar where one hundred people had committed to show up. Some of these people had paid \$50-\$90 to attend and then what happened? Let's say there was a chemical spill in the area that day. They ended up with sixty people attending. Half of those were really friends and family. For new prospects, the actual number was really thirty people.

Really you have a higher risk with live conferences and trade shows in contrast to a teleseminar that is relatively inexpensive and essentially free. So if you can get people to a teleseminar, great! A hundred people show up! Five hundred people show up! Five thousand people show up!

But you know what? What if zero people show up? Well, then you just hang up and go on your way. If I have not stressed it enough, reduce the risk. Reduce the risk with your marketing and move onto another day.

Let's define the word customer. If our business exists to serve a customer, what is a customer? Marlon Sanders, who I've spoken with often, is a gentleman in the Internet marketing industry. He is a loud, wonderful presenter and he has this expression, "That duck don't quack."

What he's talking about is a business model. When you think about ducks, what do they look like? Where do they go? What are they afraid of? What do they like to eat? What type of water do they like to land in or do they land on water or do they land on land? How often do they waddle versus fly?

Remember, you want to know your customer before they're your customer because that's *how* they become your client or a customer. Wouldn't it be amazing if we knew exactly what someone was looking for and exactly when they were ready to buy? Well, you can, and again it just comes from paying attention.

The first type of customer is a onetime customer. This is the most expensive, most laborious, most, sometimes frustrating experience, because we spend a lot of money getting a first-time customer to try our product or service. We might pay a little bit extra money. We may give them our book to get them to hire us as a consultant.

We pay a lot of money to get a customer to buy our technology. I used to work in software technology and still do, but on the Internet. What's the cost of the first CD?

Well, that first compact disc is anywhere from a million to \$20 million. Every one after that costs two cents. It's the investment in the RND to do it. Your first one-time customer is the most expensive, and it's not very efficient if it's what we call a "one-and-done."

The one-time customer is certainly one we want because we have a chance to get to the next step, and that's number two, a repeat customer.

We want to get a customer to become a repeat customer. The most famous upsell is "Do you want fries with that?" from McDonald's. You always want to have an upsell so the customer buys again. That is a great customer to have!

Let's say it costs \$50 to get a customer to come to us. If we can get them to buy two things, then each of those purchases is now split between that cost of \$25.

Essentially, once you get a customer, it's easier to communicate with them. You've got their phone number, you've got their e-mail, you've got their contact information. You don't have to go buy or rent their name again.

You don't have to do all sorts of article writing and speaking at trade shows and so on to get that customer again. It's much more cost-effective to upsell them or cross-sell them to another product or service you have.

After a third purchase or after an extended period of time, a customer becomes a client. A client has a different meaning. A client is someone who is in our care. A client is someone who looks to us for information. A client is someone who looks to us as the expert in our industry.

There is a level of respect. The client understands the value of what you deliver and is willing to pay more for it. That one-time customer is the barter person. They're the beat-you-up-for-a-nickel. They're the garage sale deal.

They're going to buy your old rocking horse and rusty bike and they want to beat you up and get that down to \$2 instead of \$5. It's a game of disrespect, really. So you want to get people to a client level where they respect you, recognize you and refer you.

People generally refer clients because they remember the name of the company that they're paying. If they're on retainer, they know who they're writing a check to on a monthly basis. A client actually raises the bar for you because you have to perform on a continual basis.

Every time you're in a session with a client, you're judging you. They're thinking, "Is this good, am I getting information? Does this guy know what he's talking about, should I hang up now and run away, what should I do?"

The next type of customer is affiliates or dealers. These aren't people who are necessarily writing you a check and saying, "Here, here's the money, I'd like some product."

Online, we call them affiliates. Offline, they're often called dealers or a distribution channel. They are customers of yours. How so? You need to pay them with respect, training and motivation. They are the people that you ask to recommend your products and services.

If you're doing a book campaign online or a virtual bookstore, the owner of the bookstore where you're doing a book signing is your customer. They want an experience for people in their bookstore.

Although there's not an exchange of money directly, there is an exchange of value. They're giving you real estate in their bookstore. They're giving you the trust and confidence that you'll treat the audience with respect, and hopefully they're going to get a few cents off selling your book.

Online affiliates like it if you write the sales letter for them. They like it if you give them the whole e-mail process, all the copy, all the subject lines, all the links. All they need to do is the least work possible.

In return, they're exposing their customer list to you. They're recognizing and referring you as a trust. So really, that's a customer level that most people don't understand or pay enough attention to. Just think of an online affiliate program as a dealer offline who gets, say, a 25 or 30% commission for selling your product or service.

Get Help From Your "Help"

Suppliers and service providers are great ways to get to other customers. Suppliers can help you get other customers because they serve other companies that you want to become your

customers. I was on the Internet radio station that also hosted eBay Radio and Entrepreneur Magazine Radio because I wanted those companies to become my clients.

By being a customer of the supplier, eventually you're going to be introduced, either via telephone, or more specifically, in a customer appreciation event live offline or special events like eBay Live, things like that. So you actually get introduced into the network of your supplier.

If you're a consultant and you join associations, or you get one client and you get them to introduce you to the other vice presidents of HR, other vice presidents of sales or CEOs or chairmen, you're apt to get some of them as customers also.

The best way to get to the big dogs is to have other big dogs bring you in. So treat your suppliers and service providers like customers. The second part of that is pay them well, pay them on time. Very often, service providers are in touch with your customers.

If you have service providers, such as a virtual assistant, they need to be trained so they understand what you do so when your customers call in they get their answers quickly and promptly.

If the service providers haven't been paid on time, if they haven't been motivated and trained appropriately, they're going to answer your customer with an attitude that you wouldn't like. It's your customer, even though the supplier or service provider is between you and your customer. So make sure you treat your suppliers and service providers as customers.

Employees and staff, whether they're contract, full time employees or part time employees, are really sales people for you. They're marketing for you and they need to be trained to answer questions correctly.

Very often when I'm consulting with my clients, I'll ask people throughout the business such as the sales department, accounting, the controller, the service people, the technical support people, what their company does, and they all come up with a different answer.

Your employees and your contract staff, similar to service providers, are customers in that they get something and you get something. It's an exchange of value rather than cash.

I spent a considerable amount of time explaining the above definitions, because I think it's important that you understand where I'm coming from and how we're going to leverage this.

Next we're going to define P.U.M.P.. The **Customer Catcher™ P.U.M.P. Marketing System** is P-U-M-P. The first **P stands for Positioning and Packaging**. How many times have you wondered whether you can trust a company? How many times have you thought about whether you're going to take out your credit card and pay for a product or service?

If it's a brand name that you recognize for chocolate, for men's wear or ladies' wear, you're usually quite confident. If they've been around a long time, lots of other people wear it, you've seen it everywhere, there's social proof that there's an existing company.

If you just started today, how can you get the positioning and the packaging that you want so people almost instantaneously trust you, instantaneously are willing to buy or at least listen to your offer and then instantaneously, hopefully, buy from you? Positioning and packing are very important.

U stands for Uniqueness. It's not just about your slogan. It's more about what you offer and the way you offer it.

Recently someone told me that they wanted to do a mom-at-home radio show, but they were concerned because other people were already do it. Well, there are lots of moms at home. In fact, there are millions of moms at home that can't possibly be served by one company, by one person, by five radio shows, by ten radio shows.

Everybody is attracted to the personality that suits them the best. They're attracted to the personality, the style. Some people don't like my style, but other people do, so who do I want to work with? I want to work with the people who click with me.

I work with the people who take action, do what they're supposed to do, do what they want to do, do what they said they were going to do versus people who pay you a fee, don't do what's recommended to them, don't follow your advice, and then put the responsibility of the failure on you. That doesn't work.

Why even start working with those people? Identify them.

Customer Catcher Tip: Use your marketing to keep people away. Use your marketing to disqualify people who are only going to argue with you, ask for a refund and say bad things about you to other people.

Turn down the money from the beginning. **Give up short-term money for long-term profit.** Give up short-term cash for long-term profit.

Be sure you have some sort of qualification process. There are all sorts of tips and tricks for doing this. For example...

Use words that they may or may not understand. If they're specific, if you're an advanced course, you want to have people who only understand those acronyms. Sometimes I recommend putting up your pricing. If you're a high-value \$10,000 a day or more speaker, then let people know that out of the gate. Use your marketing to disqualify.

What's unique about your process? What's unique about your approach? What's unique about you? What's unique about the environment in which you teach? What's unique about the places that you travel, etc.?

M is for Mission, Messages and Media. What's your mission? Are you a non-profit? Are you a for-profit? Do you have shareholders? Are you a family-owned business? Are you serving the needy in a specific way? Is it a religious thing? Is it a commerce thing? What's your mission?

Clearly state it, because then that leads to your strategy. Later we're going to talk about the difference between strategy and tactic.

What messages do you need to put out there to meet your mission's goals? What are the messages? Do you have one core message? You should, and it should be related to your uniqueness. Then you may have sub-messages to support that.

Media has two meanings. One is "What media are you going to use to communicate with people?" The Internet, DVDs, Internet radio, traditional broadcast radio or writing articles in publications, whether they are industry magazines or consumer magazines. Media in this form is the format in which you're going to communicate, the things that you're going to use.

Media is also publicity, "How am I going to get media to cover myself?" So definitely you want to make sure you do that.

The final **P is Pricing, Profit, and Prosperity.** What's your pricing, how are you positioning yourself? Are you a Mercedes or are you the new Hyundai? You want to make sure that you have positioned yourself using your pricing. You can do bundling, unbundling, combo deals, a la mode, a la carte, whatever you want. You want individual pricing as well as package pricing.

Next is profit. It's not what you make, it's what you keep. That's called profit. If it costs you \$500 to do something and you charge \$500, that business is not going to be around a very long time unless you understand my back end.

So every time I spend \$500 and it costs me \$500, I get ten customers, but out of those ten, five buy a \$10,000 product. Then that makes sense. You need to understand your numbers.

Then finally, prosperity is "Hey, are we doing this for fun? Why are we doing this? Why are we knocking ourselves out every day?"

Probably another P that should be in there is Passion. You can follow your passion and live in prosperity. You can work in a non-profit, help your religious group or make money so that you can take your family on vacation.

You can support the ones you love or invest in green technology that's saving the planet. Whatever it is, that prosperity comes from following your passion.

How Do I Get Started?

Really, the first question a lot of people ask is, "How do I get started?"

Really, to get started, you need to set goals. A big mistake people make is they focus on the process. They go, “I need a Web site! I need a Web site with a banner, I need a Web site with a Contact Me page and a Bio page and a Excerpt from My Book page and a Sample My Products page,” and so on. So really, you want to make sure that you have goals and objectives.

What’s the goal of your Web site? Is it to get leads? Is it to get people to phone you? Is it to introduce your self as the expert? Is it to give them samples of your work?

If you have a speaker site, do you have video on your Web site? If you’re a sales consultant, do you have audio tips on your site on how to increase your sales? If you’re an HR coach, do you have testimonials?

So is it about productivity. If you’re selling real estate, do you have forms available online for people to fill out and send in? If you’re a coach and you have a clean sweep program to get people to fill in prior to approaching you, again, that’s part of disqualifying marketing.

Set the goals. What are the goals and objectives? From that point on, go with the things that you need to set up. You’ll write your Web site differently if you understand the main purposes for people to sign up for that subscription on the left- or right-hand side.

Strategy Versus Tactics

Next, strategy versus tactic. This relates back to goals. Once you know your goal is to win the war, then you can figure out how you’re going to win the battles. Strategy understands we are a company that serves individuals who have a net worth of a million dollars or more. The strategy is to do everything we can to identify and attract people with a net worth of a million dollars or more.

The tactics then are going to be related back to that. They’re a subset of it. So often I see tactics but there is no strategy. This is when you see people running around putting out fires.

“I’ve got a bunch of Web sites, I’ve got a hundred domain names, I went to this trade show, I attended this seminar.”

They’re all over the place because they’re being tactical. They have no strategy, they don’t go to a targeted marketing show, they don’t say no to people. If you are not saying no to people, you may be suffering from putting tactics before strategy.

Strategy is very clear. Do you have the customers or clients at this event have a net worth of a million or more? No. Well, we’re not going there, okay? It’s that simple, yet it’s at this point that people don’t follow.

Tactical would be a logo, a banner ad, the colors and using audio or video online, all the components, versus the strategic model which would be a Web site that’s based on the target. We want to get twenty leads per week with this Web site. That’s the strategy. Everything we do is the tactics we use to generate leads for this Web site.

Driving people to a page where they call us on our 1-800 number is a tactic.

Tactics serve the strategy. Studies show that people, even locally, when given a local number and a 1-800 number, will call the 1-800 number because they figure they're saving money, even though it wouldn't have cost them anything to call the local number. It's just funny how people are, but we need to market to how people are, not how we want them to be. So think strategy, not tactics.

Next is a process. Remember I talked about writing a sales letter that made \$135,000 on autopilot in six or eight months? Well, there was a process written into the letter. So what was the process? What was the sales process?

People ask themselves, "Why should I care? Why are you bothering me? Why should I buy it now? Why should I buy it from you? If I do buy it from you, what are my guarantees that it's going to work? Who else has bought this?"

So that's almost a sales lesson in a box there. Answer those questions and you could be able to market anything.

"Who is Martin Wales? Why do I need this? Why do I need it now? What's the biggest benefit to me? When am I going to get it? How am I going to get it? Who's going to do it for me? How much do I have to do?"

We have questions in our mind constantly, don't we? Questions are great. They release resources in our mind. They open up our brain to creativity. They open up our mind to other things, so if you can answer those questions, there's a process built into the sales letter.

What are the processes you have built into your telephone message? Follow a customer through your company. They phone, they come to the Web site, and you meet them at a trade show. Where do you send them? Do you hand them off to somebody? Do you phone them back yourself?

Have a process. Now, just because you have processes doesn't mean you're efficient. You need to look at those processes and see how efficient they are.

Next is a system. A system is different than a process in that systems are made up of processes. But now they're connected. I have a process for acquiring a customer. I buy a pay-per-click ad on the right side of Google. That's a process.

People click on the ad, they go through to my Web site, but now I need a system to capture them. I use www.HandsFreeBusiness.com to capture names and emails of people.

I have an Ecommerce system. It actually has everything all in one piece for me. It's a system that gathers the e-mail, then it sends out an autoresponder message that says "Are you sure you subscribed to this? Please click here to confirm."

Then it automatically starts sending out those messages as long as I'm disciplined enough religiously to creating that new content. That's always the challenge. Feed the system.

The process, getting a person to the site, is the pay-per-click, but the system is what's in place to deal with that customer as they go through your company.

The same can be said of a dollar. Follow a dollar. Somebody signs up for your free newsletter on your Web site. Then they buy a \$27 e-book. Then maybe they buy a \$147 home study kit. Then they buy an advanced home study for \$497. Then they buy a multi-part eight-part training for \$1,997.

What is the system for gathering those dollars? What is the system? Is there a three-payment plan? How can you automate that? What's the process involved in that? A merchant account. What's the process involved in that? Manually, because things mess up.

Just ask yourself, "What are the systems that I need in place to serve my business?"

The next one is the ultimate system, and that is automation. I already hinted at that with the Ecommerce part, with the hands-free business that I use.

People go to your Web site, they see the video, they decide whether or not they'd like to see more, they put in their name and e-mail. I don't even know when someone signs up. Look at www.CustomerCatcherTV.com to see an example of what I'm talking about.

You can be notified every time somebody signs up, but eventually if you're doing well, you don't want to get 1,000 emails a day telling you somebody signed up for your free subscription. It's all automated, and the other thing that happens is you can serve people well.

You can give them information, they can like you and refer you, but they never call you, touch you, or buy from you, but you've served them. You've served the world, and they will refer you to other people. But it's all automated.

A lot of risk comes from not only spending money on things that don't work and aren't necessary, but also from spending time and energy with prospects that will never buy from you.

Spending time and energy with people who like you but don't have money, or spending time with people who have money, but will question you until the cows come home because they're unsure of themselves, is risky.

If you can create a Frequently Asked Questions area and send it to them, they get their question answered. If they complain about your answers and go away, it doesn't matter. You don't know who they are, you didn't pick up the phone, you didn't fly there and meet them and try and do the big deal. They went away before they did you any harm and before they took you away from customers who do already pay you money.

Focus on the people who already gave you money and you'll make so much more, you won't have time for the people who complain about you and never buy from you. Disqualify with your marketing.

Think about how all of this information applies to you. How can you add automation into your company today? What can you do to disqualify in your market? What can you do to save time, energy and effort so that you only spend it with people that understand you, respect you and will pay what you ask?

Let's talk about, "How Do I Know What's Hot?" This is a popular question with a lot of people when I did "Ask the Expert" for HP, and even for Microsoft one time, a lot of people were in jobs or in transition. They were tired, they wanted to start something new. This question comes up a lot when people are going online as well.

How Do I Know What's Hot?

Really, to know what's hot is not too difficult. What you need to do is sell something that people are already buying. Sounds simple, and it is.

Common sense isn't always common, as many of my southern friends say. Sell something that people are already buying.

Again, this comes down to would I open a television store today? Maybe I would. Flat-panel televisions are hot, they're flying off the shelf. How many televisions do people have in their home? Summer homes? A cottage? Give as gifts?

As long as the market is still buying and it's in an upward trend, sell something that people are already buying. Here's the power of questions. Ask yourself again, "What are people already buying and how can I sell it?"

How do you know what to sell? It's important to find the problems. How do you know what to sell? The first part of finding problems is to ask. Ask people in your industry what bothers them most.

If you're a non-profit and you're helping other non-profits, you ask them "What's your biggest problem? What's your biggest challenge?"

We have a technology we use called the Ask Database. I set up a site called JustAskMartin.com and what we do there is we ask people "What's your biggest problem about X, Y or Zed, whatever it is that you do? So if you're a dog trainer, what's the biggest problem you face in training your dog? What's the biggest problem you face in bringing home that new puppy?"

Whatever it is, that niche question, that's what you need to ask. It doesn't have to be technology. If you're at a trade show, a conference, an industry association, you don't even have to ask, just listen.

Listen to the questions that people ask when they stand up to ask the experts. If there's a panel discussion, pay attention to the questions that are being asked of the panel almost more than you're paying attention to the answer that's coming from them.

Next, think about your own personal experiences. What interests you? What do you want to know more about? What problems do you have?

"I couldn't get the cork out of the bottle. I pushed the cork in." I don't know how many different inventions of wine openers I've seen, but if you're like me, you've probably seen a few and I don't know that the perfect one's been created yet.

I don't know what they use, or gas pressure to pop the cork out. There are new versions of corkscrews and levers and so on. There's always something new. How many hundreds of years old is that industry? So think about your personal experiences.

Look in the media to see what is being talked about. Aside from some celebrity going to jail or not going to jail, which doesn't really matter, you know what? People are interested in other people's stuff. So if you're a fiction writer, or even if you're a non-fiction writer, you can look at trends in media and the importance of celebrities.

Whatever it is, whatever is hot in the media is usually a good indication. There are always consumer reports in the media, there's always indications of people who have town meetings and complain about environmental issues and so on. What's related to your niche that's in the media?

Next is observe. This seems quite huge but it sort of comes back to that free education, whether you're driving down the highway and looking at billboards or whether you're going into a store or you're going into a restaurant or going into a dentist's office, I always use all my senses. What does it smell like here? Is it attractive or not?

What are the paint colors they're using? What's the furniture like? How is that an indication of the level of service that the company provides? How committed are they to excellence?

If I go to a Web site, I look to see if it is easy to navigate. Is it easy to use? How many options do I have? Does it overwhelm me with choices?

All of these things are educating you if you observe. Put up your antennae in a different way. Open your eyes to a different view of things. What are people saying to you when you answer the phone? What's their tone? What's their attitude?

If you're in customer service and you're a coach, well, that's obvious. You're going to hear the "Well, they were curt, they didn't know what they were talking about, and they took too long to do it." So that's obviously something you could create a new product for.

You want to make sure that you observe. Keep your antenna up and away you go. The other one online, obviously, or maybe not obviously to some people, is people online. You can look up keywords that people are choosing.

In Google, MSN and Yahoo and other search engines, they often offer up the most searched words. Now, this is usually skewed by some sort of news incident. So if somebody tried to attack the Pope or if a celebrity is going to jail again, celebrities tend to overpower the news.

You need to look to the second layer. Really, the second layer is where there are millions of people online who are looking for solutions to bad breath, who are looking for solutions for corns and a lot of medical things, health and wellness and financial services and lower mortgages and saving money and reducing debt.

You need to get to that second layer beyond the celebrity media to find those things and you can certainly do that online.

Chapter Two

The Hot Dog Theory of Marketing

How do you get started? What do you do if you're facing a challenging budget or a tight cash flow? There are multimillion dollar businesses that have tight cash flow and are looking for ways to market for less money to acquire customers just like you are. Anyone can succeed, even without experience or money.

If you're just a start up and you're boot strapping, if you're an author looking to promote your book and you're self publishing and you don't have a publisher behind you, then you're in the right place.

What could you accomplish if you had a magic wand? How much business would you like? What problems could you eliminate? What processes would you take care of that you didn't necessarily want to do, maybe direct selling, especially cold calling, those types of things?

I'm always excited to hear about what heights people think they could hit if they worked from the ideal and then went backwards from there. How would you serve others? What good would you bring the world?

Strategy and how it applies to your marketing is very important. You need to keep things simple. If they're not simple, they're not executable in a rapid way and they're also pretty hard to measure. How many times have you tried to do something and you're not quite sure if it worked or you're absolutely sure it didn't work but you don't exactly know why?

Let's review the definition of P.U.M.P. P is for positioning and packaging, very important. What's your first impression that you give your customers?

U is for uniqueness. What are you about? What's the uniqueness that you bring either in your benefit, in your application or in the results that you get?

M is a pretty big one. We're going to spend a lot of time on that in the rest of this book. It's for what's your mission? What are the messages that you come up with and what are the different media, both publicity and format wise, that you're going to use to get your message out that are cost effective, especially free and especially ones that work. We're going to have fun with that.

Then finally P, pricing, profit, and prosperity, that is, how do you price yourself? How do you make sure that you make the most money you can and live the lifestyle that you want so that you feel prosperous and you live prosperously?

“He who lives and runs away lives to market another day,” refers to the fact that a lot of people spend their way out of business before they actually do anything of significance. So we want to avoid doing that.

The three great essentials to achieve anything worthwhile are first, hard work, second, stick-to-itiveness and third, common sense. This is from our friend, Thomas Edison, who obviously did quite well in his life with General Electric and creating the light bulb. He certainly capitalized and monetized it as well as his other inventions.

The three great essentials to achieving anything worthwhile are hard work, stick-to-itiveness, and common sense. The real core of the P.U.M.P. Marketing System is common sense.

Some people are biting at the bit and wan to get going. “I want to do my Web site and I want to do a brochure and I want to do this and I want to do that.” That’s tactical thinking and it's great to have tactical thinking, but first you need to have a strategy.

We're going to do a S.W.O.T. analysis.

S is for strength. Look for the hidden resources that you have and how you can leverage those to get more customers. Aren't you delighted that it's going to be possible for you to get more customers without spending more money? I think that's really powerful.

Strengths are things that you know you're good at. Are you a good public speaker? Are you well organized? Do you document your time sheets well? Are you a great author? Have you written books that people enjoy reading? People get lots of benefit from a nonfiction book teaching them how to do a certain thing.

What are your strengths? Is it networking? Are you great at connecting people? Are you great at meeting people? These are the things of which you need to take an inventory.

Write down all the things that you're good at. Are you good on the computer? Are you technically adept? Are you good on the telephone? Are you a great sales presenter, not necessarily a public speaker or a motivational speaker, but a sales presenter?

Are you creative? Do you have an artistic side? Do you perform or do any specific skill whether it's playing a musical instrument or typing letters well or writing copy, any of these things. Write them all down even if you think they don't apply. Write down all the strengths you have.

If you're a business owner write down the strengths in each of your departments. Write down the strengths of each of your employees. You can go as deep as you want on this and really, why you need to be doing this is to make sure that you don't miss anything.

Often when I go into a company on a consulting contract, I find that they have hidden resources. They have hidden talent within their employees and staff that they're not leveraging. They have hidden opportunities that they're not taking advantage of.

They have a list of people that they haven't been e-mailing. They aren't doing anything with the list. Are you guilty of that? Are you building a list but not communicating with them because you're not sure what to say? Not using the resources you already have is a bridge to the next point and that's W.

Isn't it fantastic to realize that if you know what your weaknesses are, you can adjust or not even worry about them? Write your weaknesses down, the same as you did for your strengths. List them out. Isolate them and then come up with alternatives.

Customer Catcher Tip: You don't have to fix all your weaknesses. If you're not good at putting up a Web site, I don't think it's worth your time to start learning HTML. That's the code for putting up Web sites. There are so many resources that are affordable. You might have the ability to barter for some of those services.

You don't have to think about specifics right now. Just remember you don't have to fix them all. Concentrate on the strengths that you've already written down and move forward from there.

Make a little money. Hire some people. Use templates at first. This is guerrilla marketing mode. Just move forward with what you've got. Sell what you've got. Use what you've got.

You don't have to fix everything, just move forward. Some of your weaknesses might be telephone skills, presentation skills and sales skills. The good news is a lot of those weaknesses can easily be strengthened with some training whether it's reading a book, attending a teleseminar, attending a live seminar or getting some help from somebody that you bring into your business. If it is Internet related, it could be an apprentice from a local school.

There are lots of solutions. If you know what your weaknesses are, then you can adhere to the saying that a wise person knows what they don't know. There are lots of stories of people like Henry Ford who would call in people smarter than he was when he was at the helm. He recognized where he needed people to support his business and grow it to the size and strength that he wanted to and you can do the same thing.

When people will actually take the time to sit down and analyze their strength and weaknesses, they are pleasantly surprised at the list of the abilities, strengths and skills that they have.

S is for strength. W is for weaknesses. O is for opportunities. Make a list of your short term or now opportunities, your near term opportunities and your long term or future opportunities, but also create an opportunity list called whenever.

So if an opportunity comes along from Dell computers, Amazon.com or EBay, and they love your company and want to buy it, that might be very good news. Or they're going to promote you on their Web site or they're going to have links. That's a whenever.

What are the whenever opportunities? Don't forget those, but in the meantime let's look at the now. What can I do to make money today? What's a burning desire or problem that people have that I can solve today?

The near term opportunities, what are things that I can go after but I need to do a little bit of work? There are some people online who don't have their Web site live or they don't have it the way they want it yet. Again, don't let perfectionism stop you. It's about progress not perfection.

The future is larger relationships. Some people make the mistake of going after the big fish or the big prospect too soon. They drive people to their Web site or give them a brochure. It's not as professionally produced or not as full or rich in content as you'd like it to be and you're judged on that. Then you lose the big opportunity because you went too soon.

Often in professional sports you will see a younger player brought up to the pro leagues when they're not quite ready. They play a game and then they get sent back down to the farm leagues to mature and nurture them a little bit more to pick up their skills and get a little more experience. So there's nothing wrong with timing. Take timing into effect with your now, your then and your future opportunities.

The T in the S.W.O.T. analysis stands for threats or pre-problems. I don't like to think of threats as a purely negative thing. Because I'm an optimistic guy, I call them pre-problems.

Pre-problems are questions that you ask yourself. "What could possibly go wrong? What could possibly go wrong and what would my reaction be? What can I do now?"

One of the mistakes we talked about in chapter one was relying on one channel of marketing. If you only rely on the Internet and the power goes down for three days, which is not unheard of recently. If the power goes down and that's the only way your customers can buy from you or contact you, then you have an issue. You need to have online and offline ways of doing business.

If you're building an e-mail list, you still should be building a snail mail list. You should still have the postal addresses of all your clients and prospect. Even if you need to make up a free CD and ship it out, it's worth the investment to get those real names and addresses of people.

Competition can be a threat or a pre-problem. If your competitor's marketing is better than yours or if they come up with a different angle or a new product or solution, it may negate your marketing or make it seem inferior.

There will always be industry shifts. We're not using outsourced companies anymore. We are not using consultants anymore or whatever the trend in the industry is. You need to be aware of those tidal waves when they're way off on the horizon, not when they're ten feet from the shore.

Government regulation, tax issues, industry regulation, reporting, employee benefits, all those types of things affect you especially if you're a business owner. Natural disasters, flooding, hurricane, fires, all of these things can become a problem.

Do you back up your computer data? Did you know that if you back up your data just on a CD or a DVD, those CDs or DVD files and disks can also fail? When I back up on a DVD I make two or three copies. I have them in different locations.

It's not if something disastrous is going to happen on a computer, it's when it's going to happen. Make sure you duplicate your data at the very least.

Another threat to your business can be your personal health or that of your family. You are the business, the consultant, the coach, the speaker. If something happens to you, what are the risks involved since you are the sole provider of information and the sole contact with your customers?

What if your business explodes, not literally but with success? What if you suddenly get 100,000 orders? I mean, what if the miracle happens that you were praying for? How are you going to handle it?

We did a launch where we did over six figures in sales in 48 to 72 hours and it was a challenge. We had partial systems in place. Some of them weren't complete yet. It was a matter of how do you provide the service? What happens when e-mail addresses are blocked? What happens when credit cards don't work and receipts don't go through?

You need to have support systems and processes in place. We talked about automation in chapter one. How have you written that into your plan or process?

Do a S.W.O.T. analysis of yourself, your business, your product. Apply this S.W.O.T. system to a department or employees. You can drill down as deep as you'd like, but make sure that you, at the very least, apply it to your business.

This is an introduction to the sort of business management analysis that you can do for yourself. Sit down with someone else and get them to give you an outside perspective. In the business management consulting industry, this is called a 360 degree review.

A 360 degree circle turns all the way around in front of other people like your suppliers, your friends and your family. Your family will tell you what your strengths and your weaknesses are. Listen with an open mind and then make any needed adjustments.

This is going to help you build your business and move things along. You can apply anything that I'm talking about to the Internet and to offline business.

If I use an example of a pool company but you're a baker, just insert your business model. If I talk about an author and you're a speaker, do the same thing. Put yourself in that situation.

We're going to talk about "The Hot Dog Theory of Marketing." I came up with this metaphor to help people understand how to get started without a budget or experience.

I learned the hot dog theory of marketing from a grey haired president and CEO. I was very young. It was my first marketing job. He called me up to his office so I had to go up the stairs to

the corner office with the windows and the shades and the big black leather chair which was facing the window. The chair slowly turned around like Darth Vader in Star Wars.

The man, looking at me over the top of his half glasses on a chain around his neck, was the stereotypical classic successful business man. I asked him, “What's the marketing budget?”, because I was moving from sales to marketing a new software.

He looked at me over his half glasses and said, “Zero.” I just deflated to about two inches tall. Then he clarified it and said, “Look, I don't want to spend a dollar if I don't have to and every dollar I do spend I'd like you to justify to me that it's going to make me at least a dollar back if not ten.”

It's zero based budgeting. That's what the “Hot Dog Theory of Marketing” is about. Can you get excited about growing your business without spending money? Some of the tactics that I'm going to teach you in these strategies are going to make you money.

You might have heard some people talk about Internet radio which I also teach. If you're new, you can check that out at www.IWantMyOwnRadioShow.com.

I recently had Microsoft sponsor a series of shows. They paid \$40,000. They paid for the air time. They contributed prizes worth at least \$5,000 for the series of the show and I got \$100 recreation money to boot for marketing myself and having my friends, clients and networks on the radio show as guests, because who arranged the guests? Me, because they were too busy. It is possible to make money at the same time you're marketing your book and your business.

Let's get into the “The Hot Dog Theory of Marketing.” Doesn't it make sense to leverage other people's money, other people's customers, and other events that have lots of energy that you can become part of just by being near them?

I'd like you to picture the hot dog stand. You're going to a ball game. You're outside the stadium. There are throngs of people. It's game day. People have their game shirts on and their faces are painted.

The kids are excited. The adults are excited. The fans are called fans because it comes from fanatical. There is lots of energy in the air and that's what marketing is about. How do you create enthusiasm, interest, excitement and passion about your product or service, whether it's about your book and what a great story it is, or it's about your business system and how the results come in quickly with profits and accolades.

If you're a nonprofit and help organizations, or whatever it is that you do, how can you get your product or service, your company or yourself to be viewed with the same excitement and enthusiasm that's revolving around that stadium. There are different hot dog vendors. Some of them have attractive carts. Some of them don't. What's the difference between them?

Your Business Strategy

Well, let's break it down. One of the first steps is to have a business strategy. The hot dog vendor can have a strategy. The first strategy is considered foundational in business and that's the four P's; Product, Price, Promotion and Placement.

What's the product? It's pretty simple here. It's the hot dog. It's convenience food. It's fast food. What's the price? A couple of bucks for a hot dog; it's cheaper than the food inside. It's fast to cook. You know? It's an impulse decision for people. We'll talk more about that. Promotion, it's having a sign on the front of the cart. It's having a colorful umbrella attached to the cart. Hopefully, it attracts attention. What are the different ways you can promote?

And placement, where do you want your hot dog cart? Do you want it near a certain gate or do you want it near the intersection? Do you know the most popular parking spots and where most of the traffic flows between the parking lot and the stadium? Where people funnel in? Where is there a bottleneck so people slow down and they can't help but see your cart?

Now what do hot dogs and baseball and arenas and stadiums have to do with marketing? Well, where can you put your book where there are lots of people walking by? Obviously at the end of an aisle in a book store. Great, but where else is there traffic? Where else are there people who are going by in large numbers, but are slowed down and you can put your book amongst other well known people?

If you sell services, it's the same thing. Some of the more traditional marketing methods include trade shows. There are people from all aspects of an industry being in a certain city at a certain time under certain circumstances. Trade shows are okay.

In general, I view trade shows as a retail opportunity and I don't generally get a lot of business from the traffic going by in the aisles. I do get a lot of business from the other vendors at the trade show, but that's a whole other strategy.

The first strategy in "The Hot Dog Theory of Marketing" is to think about the four P's related to your business. Next is location and obviously the Internet is the virtual place to be thinking about location.

Virtual real estate on the Internet refers to your Web site, how many Web sites you have, how many landing pages you have, how many other Web sites you're on, how many links there are back to you, and how many pictures there are of you on the Internet.

Have you Googled yourself to see where you are on the Internet? Subscribe to news services that will tell you when your name or your business name or your product name is posted on the Internet by somebody else.

A sea of prospects; when you set up a hot dog cart by a stadium and I'm talking on game day here, there is a sea of prospects and they are looking to buy your products or services.

Actually maybe they weren't even looking for you when they got there, but they smell a hot dog cart. They walk by the first one and they don't buy, but now it's in their brain. They're starting to get hungry. So you don't always have to be the first hot dog cart that people go by.

Very often I talk with clients and they're nervous because, "Well, someone else is selling this. There are other women hosting women radio shows and there are other men doing single dads." That is a great indication that there is a demand for your product or service.

If there are at least five other people doing what you want to do, that's an indication that there are customers out there who are paying them.

They're making a living from it, so you can too. But apply your own methods and marketing to doing that.

The last point on strategy is what's your lifestyle plan? I met a gentleman named Andrew fourteen or fifteen years ago. He's from Toronto, Ontario. When the weather isn't freezing, he is working diligently outside. He has a hot dog cart.

Now, his lifestyle plan is to work three or four months of the year and then go back to Europe with his family to spend time with his extended family.

Andrew is amazing. During the day he is in the northern part of the city but in a sort of secondary core financial district. So he gets a lot of the lunch time people. He gets a lot of the people coming out of the office buildings and people coming out of the subways across from the subway. He isn't right on the main intersection. He's a block away so there isn't a lot of traffic and people are stopping on a curb.

He has a very good location. He doesn't just work during the day, in the evening he's outside one of the most popular pubs where university and college people mainly hang out. They come out of the establishment around midnight, one o'clock and they are hungry. He's got lots of business in a concentrated zone and he runs his business essentially twice a day, if you will.

His lifestyle plan is to take most of the year off. He is very successful at doing that. To this day he remembers my name because I would go to that pub when I was younger. And now we're both married. We both have three kids.

I will actually drive an extra ten or fifteen minutes to go stop by his hot dog stand because we have a relationship and that's what he sells. He doesn't sell hot dogs. He sells relationships and you're in the same position. You sell relationships, not hot dogs.

Let's Talk About Marketing

Now, the next important point is marketing. We're talking about "The Hot Dog Theory of Marketing" and again, this is a metaphor for your business. What is your hot dog cart? What are your hot dogs? What are you selling?

How do you get the most leverage? Andrew gets the most leverage by putting his cart in high traffic areas where he knows people are hungry. He knows his potential customers are in the business district every day, at least Monday through Friday. Even on Saturdays, there are stores nearby so if he wanted to he could work there.

Andrew could leverage his cart by moving it to another spot about a ten minute drive north outside a popular entertainment district area. So how are you getting leverage from your hot dog cart?

Listen closely to this next point. Use other people's money to reduce your marketing cost. The hot dog vendor outside of a stadium does not spend a million dollars to bring 70,000 people to a football game or a baseball game.

He doesn't spend 250 million dollars to buy the team. He doesn't spend half a billion dollars to build the stadium but he or she is seeing the results of other people's money invested to grow their own business. How can you leverage other people's money, other people's stadiums, other people's events that create excitement?

Look for local community events that are fairly well attended such as a pancake breakfast or a Sunday pie bakeoff. If you're an artist and you're selling necklaces, handcrafts or clothing and things like that, where are there events where people are gathered? Marketing is about creating events that lead to discussion, that lead to relationships that lead to sales.

Too many times people go for the sale right away. They don't have the energy. They don't have the enthusiasm and they don't have the relationship because why? They don't have a reason to talk to the people to sell them something.

That's when you don't like being sold to, when someone just walks up to you and says, "Hey, do you want to buy a recipe book?"

"Did I say I was looking for one? Do I look too thin?" Hardly, not me these days, but I'm working on it. So, use other people's money to reduce your marketing costs.

How can you use other people's money? Again, sponsorship is an example of that. Somebody can sponsor a television show, a live seminar you're giving or Web pages on your Web site. Get creative around sponsorship.

Next are other people's customers. Who buys from you? What did they buy before they came to you and what do they buy after they come to you? If I sell carpeting, customers who come to me and buy carpeting may have just purchased a new house. They may have just moved their business.

So who did they buy from before me? They may have bought from a general contractor. They may have bought from a real estate agent. They may have purchased from a commercial real estate contractor.

Why am I saying this? Those are all marketing relationships that you want to have because you know that there's a high probability that prospects and customers can come from people who sell before you.

Now whether you just start a relationship and they do it out of the kindness of their heart, or you give them a commission, you can do this just by picking up the phone or walking into their store or location or going to their Web site. You have the ability to do this.

Using our example of the hot dog cart outside the stadium, those are the customers of the stadium, of the sports team. They've already purchased tickets. They are yours if you put your hot dog cart in the way and they happen to be hungry.

It's partially a numbers game, but it's also putting your product or service in the path that is predictable. You know where the customers are coming from. You know where they're going to. They're coming from a parking lot.

You could even have somebody hand out coupons as people come out of that popular parking lot. You know they are in the parking lot mainly to go to the game.

It's game day. If you hand out coupons at those locations and tell people where your cart is, then you're competing against the other carts because you've given them a coupon. When customers walk by your cart, they purchase. They may or may not come back after the game, but if you have a relationship they'll look for you next time they are there.

"The Hot Dog Theory of Marketing" increases the probability of success. Many businesses spend \$500, \$1,000, \$5,000, even \$10,000 on a full page ad in a newspaper and they don't know what the probability of success is. They just feel like it's the right thing to do. They feel like they should budget money for it.

If you're the hot dog vendor, you know you're going to have a probability of success. But if you set up your cart at the stadium on Tuesday morning and there's no game, what's your probability of success?

What's your probability of success for every marketing action you take? Are you phoning clients and prospects that are really too big for you and you couldn't handle the business if you wanted? Are you phoning people who are too small and don't have money or budget?

How are you increasing the probability of success in your marketing? How do you identify proper prospects, customers and clients for your business? You want to make sure you're doing that correctly.

An important area of marketing is signage. Again, using our analogy, I've seen some hot dog vendors put a sign on the front of the part of the cart where they cook the hot dogs, but I've seen other vendors put a sign 20 to 25 feet in front of the cart. So it's a miniature billboard that says, "Hot dogs are coming."

You may see farmers do this with vegetables and fruits at the side of the road. You want to put your sign far enough in front so that the people driving by slow down. They will be more likely to stop. If the sign is too close to the vegetable stand, people will be driving too fast and they won't have enough time to make a decision.

You want to put your signs out far enough in front so their brain has time to be set in motion. You need to get them to imagine the sweet smell of freshly boiled corn with butter and salt. All of those cravings get them to slow down the car, put on the brakes and pull off to the shoulder of the road safely.

How far ahead you put out your marketing will determine if people will decide, or at least stop, to make a decision about whether to buy your products or services. So signage is very useful.

Create an Emotional Experience

The hot dog vendor's umbrella is very important, if it catches the eye, it's clean and if it's got a brand on it. Visual appeal is very important. That umbrella even protects people from the sun. If the vendor has extra umbrellas, people can step out from under the sun or out of the rain if they need to. But hopefully on game day it's a nice bright day and everyone's outside.

Very often people don't look at the challenges their business creates for their customers. If you get ten customers at once and they all want to put relish on their hot dog at the same time, the customer experience isn't up to par. I've seen vendor's extend their cart by setting up a table with extra condiments on it that allows their customers to spread out and not feel pressured in decorating their hot dog.

Because everyone's got their own style you know, "I've got to put my ketchup on this way and the relish on that side and the mustard this way. I like it in dots instead of a straight line." Whatever it is, that's fun. People decorating their hot dog the way they want is an experience and it's fun and that leads to our next point which is the emotional experience.

How do you create an emotional experience? Starbucks is famous for charging five bucks for a cup of coffee that everybody knows costs just cents to make. How did they change the marketplace? They came in and actually shifted the industry from a buck cup of coffee to a five dollar latte double twist, cinnamon sprinkled, light milk, whatever, latte.

You can do that with music. You can do it with mood music, atmosphere. You can do it with location. You can do it with lighting, all of those sorts of things.

So ask yourself how you can create an emotional experience. How do you create the atmosphere online? Well, you do that with design. You do it with color. You do it with audio and video and sound.

I use online video. If you want free unlimited video streaming, go to <http://www.FreeIQ.com/unlimitedaccess>. You can post all the audio and video you want.

Anyway, back to the emotional experience, what's the atmosphere in the stadium? It's game day! There's somebody playing the drums. There are the musicians. They're either doing it for money or they were hired by the team owner.

There's energy. There's really the sense of humanity and community. How are you creating that, the sense of humanity and community?

You can create community on your Web site by the colors you use; by having products people can order with your logo on it. You can have forums where people can communicate with each other. You let them exchange e-mails and comments and links. Community is huge.

This is why You Tube, My Space and Face Book, and all these other community based organizations around multimedia, are selling for billions of dollars. They're built based on emotional experience. They're sold by the venture capitalists, obviously for the eyeball but the value is created by providing a community where people come together.

What's the pulse or the flow? How are you talking when you meet people in person? How do you handle your voicemail? How do you speak to them on the telephone? What kind of words do you use on your Web site?

In copywriting so often people use language that's too academic. The words are too long. "If you're looking for ways to systematically improve the functionality ability of your Web site to serve up a user experience," I mean, I get it. I understand those words. I can translate them but I don't have time.

Instead, think about, "How can I make my Web site an experience that people will remember?" That's the difference between copy that works and copy that doesn't. Which one would you like?

So you realize the importance of an emotional experience. Wouldn't you love to grow your business by aligning with it and matching? Align with the energy. Get in there.

If you're not an extrovert yourself, find people who are. If you're online, create a site that has energy using audio or video or color or design or words or swirls or bullets. Instead of just having a black box for a bullet, use a green check mark. Why? Because green implies profit and success, green implies nature and environment.

The check mark is positive. We've been conditioned our whole life, "I want to get a check mark. Please, teacher, give me a check mark." It's an anchor for the eye to come back to. It makes my site easier to read.

All of these things can contribute to an emotional experience, even down to the font that I use. So again, think about our analogy. "The Hot Dog Theory of Marketing," how does this apply to your business?

Other People's Brands

You have the ability to leverage other people's brands. Can you see the advantage of being associated with a recognized, known and trusted brand?

If you can get a sponsor for your Web site or live event, do you want it to be Citibank or the Bank of North Georgia? What's the difference between Citibank and the Bank of North Georgia? What's different between Visa and the Diner's Club Card? I'm not saying either one is bad or good. I'm saying that one is recognized and trusted.

The funny thing about brands is even if the person never buys that brand they are aware somehow, even unconsciously, that a large part of the population must trust that brand because they've been in business for a long time. Look at Wells Fargo.

They delivered mail by Pony Express and stagecoach. They've been around a couple hundred years. Just by their longevity, they have brand.

Well, you're just starting your business. You're just launching your Web site. You're just writing your book. How can you have instantaneous brand? Associate yourself with recognized and known brands.

A professional team has rabid fanatical fans. They wear the team's jerseys. They buy their baseball caps. They buy model football helmets. They buy flags. They buy foam number one. Why? It's got the logo of the professional sports team on it. There are fanatical fans even in the farm leagues. They follow every player. They like the statistics.

There are all sorts of things that other people find interesting that we don't. Ask yourself how can you put aside your biases and ask other people what they like instead of focusing on what you like.

The stadiums are now named after companies, Staples Center in Los Angeles. In Canada the Sky dome is now called the Rogers Centre. The place where the hockey team plays is now called the Air Canada Centre.

So just being the hot dog cart next to the Roger's Stadium, next to Citibank, next to the Staples Center, is very subtle. It's subconscious on most levels but it still exists. On your Web site you can use brands yourself.

Put the American flag on your order page or on your Web site somewhere. It's a trusted symbol, especially if you're selling to mainly Americans. There are some conflicts in other parts of the world and some people who don't like that but if a majority of your customers are buying in the United States, which many are, then that's an appropriate brand.

Use credit card logos not just on your order form page where lots of people do it naturally, but in the offer page before they even get there, or in the benefits of your sales letter if you're working online.

There are other brands you can use. If you're doing podcasts and post them up online with Apple then use the Apple logo to say, "Available on iTunes." Legally I don't think they mind. I'm not a lawyer or an attorney. You can ask your own about that, but generally speaking I haven't seen a lot of problems with that as long as you're not implying or saying that you're the greatest thing since sliced bread. You're really advertising for them.

Brand writing can include the supplies themselves. If you're a book author and McGraw Hill is your publisher, there's some cache to that. There's some recognition and credibility to being published by one of the New York publishers.

However, if you're being self published, make up a name of a publisher. If you're self publishing, create your own publishing company that has a great sounding name. That builds some credibility into the name of the publisher of your book.

So instead of saying, "This is the Customer Catcher P.U.M.P. Marketing System brought to you and written by Martin Wales, forward written by Martin Wales and published by Wales Publishing," that doesn't make sense. Add some brand to it even if it's your own brand that you've created.

For the hot dog vendor, it's the supplies themselves. Coca-Cola for the pop and other branded drinks versus a no name pop. You know, if I'm a hot dog vendor and I'm next to another hot dog vendor and he's got no name grocery store brand pop and I've got Coca-Cola, I see that as an advantage. There's no significant price difference really between those two things for the amount of money I'm charging.

When you can tie in the brand names of products, those become your props. The hot dog vendor can wear a baseball cap that's got the team logo on it. He can have a smock that's got the Oscar Meyer hot dog brand on it. He can have an umbrella that's got Coca-Cola on it. These are recognized logos, recognized trusted brands.

People will judge you less if you are surrounded by brands. They look at those brands as being a credibility factor. In their minds, they're looking at you. That's your brand image.

Remember, this is an analogy. What is your hot dog cart? Where are you putting your product or service? What is your brand?

Your Brand Image

Let's talk about your brand image. Couldn't it light up your business if your business became a brand? What do you think would happen if your book became a recognized brand?

Harvey McKay, who's in business and marketing, wrote a book called *Swim With the Sharks*. He's considered one of the top authors of the century and that is a foundational book for people who are studying commerce and business in college. It became a brand.

I don't think that you can buy a brand. We saw the dot com failures. Furniture.com, Pets.com, they all thought if they bought up every bus shelter, blimp and subway station in North America and spent 250 million dollars a month of other people's money on putting the brand out there, that it would work. That was an oblivious public failure. Why would an individual, small business or entrepreneur go and make the same mistake?

People have an affinity to brand and they will wear your caps and drink from your coffee cups. So get a well designed logo and use it to develop your brand image.

The first thing you can do for your brand image is to use props. When I first started www.CustomerCatcher.com, I went to the local mall. I bought five or six nice casual shirts. They were button down cotton, oxford shirts that I could wear with khaki pants. I went to a store called The Sew Man and he put my logo on the pocket of each shirt.

I actually had prospects and customers ask where they could buy the shirt. They said, "Oh, can I get one of those?" It's kind of like when you go buy beer and they have the beer sweat shirts and the beer slippers and they're all branded.

I ironed those shirts. Those babies had creases running from the corner of my shoulder to my wrist. I was going to say my ankle. That would be an Abraham Lincoln shirt. Have a pressed seam, it makes a big difference.

Wear a belt that's new. It doesn't have that leather cut. Make sure your shoes aren't scuffed. I find women are very astute at noticing the condition of your shoes.

Every time I go through the airport to catch a plane to go speak somewhere, I get my shoes shined. People might not be looking at your shoes going, but it's part of the branding image.

Remember hot dog cart? How often do I wipe it down? How often do I clean up the wrinkled serviettes and napkins that somebody left there? How often do I scrape away the char from the barbecue grill?

So what's the cleanliness of your Web site? What's the cleanliness and diction of your voicemail message? These are all things you need to think about.

Personal image and wardrobe are important. I touched on this with the shoes. If everyone in your client's office is wearing ties, it doesn't hurt you to wear a tie. If everyone is casual and it's a programmer, developer environment and they're all wearing army pants and tee shirts with slogans and pictures on them, I wouldn't dress down to the client. I would dress in business casual.

Branding and personal image are even shown by your posture. Very often I meet people at conferences and seminars with poor posture. If you stand up straight, it's amazing how many people come up to you and ask you questions because they sense your air of confidence.

It's even important where you stand? Using our example of the hot dog vendor, do you stand in front of your cart? Do you invite people in towards the cart? Maybe you have someone who's cooking while you just concentrate on shaking hands with people, and invite them over.

I have seen hot dog vendor businesses that have two or three people working at the cart in addition to a lady out in front. She's wearing a chef's hat. She's got on a professional looking chef's smock and she's holding a plate with samples of sausages on it; inviting people over to the cart to try it for the first time. "Why don't you grab a bite before you go see the game? Go Braves!"

Create an experience. Have enthusiasm. Be welcoming and friendly.

Remember to smile! A smile is as rare as a sunny day in the Antarctic for six months. So you want to make sure you smile even if you're on the phone. When you're typing your copy for your Web site, smile. Play music you like.

Weave that unseen, unknown, emotion into your marketing as you create it, but certainly show emotion when you're present in person and on the phone. I'm smiling because I know there are people listening, hopefully having a good time and learning from this. They're going to help people. They're going to reach out and touch people.

Go beyond your product or service. What's going to happen if somebody uses your product or service to save somebody's life? Always think beyond your product. Work the benefits of your product or service into your personal brand and your personal image.

I know a lot of you are race horses ready to blast out of the gate, but I want you to think about how you can get the most mileage out of what you're doing.

Let's talk about that, prospects and customers. Using the hot dog theory of marketing, why do I have my hot dog cart at the stadium on a Saturday at one o'clock? Well, because that's when the baseball game is. Actually I'm there early.

Successful people show up early. They're not on time. They show up early and they get the traffic. First part of prospects and customers is, use other people's traffic.

There's a direct and obvious tie here to the Internet. How do I leverage other people's traffic? How do I get my links on high traffic sites where lots of people go to look for stuff? How do I get to be higher ranked in Google? Again, if I have trouble getting my own Web site ranked in Google, how do I get associated with other Web sites?

I hosted the *Entrepreneur Magazine* Ebiz show. It was on a radio station that also hosted eBay Radio. My Web site was two links away from eBay's homepage every ten cycles. There were ten home pages that eBay cycled throughout the day and on one of those pages was a direct link to the Internet radio station that I was on. I had a page rank of six out of a possible ten.

I'm not a techie guy; I didn't do anything. I didn't go into the code. I didn't do any keywords. I didn't do anything and my page rank was six just from one link. So remember to have traffic by the stadium. What stadium? What Web site do you want to be by?

Next is, demographics. Demographics are the ages and types of customers who visit certain Web sites, who go to certain trade shows and who go to certain retail locations.

There are malls that have sort of a ranking. "Oh, the very wealthy people go to that mall." Why? "Well, because they charge twenty bucks for a coffee and \$5,000 for a purse there." There are other malls that have stores like Target. What type of customers are you serving? If you're aware of these things, you can speak like they do. You can serve them things that fit their budget.

These are strategic frames of mind that you need to use to set up your marketing so that it works. When we cover some guerrilla marketing tactics in the next chapter, it's going to relate back to what we're doing now.

Let's talk about your new customers. Remember the lady standing in front of the hot dog cart in the chef gear handing out samples of sausages? How are you going to get new customers? Give them samples.

It's that free download off your Web site. It's that free audio. It's the free video of you giving a whole hour long presentation. If you post that up on Free IQ, that's a way to give samples to your customers.

Andrew, the hot dog vendor, remembered my name from day one and I have to confess that remembering names is not my strength but his was. I would say that's one of the top three reasons that he was very successful at what he did. He had the ability to remember names and faces and put them together.

How do you get repeat customers? Name recall, detail recall; use a Customer Relationship Management system like www.SalesForce.com or Goldmine Software.

Also use referrals. There's nothing wrong, even for a hot dog cart vendor, to ask a current customer to invite others. "Thanks, here's your hot dog. Here's your sausage. Here's your Bavarian sausage hot dog. You know what? Invite your friends. Come again next time. Tell your friends I'm here." So many people just do not ask for a referral, but referrals are big.

What are some of the barriers that your customers might encounter? Well, in the hot dog business you can eliminate a language barrier if somebody speaks Portuguese and you only speak English. They point at a hot dog and they say, "That one." That's not as big a deal.

But disabilities, you can cause a barrier if someone in a wheelchair can't reach the ketchup because you put it on the upper part of your stand and not on the lower part. How do you serve people with disabilities?

How do you serve different languages? Do you need to translate your Web site into other languages? I'm not saying you necessarily need to, I'm just saying consider it.

The Sales Process

It would really help your business if you understood the sales process. Follow a dollar through your business. What happens when someone decides to buy and pulls out a dollar? What do they get for that dollar? How do you collect that dollar? Wouldn't it be significant if you automated those systems as much as you could?

Barney Zig, a big silver haired wise gentleman from Texas, was in real estate and was also a speaker. He recently passed on, but he was a sensational guy. He had this expression that he would say, "Who would like twenty seconds of sales training?" He'd hold his arms up and say, "Here it is! Want one?" And that was it. That's what I call "Barney Zig Sales Training."

"Want one?" That was his sales training. He had to tell you in twenty seconds or less how to sell. It was, "Want one?" and if the person said, "No," he said, "Okay, great. Next." Isn't that what the "The Hot Dog Theory of Marketing" is all about? Seventy thousand people walking by your cart and you're there to say, "Want one?" You know, not a big deal. You don't have to make a big deal out of it.

One mistake I see on a regular basis is people oversell. They want to sell a \$20 item or a \$7 e-book and they're overselling it. They speak too much. They write too much copy and they unsell the product.

Why not keep some curiosity? State the benefit. Make a claim. Back it up with some testimonials or a guarantee and then allow them to answer this question. "Want one?" And don't be offended if they don't. It's a numbers game.

Have a low entry product or service starting with free, but also have a low priced product or service.

Think about point of sale purchases and retailers. You're at the grocery store. You're standing in line. What do they have there? They have magazines, chocolate bars and sodas. They have batteries and car key holders and very small, low decision, impulse buys based on convenience.

You're standing there. You're waiting your turn. The convenience items catch your eye. They're placed in a certain location so you will buy something else. In the hardware store it might be a tire pressure gauge, one of those little circular air fresheners or a barbecue brush.

What can you do to have a point of sale or impulse buy? Well, if you have a Web site and you're offering a \$249 home study kit, what's your exit window say? Do you use an exit pop up? When somebody's leaving your Web site, do you offer them a \$24.95 manual instead of the \$249 full board multimedia home study course kit?

Sampling

I stopped at one hot dog stand where they had a great thing going. It was a clean cart. The vendor was wearing a chef's hat and a vest. They offered all different kinds of hot dogs and buns.

Their brand was there. Their image was there. I ordered the hot dog and they handed me the hot dog, and on top of the hot dog were two pieces of sausage. This is what Peter Drucker, the father of modern management, called "The Power of Wow."

The sausage was an unexpected bonus. It was more than I asked for. They over delivered and they sampled me on a higher priced product. Did you get that? They sampled me on a higher priced product.

If somebody comes to your Web site and enters your store, think about how you can use sampling to upsell them to a higher priced product. As an example, if I were a doctor and someone wanted an entry level back exam, I may also be able to sell them the higher priced nighttime pillow by giving them a travel pillow that they can use on an airplane.

Ask yourself, in your business, if you sell a lower priced or entry level product, how can you combine that with sampling to upsell them to a higher level?

Bundling and Unbundling

Pricing and product combinations can be bundled or unbundled. I call this the Chinese menu model. You'll find a dinner for two, dinner for four, dinner for six and eight. The rest is all combining and unbundling. Do you want another dish with that? Well, that's ten dollars more. It's an upsell outside of the combo.

Brand promotion can be used with bundling. You see this with the McDonald's Happy Meal. They branded a bundle. How are you branding a bundle?

Let's say you've written three books and you have a home study kit. When you combine them all together, don't just call it "The Entire Library for a Deal." Come up with a brand name.

Let me use a real life example. As the Customer Catcher, I help people launch their businesses. We created a bundle of products and services - copywriting, Web site development, creative logo design, and we called it "Launch Pad." Why? This brand name provided an image of what this bundle of products and services can do.

If you want your business to take off like a rocket, this is the package of products and services you need. See what I mean about branding?

If you're selling services, it's great to put a brand around a package. The Happy Meal is a good example of a branded promotional combo product that is at a slightly reduced price than if you bought them all separately. It's got emotion and energy tied into it and it's branded.

Variety

Change up the deals that you offer your customers. The way they change up the Happy Meal is they change up the kid's toy. They change the bag. They change the games on the outside.

How do you change up your deals? How do you change up your bundles, your products, your script, what you say, how you sell it? If you've got a community online, you need to talk to them on a regular basis but you also need to give them different products and services.

One day you may talk about marketing; the next day you talk about selling. If you talk about parenting one day, the next day talk about stress reduction as a parent, whether or not it's related to your children or not. Variety is part of creating an experience for people.

Generally speaking, at Six Flags or Disney, they try to add one significant ride a year or they tear down a theater and they build a new show. That's how they add variety. So last year it was a stunt man show; this year it's an ice skating show.

How do you get repeat customers to come back rather than say, "Oh, you're boring, you're the same thing you were yesterday. Your Web site is the same as it was before." Online we call that stickiness, right? How do you get people to come back or stick? You add variety.

Upselling and Cross Selling

If you sell a combo package, you have done an upsell. For example, if you buy a burger, and then decide to also get the fries and a drink too, you bought an upsell. Isn't it terrible that fast food has become a cultural description?

So, using my hot dog stand model, upselling would be if I upgraded an order for my regular hot dog to a sausage. Cross selling might be that I also sell tee shirts. Let's say I've made a deal with my sister, who does handmade crafted tee shirts or beaded bracelets with the team logo on them, to sell her items. That would be cross selling.

I can cross sell because cross selling is a complementary product or service that's not directly related to me. So I sell the hot dog and the drink, but the people are there to see the game. I've got a relationship with a service provider or a supplier who makes baseball caps and tee shirts with the team logo on them. The customer already has his wallet out.

We're talking about sales processes. How should I deliver the hot dog? Some people put it in a Styrofoam box. Other people put it in one serviette or napkin. Other people put it in three napkins. I actually enjoy it when they give me three napkins because the first one around the hot dog may have grease on it from the bun and maybe I spilled ketchup and relish on it.

As I fly through airports, many restaurants that I go into, especially fast food places, hide their napkins. I guess they think they're saving a lot of money by doing that, but what they don't realize is they're losing money because people are frustrated by the experience in their location.

How are you frustrating your customers? Is your delivery too slow? Are you only giving one serviette or napkin? Are you hiding the napkins versus giving them an extra one that they didn't even ask for?

Again, these are all analogies, but if you sell a six part CD or DVD set, do you put it in a cheap plastic case that breaks 90% of the time or do you put it in a special silver one that's got your logo emblazoned on the outside? It gives them a sense of quality before they even open it up. These are all strategic things that make a difference.

Collecting the Cash

How do you collect the cash? This is where a lot of people seem to fall down. They want cash flow yet they don't provide as many options. They don't have a payment plan. They don't have financing. They don't accept all credit cards. They don't accept any credit cards. They accept only Visa. They don't take PayPal.

The more options you give a customer, the more likely they are to buy from you. A good example of this is if you're walking down the street and you see a restaurant that's got Visa, MasterCard, American Express, and Diner's Club, all on the window. Even though you may not even use a credit card and you pay in cash, it influences a person's decision whether or not to go into that restaurant.

Remember, brand recognition is very important. But having choices on how your customer can pay is important, too. It helps them feel safe about making the decision to buy from you.

Finally, it can be something as simple as being able to make change. So if I'm a hot dog vendor and I keep running out of change, or if I don't run out of change but I give you ten dimes instead of a dollar back, how do you feel when someone hands you ten dimes instead of a dollar? Again, this is an indicative question.

What happens in your business? What happens on your Web site? What happens when people meet you? Do you ever give people ten dimes because it's more convenient for you or that's all you have to give them? You didn't take the extra step to make sure you had enough small change to serve the customer.

Be Available, Flexible and Move Quickly

You need to be available to your customers.

If I phone into a company and I say, "I'm interested in buying your service. I'd like to speak to someone," and the receptionist says to me, "They're all in a sales meeting," that drives me insane.

When your customer phones in to buy something and the sales people are in a sales meeting talking about how they're going to improve sales, the customer may go away and never come back. So does that happen in your business? Always have someone available to speak to a customer.

How flexible are you? Do you have the ability to move quickly? If I see that my business is in the wrong location, did I sign a two year lease, or a three year lease, or a five year lease because I was going to save money? Well, now I can't get out of the lease.

The industry has changed. I'm in the wrong location. I'm too far off the beaten path. Again, preventing things from happening, identifying pre-problems, reducing risk will make you successful in business rather than just concentrating on selling. So, be flexible. Have the ability to move quickly. Related to that is reacting fast. Just because you have the ability to move quickly doesn't mean you move fast given the option. This is why car accidents happen.

You have the ability to move quickly if you put your foot on the accelerator. You can either put on the brakes so they go in front of you or you can accelerate fast enough so they go behind you.

You need to react fast and you need to have the ability to move.

If you're in a location as a hot dog vendor and you're not getting that much traffic, how long are you going to wait to adjust? The longer you wait the harder it's going to be to move. Maybe there is more competition moved into the premium spots. Sometimes you have to work your way up and that's understandable, but as long as you recognize that and you have a clear path and an action plan, that's okay.

Keep an eye on the competition. How often do you see a hot dog vendor and then there's another one within five feet? There's another one in another 25 feet, especially around a stadium because hello, it's not rocket science. We all know we want to be around the stadium game day, but how do we differentiate ourselves?

How do you get that stadium to choose you? How do you get customers at the stadium to choose you instead of someone else?

So keep an eye on the competition. Maybe their hot dog cart is cleaner? Maybe they are providing more condiments? Maybe they have chili and you. Look at what your customers want.

Keep an eye out. You don't have to imitate your competition and become the same as them, but you do need to be aware.

You also need a rapid supply chain. What do you do in your business? How do you outsource your copywriting, your article writing? Do you have a co-op? If you're an author trying to sell one book, why don't you create a Web site where there are fifty of you that belong to a writer's circle?

For example, Internet marketers can join an online group called Stomper Net. It's a community of people who work in a coop to help increase their search engine rankings by trading links and sharing information and data on new products and services. That's a co-op mindset.

You may have heard of that for things like real estate and condos and farmers who share grain supplies. In the old days it used to be congregated around one single mill and it was a cooperative. So they all invested in the mill and ground the grain. How are you going to take these examples, as simple as they are, as common sense as they are and apply them to your business today?

Minimal Overhead

Wouldn't your success be guaranteed if you had minimal overhead? The hot dog vendor would probably have to get a city permit, a license to vend and sell on the street, which is about \$800 to \$1,200.

But he doesn't have to pay any rent. So even though he has to buy a city permit, he doesn't have to pay for the space weekend after weekend.

The hot dog vendor needs to make sure that he doesn't have pre-problems like law enforcement officers coming along and closing him down half an hour before the crowds are coming to the game.

So how do you create situations where you can reduce your overhead and someone else is paying for it?

I have a friend who started a business and worked from home. He needed more space so he needed to make some adjustments.

The printer in his neighborhood, who did his cards and brochures, had an empty room in the back. My friend got an office space for a hundred dollars a month. It was clean. It was air conditioned. It had furniture in it already.

He saw an opportunity, kept his eyes opened and asked the right question. "Can I have that?"

The Hot Dog Theory of Marketing and Profit

What's the "Hot Dog Theory of Marketing" got to do with your profit? Well, wouldn't it help your business if you could take all these guerilla marketing tactics we've been talking about, and apply these strategies to your business? Isn't it fantastic to know that your business will profit, if you're like a hot dog vendor?

How do you create a cash business? You're a cash business, if you can get cash sales whether that's through a merchant account and they immediately put the money into your account within two days or paper money hand to hand. Cash business means you're not a bank business.

Businesses that offer financing or payment terms can be risky. You carry that. If you sell a hard good such as a CD, you ship the binder and you ship the box.

Those are shipping costs that you may or may not pass on to my customers. If you're doing a promotion and it's free shipping, you incur that risk but you also take it out of your profit. What if they ship it back? What about returning and breakage and so on?

So the more you can have a cash business, the more money you can have in your pocket.

The interesting thing about "The Hot Dog Theory of Marketing" from a profit point of view is the customer does the final assembly. The customer is involved in the work to create the product that you're selling them.

How do you involve your customers in the work to finally sell them? If you're an author they're reading the book. But you need to get them to read the book to enjoy it. You need to get them to read the book to refer it.

If you're a doctor, you may show your patients in a fifteen minute period of time how to do a back exercise, but you need a way to encourage them to remember to do the exercises. If I were a doctor, a chiropractor, I would send an e-mail message on an Autoresponder to my back patients to remind them to do their exercises along with maybe an attachment or a link to a Web site where they can see graphic images or even a video of the exercises.

If you've ever gone to the doctor for back pain and they give you three or four exercises to do, you leave the office thinking you'll remember how to do them. You get home and twenty-four hours later you're not doing a single exercise because you're intimidated by the number that you got or you don't remember the instructions.

So go through this process for your business. First, be profit wise as a hot dog vendor. What's my cash business? How am I reducing my risk?

Next, how do I get my customers to participate to reduce my cost in the final assembly? They put on the mustard and the ketchup and the relish. One, they feel great because they have the choice. Two, they're having fun decorating their hot dog.

I sat in a coffee shop and watched the way people fix their coffee. Starbucks probably could save 12 million dollars a year if they just asked the customer, "Do you want me to fill that to the top?" because I would say 80% of the people poured out the top tenth of their coffee into the garbage bin or down the drain. This creates work for you and wastes the coffee.

Then, how many sugars did they put in? Again it comes down to detail. Some coffee shops have those little packages of sugar. Others have those big containers of sugar which I love because I put far too much sugar in my coffee. Don't tell my diet coach. It comes down to observing your customers or asking your customers what they want.

Next on the profit side in reducing your cost of sales and marketing is, “How do I keep a low inventory?” So the hot dog vendor is one of the most profitable people around the stadium because the stadium takes a long time to pay off half a billion dollars and pay municipal taxes and so on. The professional team has to pay the professional athletes, the cheerleaders and all the support people and security and so on.

The hot dog vendor has low inventory. They buy a couple hundred bucks worth of buns, a couple hundred bucks worth of sausages and hot dogs and whatever else they're selling. It's a low inventory, low risk opportunity.

They don't even cook some of them. They'll warm up some but they don't even cook some of them until they gauge the crowd. They see how much they need to cook.

What are you doing in your business to reduce the risk to having a low inventory? Some people outsource if they're in the information process industry.

What are you doing to have a rapid supply chain? If you suddenly get a burst of orders, what do you do? If you do a business promotion such as an e-mail campaign or a trade show where you have massive success, do you have a rapid supply manufacturing chain?

What's in place to deal with that? That's a great problem. You've got a million dollars in sales. Now how do you fulfill those orders? I'd rather have that problem than to have zero dollars in sales and a million dollars in inventory. So ask yourself that.

Wouldn't it be great if you had minimal overhead? You get the city permit, sell your hot dogs, but you don't have any rent. You meet the minimum requirements or whatever you need to do to be in business but at the same time you have minimal overhead.

This is where the power of the Internet comes in. This is where the power of joint venture comes in. This is where there are so many opportunities for you to enjoy your business. Wouldn't it be marvelous if you could make money by having the right strategy before you put the tactics into place?

How does "The Hot Dog Theory of Marketing" apply to your business? How can you use other people's money? Where are the stadiums in your industry? Where are stadiums in your business? Where do the customers flow through?

Deer hunters will often find a path that deer track through and wait for the deer to come to them. It's a lot easier than going off into the mountains tracking. So how do you do that in your business?

Chapter Three

Customers, Cash Flow, List Building and Lead Generation

There are so many free places where you can get customers and prospects. Always be looking for a free sales force. Those are people who like you, love you, and trust you because they buy from you.

There are people who like you and know who you are, but they are not necessarily your customers. They're not buying your particular product or service, but they are happy to help you grow your business and refer you, so don't forget about that.

When people are marketing their book or selling their product or trying to introduce their services, they may encounter several obstacles. These obstacles might be, "Where do I find a customer? Where do I find a new prospect? What am I going to do?"

Clarence Blasier said, "The obstacles you face are mental barriers which can be broken by adopting a more positive approach."

What are the obstacles you think you're facing? What are the mental barriers? Are they real barriers? If so, how can they be broken? How are we going to take a more positive approach?

Focus On the Marketing

You need to be determined in your marketing to get new customers and new prospects.

Beth Howland said, "For a long time it seemed to me that real life was about to begin, but there was always some obstacle in the way. Something had to be gotten through first; some unfinished business, time still to be served, a debt to be paid, then life would begin. At last it dawned on me that these obstacles were my life."

How does that say about marketing? You have to market every day. The life of your business is marketing; the life of your business is to get a new customer; the life of your business is to get paid something today.

I've had customers and clients who focus on the process of their business. They're investing in their business. They're renting furniture and office space and having lots of meetings about what their brochure is going to look like and picking a supplier for their manufacturing and so on.

They spend so much time on the process of getting ready to serve people that sometimes they

end up going out of business before they even open their doors. They've invested so much in preparing that they never actually got people in the door. Again, let's focus on the marketing.

You need to be marketing every day, "What am I doing to attract new business? What two things did I do today?" Just pick two small things everyday, "What am I going to do today?"

Wouldn't it be exciting if you knew exactly how to get customers automatically? So many people don't like cold calling, they don't like hard selling, and certainly don't like spending a lot of money on investing to get new customers and clients.

If you create a television or radio show, or you create a retail location, you have to get attention. You don't want to be the lemonade stand in the desert.

List Building

Let's look at a list building formula called $F \times Q \times R$.

F is for frequency, Q is for quality, and R is for relationship. When you put those things together and multiply them, you get trust. A lot of people say that money is in the list, the gold is in the list.

Let me clarify that. The money is in the relationship you have with the people on the list, and the word relationship is used instead of trust. So if you have a list of people who trust you when you introduce new products and services, guess what? They're going to buy from you because they trust you.

Now you have to earn that. How do you earn trust? You earn that with frequency of communication, the quality of the information that you bring them, and the relationship that you build.

A lot of online Internet marketers send out e-mails, but they're only selling. They rarely give away free information. If they do give away stuff free, they don't do it often enough or it's not very valuable.

You want to do a number of things to build trust with your list. In list building there are different types of lists that we need to have. Our biggest, most general list is going to be our list of suspects.

This is basically anybody who's got a pulse; anybody who, based on your assumption and best guess, may be interested in your product or service.

The next one is a prospect. A prospect is more valuable. They've raised their hand. They might have taken some action. They may have phoned you or gone to your Web site. If you're capturing their name and e-mail, which of course you should, they've taken some action; they've invested something, time, effort or money.

If they go to your Web site, they've invested their time and effort. If they go to your Web site

and they buy a trial offer, then they're investing their money.

You could have a dollar trial offer or a seven dollar trial offer or thirty dollars for three months trial offer. Whatever it is, they're still a prospect because they're still sampling your product or service.

But they're highly qualified once they've taken out their credit card. If they take out their credit card for a dollar or seven dollars or thirty dollars, then they are a hot prospect. They are somebody who has started down that road to building a relationship, to building trust with you.

Next is a customer. Now this is "Yee-haw!" time. This is when you ding the bell because they actually made a purchase.

Customer vs. Client

Let's say you have a customer who makes a one-time purchase on your Web site or in your retail store. This isn't a very efficient way to do marketing. We want to get them, but we want to try and keep them as long as possible to turn them into a client.

A client makes multiple purchases. They are with you for a long time. It could be a long term contract, if you're a consultant. It could be buying six to twelve sessions of your coaching program.

I really like the word clients because it implies an emotional connection. They're people that you care for; they're people that you're going to share advice with. These are people you're going to communicate with on a far more regular basis because you're investing in them for your future business.

Let me stress that again. You're investing in them with your time, your patience, your quality. So many people fail right here. They get the credit card and boom! You're done with that customer and they're gone. You need to take care of a customer to turn them into a client.

If you keep the client for an extended period of time, or even a short period of time, you can turn them into a raving fan. A raving fan is someone who buys everything you put out. They're waiting for you to put out your next product or service.

Imagine having 100,000 people just waiting for your next book, class or service; just waiting for you to announce, "It's available!"

That's how you build a relationship. You can start telling them ahead of time, "By the way, because you're a customer my next book is coming out and you're going to be the first to get it. That's right. I'm going to tell you. In fact, I'm going to share the first chapter with you and let you give me some feedback about the direction of the story and where you think it's going to go."

People want an experience. They want to interact with you, especially if they're raving fans.

Look at the raving fan of a music artist. Garth Brooks was a super star in the music industry. He still is, but he's not as much in the spotlight.

He has this group of raving fans who, even today, would love to just hear from his high school music teacher, from his bus driver from one of his concert tours. Those are raving fans.

In marketing we call raving fans a niche. They're fanatical about their product or service that they bought or their hobby that they're in and, if you serve them right, they're going to buy from you.

So raving fans want to buy everything you've got, and they even defend you to nay sayers. Raving fans will defend you and your products and services. They become free sales people on the street marketing for you.

These are the objectives and the mindset that I want you to have. It's the roadmap of where you want to go. You want to turn your customers into clients and raving fans.

Remember I said to follow a dollar or follow a person through your business. If a person's going to come to your business, think about how they're going to get there and how you're going to keep them coming back.

Your Timeline

Where can you find your customers?

You need to have a mental map, a picture of how you're going to come up with your marketing tactics. You can do this by creating a time line. Draw a straight horizontal line across the width of a sheet of paper. On that line put five marks. Put one mark in the center and then two on either side. Right in the center you can write "you and your customer."

The reason I want you to draw this is to have a mental map, a picture of how you can come up with your tactical marketing plan to get customers.

Let me tell you a story which will help explain how the timeline works.

I used to sell telephone systems to businesses and schools. I sold the PBX switch, the box that sat in the phone room, and all the other phones were attached to it.

The best time to sell a telephone system to a business is when they're brand new or when they're moving to a new location. So to develop a marketing plan for this scenario, I would write "business telephone system" in the center of my time line.

Let's think about what a business would do prior to moving. What would be an indicator that they were moving? What activities would they be involved in prior to moving?

One of the activities that was an indicator that they planned to move was that they had contacted a commercial real estate person. They were looking for new office space because they were growing and expanding.

There was a high probability that they would need to buy a new phone system. Since they planned to move because they were doubling in size, their old phone system didn't meet they're needs.

So one indicator was they contacted a commercial real estate agent.

What else would they need if they're going to move? They would need a moving or truck rental company and possibly a commercial carpet company.

You're asking yourself, "Why would I want to know that?" You want to know that because you could develop a relationship with a commercial carpet company and pay them a percentage of your sales.

I called a company that gave me information like the names and contact information of businesses that were moving in the next six months. Those leads were 46 cents per name

I know you want to start with free resources, but this is an example of very affordable lead generation. Other people were paying the equivalent of Welcome Wagon who welcomes businesses to the community for \$4.00 a lead. So 46 cents a lead versus four dollars a lead, you can see the savings there.

The reason I want you to have a timeline called "you and your customer" is so you can know who is touching your customer before you are. What is your customer doing before they come to you?

Don't just think of your competition as someone who sells exactly what you sell. If I sell backyard pools, then I am competing against other companies who are looking for the same recreational dollar.

That could be a travel agent who's selling a trip somewhere or a real estate person who's selling a cottage or somebody selling a motor or power boat. Those are all competition for the same dollar in my prospect's pocket.

So what are your customers doing before they come to you? If you're a pool person, they're probably going to a cottage and outdoor trade show. They may be subscribers to certain magazines.

Keep all of these things in mind as you move forward on your timeline because it's important to figure out the places you can get free leads and free customers to build your list.

The question marks after “you and your customer” are more related to how you can make money after your customer has done business with you. Who is going to deal with your customer after you and how can you benefit from it?

A great example of this would be a kitchen remodeling business. What would happen if a customer hires this business to remodel their kitchen and a couple months later they call the same business to get their living room or family room done?

The more you can increase your relationship with each customer, the bigger your list size will grow. Actually, even if the list size doesn't grow, the greater the relationship, the tighter the target, and the more money you can make from your list.

I have sent an online e-mail campaign to 2,000 - 7,000 people. These people were highly targeted because I have built a good relationship with them, they're communicated with often, and there is trust.

I would make more money by emailing these people than sending an email out to a list of a million people who signed up for a free e-book or just to be notified when something happens. They're not very qualified.

Important Questions

You need to ask yourself some questions. Where do your best customers accumulate? Where would your best prospect be? Define what your best customer looks like. How much money do they make? How many employees they have? Again, returning to that timeline, are they going to move? Are they not going to move? What are the odds?

Marketing is a numbers game. So many people try for 100% all the time. You really just need that magical 1% to 5% conversion rate to be very successful. In marketing you need to contact a lot of people, but you need to convert a very small number to actually be quite successful.

Where do your best customers accumulate? What's your stadium? If you're online, it could be a social networking site like YouTube. That is a very general, broad, wide audience. I don't know the exact demographics, but generally speaking it's a younger audience; it's a little bit hip. More businesses are using the social sites successfully.

www.YouTube.com is where they have lots of videos. They tend to be very consumer related, entertaining and fun.

If you were an author who wrote books of a similar nature; fiction, murder mystery, biography, business or non-fiction, you could get another author to introduce you to their list.

How can you as the author and the customers of the other author benefit? Online we talk about affiliate program. That's where the other author with a customer list would get a percentage of the sale. Offline you can do commissions as well.

Another thing businesses look for is customer retention. When Microsoft sponsored a radio show I did, they weren't looking to make more money by having a radio show with people calling in to buy, they were looking for PR.

They look for positive relationship. When they're interviewed by someone else somewhere in another country they can say, "We support the small business community; they should trust us and buy our new program."

People don't always look for money. They look for customer retention, customer loyalty and an opportunity to have something newsworthy going on. So if you can get someone to sponsor you when you speak somewhere, then that gives them the opportunity to create a publicity piece.

There are lots of other reasons why other businesses would want to do business with you besides money. Find out what those are.

If the other business only has one product, this is where you can benefit greatly. If you know of someone who only has one product and they're very slow at developing their next one, if they're going to keep a relationship with their list, they need to provide them with something. This is where you can offer a bonus or your product or service to keep giving them something to talk about.

What can you sell today? So many people plan and plan and plan to do a product launch next month, but what can you sell today?

I have a friend who did training session. She didn't have any actual hard goods and products to ship. I recommended that she sell a teleseminar. She created the curriculum prior to the event; she talked about the benefits of getting her information. She told people about her past experience and how people would benefit from being on her live teleseminar.

What can you sell today? Think about that. It will help you prioritize the tactics you want to use.

What type of list do you want to end up with? Think about your objective, then come up with a process or a strategy, and then come up with the tactics. Write your objective down. Deciding on your objective is top priority. This will help your productivity.

"I'm going to build this Web site because I want twenty new leads a week. I'm going to build this Web site because I want to have a platform to communicate. I'm going to build this Web site for credibility purposes." Maybe you already have a retail location that's doing very well, but you haven't really taken advantage of the Internet yet.

The next thing to determine is how large a list of people do you want?

You can have a list of not very qualified people who just download something or they co-registered through another site. An example of online co-registration is when you sign up for a free Yahoo mail account, and automatically a page opens.

You're given a list of twelve to twenty different online or offline magazines. They tell you that if you want information on consumer electronic goods, click here. If you want information on parenting, click there. That's a co-registration list.

You can build a large list fairly quickly doing that, but those people are not qualified buyers. They'll check anything. It doesn't cost them anything and they're not really thinking about it. That's not a very qualified list.

A smaller, qualified list is a highly responsive list.

Lead Generation

What are all the free lead generation tactics you can use to build your business?

The first one is to build your own list. There's nothing more powerful than people who have already met you, looked you in the eye, shaken your hand, or heard you speak.

You can build your own list one person at a time. Always have your antenna up.

I went out on the weekend with my family for dinner. We met someone that my wife knew. The husband of this lady's daughter who sat at our table was the head guy of marketing for Yellow Pages Directory Company online, who I had been wanting to contact.

You never know. One at a time can work well.

The next lead generation tactic is collecting the names and email addresses of your Web site visitors. If you don't have a way to capture the names and e-mail of your visitors, you have to add it.

I use www.HandsFreeBusiness.com. There's a link in the resource page of this book. It's my private label for the shopping cart system that I use. It uses a double opt-in system to make sure that you have the customer's permission to contact them and it makes sure that you meet all the spam rules.

Next is networking. Networking is the most powerful online and offline tool to build your list. People who are centers of influence, people who are industry gurus, people who are considered leaders in the community, that's who you want to meet when you are out there.

So many people make the mistake when they're at a networking event of looking for customers. You are looking for customers, but I'd bet \$50 to a dime every time that you're prime customer is not necessarily at the networking event.

When you're shaking someone's hand, see how you can help them. Ask them what they do. What are they in charge of? What are they the president of? Being interested in them makes you far more interesting.

You'll get far more mileage when you're interested in people than trying to make yourself interesting and telling them what you do. The worst thing is to meet someone at a networking event and they give you their menu of services and products.

So be a better networker. It can lead to joint ventures. Networking allows you to meet more people.

Next is publicity. This is such a wonderful guerrilla marketing tactic for building your list. To build your own list, make sure you're doing publicity activities on a regular basis. My friend, Mark Victor Hansen, still commits to two publicity events per day if he can.

It doesn't matter how small the radio or television station is or who the person is interviewing him, he's committed to doing those things. It has built massive publicity for him to sell his books. I think he has somewhere over two million people on the Chicken Soup list.

The ability to sell and market books is just one example. It's the same thing whether you're marketing rental cranes or an online business, you can use publicity.

Use voicemail to invite people to go to your Web site. Invite people to sign up for your free thing-a-ma-jig in the signature of your e-mail. With all of these things, you need to have your eyes open and your antenna out to make sure that with everything you do, always direct traffic to your Web site.

You should always have three ways to get to your Web site; there should always be some way to mention it.

Customer Catcher Tip: When I introduce a speaker, I'm just up on stage for 30-60 seconds. USE this opportunity for what I call a "stolen marketing minute." You can say, "*Hi, my name is Martin Wales from www.CustomerCatcher.com. We help you get customers until you beg us to stop. We give free sales and marketing tips on our Web site www.CustomerCatcher.com. Tonight it's my pleasure to introduce you to Bob Smith,*" and on goes the show.

It's this 30-second, little snippet that invites the whole audience, that was invited by someone else, to go to your Web site. Is 100% of the room going to go to your Web site? No! But you're already on stage; you're already in front of people, and you've already got a certain amount of credibility that you can leverage.

So build your own list.

If you've got a retail location or you're online, people who just stumble across location are called "walk-in business." What are you doing to leverage your walk-in business? How are you engaging those people? What questions are you asking them?

I believe that the number one question for engaging people in a retail location that eventually leads to a purchase is, “Have you been in here before?”

“Hello, have you been in here before?” That’s a question that starts a conversation.

“Yes, I have.”

“Fantastic, what did you like? Did you buy something? What was it?”

Or, “No, I haven’t been in here before.”

“Fantastic.” The answer is, “Fantastic,” both times.

“Fantastic. Well, let me show you this.” Or, “What can I help you find?”

Is this going to work all the time? No, but that is the question that works most of the time. It helps overcome barriers.

The next way to grow your list is with other people’s lists. A negative word I hear people say is “scrape;” scraping other people’s lists. Essentially, that’s co-sharing a list.

If somebody agrees to send an e-mail for you and their list receives that e-mail, some people on that list may decide to sign up for yours. Then you are getting people from a list that is already in your market space, already in that niche, and it’s got a high predictability.

If you were doing a publicity teleseminar teaching people how to write articles, and you joint ventured with someone who already had been teaching his list about how to handle interviews, then the likelihood of people on the list signing up for your email list is high. The key is to have a relationship with the other person.

Another tool to use for lead generation is a teleseminar. If you have the opportunity to introduce yourself at the beginning of a teleseminar, do so. State your name and where you’re from which is your Web site.

So, “Hi, this is John from www.GolfballsRUs.com located in Tallahassee.

Whenever you have an opportunity to attend live events, take advantage of it. Stand up and ask a question. Remember to give your name and Web site address. This helps to build your list. Sometimes when you attend live seminars, trade shows, or conferences, the organizers will share the list of the people attending.

I’ve been to Chamber of Commerce events where they print out the business card of everyone who’s in attendance. I’ve gotten as many as twelve pages of business cards of people who were at the same event. Then I had the opportunity to contact them and say, “Hey, I was at the event. What did you think?”

I have a rapport with them because I was a member of the same association. I have something to talk about because we were at the same event. Then I can introduce my products and services.

I have done cold calling to build a list as a sales person, too. It's not the most fun thing to do, but it is a way to do it.

You can also use sponsors to build your list. You can get the sponsor to email their online list. If a sponsor does a monthly newsletter, they can talk about you in their upcoming events.

If you're a musician who wants to sell CDs and you are going to play in a coffeehouse, that coffeehouse is a sponsor. They can put up signage with a slip to win your CD. Whatever it is, you can start getting a list built of people who attend that coffee shop on a regular basis.

So use your sponsors.

Direct mail is another tool. How do you do that for free?

One time there was a company that I did a direct mail piece with. Remember when we talked about the hotdog theory of marketing? Well, this company sent out 2,000 invoices every month on a regular basis with a charge for services that they provided. What we negotiated was for them to put a slip of paper about me in that direct mail piece.

You can print directly on the invoice so they can say, "Oh, by the way, as a valued customer of Bob's Table Company, we'd like to give you a free special report on how to wax your table." So if I was selling table wax, I would get that inserted on the invoice or print it on a separate piece of colored paper inside the invoice.

They may pay for the mailing because they're already sending out invoices.

I would get them to do it based on the benefit to their customers. This is additional information, no charge, it extends the life of their product, and it extends the relationship with their clients and loyal customers.

This is the kind of mindset that I want you to have. I just gave you an example. What's the win-win situation of the company sending out their invoices which isn't always the most positive marketing piece to send out? "Hi, here's the amount of money you owe us this month." They want to put some good news in there.

"By the way, here's the amount of money you owe us, but we're going to give you something free to show you our appreciation." You can set that up either online or offline clients?

You can also be in other people's products. This is something that's fairly unique and most people don't take advantage of it. You can be inside software for a Mac computer or inside a Microsoft product. There are companies that end up inside other people's software because they offer a trial version of something.

If you download a menu it says, “Here’s a version of Norton Security,” and it will only last a certain period of time. That’s a great example of the hotdog theory of marketing. They’re already selling millions of copies of software. They need stuff inside their software to enhance the “value.” They give away free trials and then you get to sell them from that point.

You could include a trial product or a bonus interview. If you’re selling an information based product and it includes teleseminars or someone else who is selling DVDs and CDs offline, why not give them a free CD to include as well.

In the direct mail business we call it a ride-along. A ride-along can be as simple as a sticker on a box. You pay for the stickers on the box, maybe, or they’ve already got a sticker on the box that says, “Open the box. But before you do that, get your free special thing-a-ma-jig at www.FreeThing.com.”

This is about creativity, it’s about a win-win situation; what can that direct mail company do to get their box or envelope opened sooner. Give away something free inside. It’s the prize inside.

Seth Godin wrote a book called *Free Prize Inside*. What’s the excitement you can build for other people’s products or services that will get people building and contacting you and becoming part of your list?

Publicly available lists are people who are already in your target market, already in your niche.

If you’re into fishing, where are the lists of people who are already into fishing? That would be association members like The Fish and Wildlife Service or the anglers’ association of your state.

What are the related associations? It could be Ducks Unlimited for the Conservation of Wetlands. Is that fishing? Well, not necessarily but we do know that people fish in flat bottom boats on the edges of wetlands. What are complementary associations; not necessarily the ones you belong to.

Some associations give you their membership list as part of joining them. You could join either as a member or some have associate memberships which are cheaper. Some even recognize the fact that, obviously, some people are going to join for business purposes, so they have supplier or industry memberships.

Some memberships you can get for free by bartering. I’ll barter products or services such as my speaking fee or maybe some digital download audio or digital special report or e-book, whatever it is, to get a membership. I didn’t pay any cash out, but I’m now a member and I get the member list.

You’re not allowed to spam them and I don’t recommend that you do that. But you now have a list that you can work from and the best thing to do is rather than getting the list and e-mailing them, go to the association and say, “Here’s something free. I’d like to share it as a member to celebrate my joining.” Whatever you come up with to be able to have that conversation, do it.

Associations exist to serve their members. Every year an association will lose members. Their main problem or pain is getting new members and keeping the ones they've got. That's the conversation you need to have with them.

“By sharing this information, your members are going to love it; of course, you get to preview it. You can have a copy for yourself, too. Janet, don't worry. Here's your copy.”

So they get to review everything and they feel safe. There is a bit of a sales cycle to it, but once you're in it's great for getting business. Now you've got them e-mailing for you and you're getting customers or new prospects for your list.

Next are trade show directories. This is a great offline tactic. Think about the trade shows you've been to where there are 300 booths or more. I've been to trade shows where there have been three or four football fields full of companies.

They put together a trade show directory. Each of the companies that paid to have a booth is listed in the trade show directory. That's a value that they get, supposedly, for paying \$10,000 for a ten by ten booth to be in front of a crowd of people for three days.

In that directory is often the contact name of a person at the company, the company name, and all the information you need including e-mail, snail mail; it's all there. They're all in the same industry.

I attended a trade show where I was selling in the technology industry. We had a product that was fairly general and could serve almost anyone of those companies because it was voicemail. They all had voicemail.

So you can pick up that trade show directory. It's free. They've already compiled the list for you, so that's fantastic.

Online places where you can get lists would be 411 sites. There are association sites, mastermind groups, or author/writing circles if you're in a specific industry.

Let's say you're a business management consultant. Often in my research, I find that different companies will list the management team on the company's Web site. They'll list the name and they'll tell you a little bit about the person.

All of these people become part of my list of suspects and probably prospects because I know the type of company I want to call. I'll get them on my list.

Usually I'll pick up the phone and call them and have some sort of conversation. Depending on your industry and what you're selling it could be cold calling. I call it warm calling. It's way better. You've got information on them; you're in the same industry; you've been to the same event if you were just at a trade show or something like that.

Next are channel listings. If you sell something that's like HR training or insurance for individuals, then you can get channel listings. These are the dealers, resellers, or retail locations, and these are often listed online.

Some of these online lists will have a search feature where you can look them up. It's seemingly one at a time, but with some of them if you type in just the letter "a" and hit Enter, it will print out the whole list because just about every listing has the letter "a" in it.

Savvy companies may have made adjustments for that, but if you want to try that when you're looking on a search feature at a list function online, you can check that out.

There are groups online where you can introduce yourself such as forums, Yahoo groups, and those types of things. You need to be respectful of the nature of the group. Usually they post their rules about how much you can push your wares and promote yourself. If done subtly, it can work quite well.

You can build your list using the publicity of other companies or individuals just by looking in the newspaper everyday in your industry's up and coming section where they talk about all the people moving up the list.

I've made some significant consulting deals just by seeing the HR announcement in the newspaper. Say there's a new VP of marketing in a telecommunications company. I phone them and congratulate them on their promotion. They're a little off balance because they're like, "Who's this and how do you know?" Usually I've worked with someone that they know in that company before.

Often what happens in public companies is they will tell their problems in public. You can contact the company and give them a solution to their problem. They will share your solution with their customers, stock holders and investors by saying, "Here's what we're doing to fix the problem."

If you fit into that category, take advantage of it. Again, this is about mindset and most of these ideas are free.

You can use article writing and article placement to get publicity. The easiest way to build your list from publicity is to get quoted. You don't have to write the article, someone else does all the work. If the article writer will quote you, offer him something free if he will put your domain name in his article. You can give him a free special report, etc. for doing this.

You can also write the article yourself, placing it in e-zines, newsletters, blogs and magazines.

We could spend a lot of time discussing article writing. A lot of people gloss over that, but it's very important. If there are two ways to build your list fast, I would say it's joint venture marketing either via e-mail, teleseminars or direct mail, and article writing.

Let me be specific: article syndication. That's where you take your article and you make it available to a syndicator. E-zine Articles is a very well known one online at www.EzineArticles.com.

Next are Internet tactics. You could spend five years studying Internet marketing. The best thing to do is to pick something that works fast. I mentioned joint venture e-mail marketing.

The next one is posting on forums or blogs. Blogging is really taking over as far as information.

A blog is a type of Web site. It's something you can have instantly. www.WordPress.com as well as www.Blogger.com are both very popular. There are others, but those are the two leading ones.

In basically five minutes you can have a Web site up. Blogs started out as journals, but people go to them for information. It's a great place for linking strategies and once you post, most of them allow you to have a link off to your site.

Natural Search Engine Optimization is what's listed on the left hand side of a search engine page. If you go to www.Google.com that's where you appear is on the left hand side.

This is a challenge. Often it's highly competitive. Getting people to click there doesn't necessarily work. It's definitely a challenge.

There are communities like YouTube. There's www.Digg.com and this is an interesting one. Basically people on there belong to the community and they might be on a site that's about www.StopHeadaches.com, and they'll tell the community, "I digg this site." You get your site "diggged" and that's at www.Digg.com.

If you have an existing customer base, you could ask them to assist you by going to www.Digg.com, and joining so they can find out a lot of cool information, but at the same time as a favor if they would "digg" you then you're going to get higher on the search engines.

Other Internet tactics include being in recordings that are archived like Internet radio, being interviewed on Internet Publicity. Internet video is huge. Free, unlimited streaming is now available in video. I use www.FreeIQ.com/unlimitedaccess. That's where you can go click and post your video.

These are all reasons to get people to go, "Yeah, I like you, trust you, know you, and love you. Here's my name and e-mail. Tell me about some more stuff that you're doing."

Gosh, golly! How far down the Internet marketing list do I want to go?

Use e-mail signatures. Most people still underutilize these. Don't make your signature too long because they're not going to read it. Have a live link in it and Change it often. You can link to other people's sites that might be affiliate links for you as well.

The other thing you can do is offer a promotion code or coupon in the e-mail signature. You need a reason to do it though.

The next thing you can do in the e-mail signature if it's a regular e-mail is to remind them to refer you to other people. One of the best ways to build your list is to ask existing customers to refer their friends and family or their colleagues in a business network.

This is something that people don't do on a continual basis. Business is one marketing event after another and you need to look for and get referrals.

Someone did a study in research and predictability, etc. Basically, McDonald's could be out of business in eighteen months to three years. A global, recognized brand could go out of business if they don't market every single day. This is why small businesses need to do it everyday as well.

You can post a video on YouTube or FreeIQ to take advantage of video streaming. Those are neat for viral marketing. This is another way to increase your list. Viral marketing is creating something so compelling that it's passed along.

Take a look at www.TheInterviewWithGod.com. It's basically a spiritual, religious-based screensaver that got passed along. They combine beautiful music with nice pictures. It is meditative. Even if you aren't religious it is soothing.

They built a list of 25 million people within two years by people who passing it along. They didn't sell anything at first, but eventually they offered complementary products like a coffee mug with pictures on it, a CD version, or a mouse pad with pictures. The last I heard they were making \$2.5 or \$3 million dollars a year based on this list they built up.

The list was not hugely qualified, but at least they knew the people were in the spiritual zone. Eventually, they offered them little, hard-cover, bound books for \$24.95 and so on.

How are you going to build something viral? Yours could be a quiz; it could be a checklist, it could be recipes, or anything that's of a positive nature. People like to share tips online; they like to share humor, so it could be a cartoon, puzzles, or any of those types of things related to your product or service.

Politically, online you may have seen humor being used in the presidential elections. Some of these things got a million views. But again, the question comes down to "what's the result?"

There's one where a comedy troupe sang about a certain candidate. You need to be careful about using humor. I don't generally put it at the top of the list because it's too hard to judge. But at the same time, observe what's happening and see how you can learn from it.

The next tactic you can use in building your list for free is promotions. You may see in coffee or donut shops contest slips that people fill in for trips. These are used by the timeshare companies or gyms to build lists.

You get a free education everyday. How are you being marketed to? What are you being offered for free? How can you do the same thing whether it's online or offline for your thing, your free sample.

Offering a door prize is another great promotion. You can even give the door prize at an event that you are not attending.

Maybe you're locally marketing or even regionally marketing. Let's say you know that the National Speakers Association, the NSA, has chapters. You could give away a copy of your book as a door prize at every chapter's event in a certain month or forever, however long you want to do it, as long as they read a paragraph or two sentences about what it is.

"Now it's time to give away our door prize. It's a book on voice quality and it's from www.VoiceQuality.com and we'd like to thank so-and-so for it."

How can you build your list, promote and advertise when you're not there? This is one way to do it. You're not there. It costs you two dollars to print the book. You ship it out, they give it away, and you get the list. If it's a door prize, they collect the names for you and away you go.

I want you to know that if you can get the mindset and the leverage of the free and affordable tactics, you're going to build your list.

The affordable tactics are combinations of some of the things I've already talked about where you might invest a little bit of money.

There are list companies you can approach, and depending on the qualifications of the list, it will increase the price or the cost of each lead.

If I just buy a list that they're getting out of a Yellow Pages ad, it's like a penny per lead. I don't necessarily recommend doing that. I prefer qualified lists. That's why I do joint venture marketing.

One tactic that's affordable that tends to get good business for people is attending live seminars or conferences or trade shows. This is not to get a booth, but to attend.

We talked about the listing directory available at the door. There are also events where there are panels and you can be on a panel; you can stand up and ask questions; you can give door prizes at conferences and trade shows, too.

You can approach a promoter of a conference or trade show in your industry and provide something to put in the bags of each attendee in exchange for the list; something you can do affordably like a CD that's a high perceived value, or a DVD that costs you a dollar or less if you do it in bulk.

Let's say it's the annual industry trade show and they have 2,000 or 5,000 attendees.

It would cost \$10,000 to rent a booth space and you wouldn't get to meet as many people versus if you gave away a DVD or a CD that got put in each and every attendee's bag. You know they're going to get it put in their hand. There's less of the chance that they're not going to walk by your booth and gather anything.

That is an example of a customer catcher driven, "Okay, how can I get to more people, spend a little bit of money, but still have the high probability of building my list?"

At live seminars you could be the speaker and you have something that you give away for free and collect the cards in the audience. Obviously, there's some travel involved and there's some investment.

If you're not a paid speaker, this is why it's affordable yet, effective if you know how many people are going to attend. Addressing a general session is better than addressing a break out session, by the way.

You can also be one of the sponsors. Choose a sponsorship level where you're going to get the most eyeballs and you're going to have the right to have the list.

Sometimes they'll give you the list and say, "You can mail it once." Other times they'll say, "Here's the list," and there are no conditions. When you get a list from a conference, you need to make a great offer and give them something free so they opt in to your list.

Do not spam them. I repeat, do not spam them. You can send them an e-mail once saying, "As a participant in this conference or trade show you have the right to this free promotion or trial offer. Click here." Get them to opt in and now they're on your list.

You can be the sponsor by offering the door prize. You can be the sponsor by doing the introductions or being the MC. You can be the sponsor by being a media sponsor.

If you're a Web designer selling Web site design and database building, be the official Web site provider for the trade show or conference.

If you're a jeweler, you can give away an engagement ring or gift certificate for people attending a bridal show.

Online is a great place to give away a monthly prize. Find people who have newsletters and communities with 100,000 members.

In publicity, you can be a sponsor. Sponsor an Internet radio show. A client of mine had a step-family consulting type radio show. She was contacted by some sort of dating site that had a million members for her to provide content.

That's a great way to build a list. Get the name and e-mail when they come to listen to your audio file whether it's a one-time session or whether you actually package it in a radio format. It doesn't matter, whatever it is, get a sponsor or be the sponsor. That's another way to do it.

Another affordable but not expensive way I teach to authors, is to have a co-op where you share your bookmark. It's an actual paper bookmark that goes in the hardbound or softcover book where you each agree to put one book title on the bookmark and everybody shares.

This is an aggregation of lists. It's sort of a soft way of collecting a list and building it.

One author came up to me and said, "Hi, want to buy my murder mystery book?"

I said, "Okay, maybe." It was something like \$8.95 at the time. Where is her stadium? For her it was murder mystery. It was for people to read possibly on vacation and it was possibly interesting to almost any age range.

I ended up coaching her on how to approach a cruise line to buy 5,000 books in a one-time purchase at wholesale cost to have available on the bed when people came into their cabin with a note that said, "Welcome aboard. You can read this on the sun deck or you're welcome to keep it as a gift upon your return home as a souvenir of your trip."

It was a best-seller at the same time, and instead of just a couple of chocolates on the pillow, they got a book.

Here's question for you. How can your product be a gift? If you sell \$500 running shoes, how can the shoes be a gift to somebody who's selling a \$2,000 Gucci running suit? Again, this is about mindset.

There are other affordable ways to build your list online. There's Pay Per Click. Pay Per Click are the ads you see on the right hand side of a search engine page. You pay each time somebody clicks on them depending on how competitive your keywords are. It can be effective.

Here's the trick. If you can come up with a combination of three keywords that people are looking for, then often that's a high conversion ad for you. I'm not big on advertising, but Pay Per Click can work to gradually build your list. We've had success in building lists from two to one hundred people a day in the Pay Per Click space.

It's not an area I specialize in, but it is an area you need to be aware of and it is possible for building your list.

You can also buy one-time e-mail offers. I find these are more effective than buying just an ad link in a newsletter online.

This is where a publishing company or magazine will send out one offer. It's just about you. So in the technology industry I see them for Citrix servers or offline data storage and things like that.

But they are obviously paid for. The conversion rates are higher as an advertising medium than just banner ads, but banner ads are another one.

Let's talk about premium ways to build your list.

The first one is cold calling. The reason why I call cold calling a premium tactic is that it takes a lot of your time, or if you hire a company to do it for you, it's expensive.

With cold calling you want to make it as warm a call as possible. You can call an industry list off a trade show or a publication that you've rented or paid for. Again, there's an expense.

You could have employees or staff make these calls versus an outside company; employees who do market research and build the list.

There are also companies who will do Google searches for you to find lead companies in your niche. There's a company called www.Leads.com who charges about \$50 per lead or twelve leads a month and that sort of thing. They are a lead generation company.

Advertising does work. You need to know about direct copy; direct selling and advertising. The questions that you ask in advertising are so powerful. The graphics become important. Track your advertising by using sample ads and see how they work. Look at the conversion rate; see how much traffic you get to your Web site. Certainly, use a Web domain in online or offline advertising.

Another premium tactic is trade shows. If you are going to do a trade show booth, there are things you need to do to pump it up. The biggest mistake people make is thinking that the promoter of the trade show is going to help you market your company and your booth. That's not going to happen.

They'll get cold traffic to the show, hopefully, but you need to do your own promotion of your booth. You need to get a list of the attendees prior to attending, if you can. Do a postcard mailing to them. Have a contest. Tell them the presentation that's going on in the booth.

You need to market to your own customers and tell them that you're going to be at this industry trade show and they should drop by booth #795 or whatever it is.

It's a whole marketing campaign. This is why it's under premium. It's expensive and it's risky, but if it's done right in the right trade show, you can have decent success out of it depending on the premiums and the margins that you're selling.

You need to have a good location in the trade show. Corners are good. Being next to a recognized company is going to attract a lot of business because they usually have a magic show or a juggler or something going on. If you've been to the trade show before that really helps.

I want you to think wide here. There are now virtual trade shows online where one company markets to get everyone to come to its Web site for a three or four day period.

If you want to see an example of a virtual trade show, go to www.eComXpo.com. It's a great way for you to reduce your risk.

You can get a “booth”, but it will cost something like \$795 or \$1,000. Then you do a Power Point presentation and you present to “people” who are walking through the trade show, but it’s all online. It’s actually kind of cool.

Other premium tactics include promotional products and items; the pens, caps, mugs. This is an offline strategy. A lot of people in insurance and real estate use this, obviously. You probably have a few dozen real estate pens around your house.

The hotels do this with their notepads and their pens for you to take home. It says “Holiday Inn” and you’re carrying it around.

The pen is still probably one of the greatest promotional products as far as investments go. Mouse pads were very big for a long time and probably still are. Hats are still up there depending on what niche you’re in. If you’re in NASCAR then baseball caps are huge.

You need to look at what your customers are already doing and already wearing and already liking. If it’s just a toy they’re taking home to their kids, it doesn’t mean it leads to business for you.

List generation is really about offering something of value or a service ahead of time so that people raise their hand and become a prospect.

What can you offer of value or service that’s going to make a prospect say, “Yeah! I have backaches. I’m interested in that ointment. I’m interested in that exercise.” This is what you need to do.

Go back to the timeline. Who touches my customers before I do? What is my customer doing before they come to me? What are their problems? What are their pains?

The next thing for list building is the offer; what it is. You have to sell something that your prospects really want or even give it away. Why should your prospects take the time and energy and effort to give you their name and e-mail if you’re going to send them something that they’re not going to use, that they’re not going to look at anyway.

Think about your own personal experience and what you have signed up for? What were you offended by? What were you attracted by? All of these things educate you everyday because you’re getting over 3,000 messages a day.

You walk into a grocery store and you get 100,000 messages from the brand labels on the product and so on.

It’s frustrating to be overcome with marketing messages when they have nothing to do with you. But isn’t it a relief when there’s a marketing message that has a solution to a pain that you have?

Although in our own minds we'll say, "Postcard marketing doesn't work," if you get a postcard in the mail that says you can win a free refrigerator, and your refrigerator just broke down, all of a sudden marketing is not such a pain.

You need to put yourself in a position to increase the probability that your customer or your prospect is going to come to your Web site and join your email list so you can increase the frequency of communication. Once you have their name and email you're going to communicate with them.

You're going to provide them with quality messages on a frequent basis. How can you do that? It's all about relationship; respect your list. Give them quality information. Don't rent out your list. Don't introduce people to your list that you haven't qualified.

I've seen people who mail out an offer to their list and then the person providing the information is not credible. This has people unsubscribing from your list. Once you've got people on your list, protect it and build it.

Another tactic you can do is to contribute a chapter to an anthology. If you don't have time to write a book, write a chapter or have somebody write a chapter for you. I've written chapters for clients that go in anthologies. Some of those anthologies have gone to number one on Barnes & Noble and Amazon, so they exist a long time.

Create a list of tactics that you can use to build your list. Answer these questions. What kind of list do you want? What are you willing to give away for free? Who do you know that has something else to give away for free that you can offer? You don't always have to sell.

What's a trial offer you can provide? What's a different way to sample?

Write out a list of people who already have your customers in their fold.

Write out some networking questions that you would ask to attract centers of influence, industry stars and recognized experts so they will promote you to their list.

You have a product or a tool; you have a check list. You can offer content to them to put on their Web site. What's a pain or a void you can help them fill on a regular basis so that you become their go-to expert that they introduce to their list on a continual basis?

How can you create list building generators that have a long shelf life; that are out there on a continual basis?

I've thrown out some specific examples. Hopefully I've given you some that spark your own creativity because you know what your customers like. If you don't know, you should be asking them. You know your business and your industry best.

Use the creativity, use the mindset, and expand it. Draw your own timeline; what happens to a person when they come to you, whether they phone you, go to your Web site, or meet you in person. You need to have multiple channels of marketing. You need to understand your product.

Very often I ask my clients, “What are you selling?” and they don’t have their product clearly defined. If you don’t have your product or offer clearly defined and a prospect or customer doesn’t know what they’re buying, that confused prospect goes away.

There’s one chance for a first impression, whether they come to your Web site, go into your business, or meet you in person. What’s your first impression?

List out those tactics and make sure they revert back to your strategy. If you have a certain demographic, you need to make sure your prize inside or your free offer or your trial is relevant to that age group, that industry group, and relay that back to your objective.

What are the sales numbers you want to hit? What is the number of new prospects you want to get? What’s the credibility you want to win this month? If your objective is to win a prize or an award or to be invited to speak at the annual trade show, whatever your objective is, how do these tactics relate back to it?

Chapter Four

Free Marketing and Maximum Profits (How to Leverage Your PR and Publicity)

Leveraging your PR and Publicity is a phenomenal way to not spend a lot of money or time to get great coverage and marketing.

One year I tallied this up and I got over \$4,000,000 in marketing, publicity and exposure from the national evening news to radio shows and print and publishing.

If you look at what it costs for a full page of advertising in any magazine, whether it's an industry standard ad or a general press ad, it's at least \$4,000 or \$5,000. If you can get your pretty little face in the ad in pictures, captions, articles, whatever it is, that's the value that other people are paying for.

The fun thing is that it's more valuable being in an article or being quoted in an article than it is actually paying for advertising that doesn't work as well. So let's get focused on that.

Wouldn't it be terrific if you could find a regular place where you can contribute on a regular basis? People are waiting to hear from you plus they become part of your email list as well.

Erma Bombeck said, "Don't confuse fame with success. Madonna is one, Helen Keller is the other."

Madonna is a rock and roll lady who changes her style from year to year and does outrageous things from time to time although she's settled down as a mother and now she's a children's author. Don't confuse fame with success.

The interesting part of this quote I think is: you can get tons of publicity and not get anything out of it. And that's fame. Success, and obviously on the other side here, is Helen Keller, famous for helping the blind and developing systems for communication.

From a marketing point of view, how many people are actually calling you? Do you have a call to action in your publicity?

What is the thing that you can offer during a public relations event that's going to make you money, that's going to drive people to your Web site, that's going to add them to your list building exercises? Don't confuse fame with success.

People also confuse activity with productivity. You can phone one hundred people a day on a consistent basis but unless you're actually getting them on your list or selling them something, you're not being productive and you're not creating profit.

Isn't it inspiring to know that there are things that you can do? And that's what we're going to cover-how to use publicity to drive your business so you can sell more books, get more customers, or offer more information products online. Whatever it is you do, you can use publicity.

"All publicity is good except an obituary notice." - Brendan Behan. I think this quote is interesting because there is a debate whether all publicity is good. If I'm being marched out of the federal FBI building in handcuffs because I was involved in Enron, I don't know that that publicity is good and certainly the end result for many of those people wasn't either. So it's certainly debatable.

If you are in control of your publicity, do you have a strategy? If you know what your objectives are, then publicity is good because you are to a certain extent, in charge of the result that you get. You aren't always going to be in control.

This morning I was downtown in the financial district. The people doing the national news called me to come and talk to them about banks using iPods, and other little gifts, to get people to change accounts or open personal checking accounts and so on.

This was probably going to be 30 seconds to one minute online but the caption on television along with the logo for the national news desk was www.CustomerCatcher.com.

Customer Catcher Tip: Make sure that you give your Web site address as your business name. Legally my business name is www.CustomerCatcher.com.

If you're in the news and your company name is Wilson and Associates but your Web site is www.GreatAccounting.com, people aren't necessarily going to find you. They are not going to take the time to go to the Web, do a search, find your Web site and then click on it. Too busy. Make it simple for them. NOT work.

It's hard enough that you've got to inspire them to type in your Web address even though they're seeing it on television. It's certainly easier to have online publicity if people just need to click on your domain name. It can be a hot link or your Web site. It doesn't matter.

Let's define the difference between publicity and public relations.

We need to agree that if you can understand the subtle distinctions then you're going to get more leverage. Publicity is the deliberate attempt to manage the public's perception of the subject.

What I look at as publicity in a layperson's sense, I call it "face time." It's getting someone else to put your face in a magazine. It's getting someone else to say good things about you on the radio. It's getting somebody to interview you, which is positioning you as the expert in your industry. That's what the power of publicity is.

You get credibility from that. You get positioning and bio building which means building your biography. If you're an author, wouldn't you be delighted to have "You may have seen (your name) on NBC, ABC or Larry King" on the back of your book?

When you can include mass media, it adds value to your product or service regardless of what's between the covers of the book, inside the info product or part of the training program.

I host radio from time to time. I'm now the executive producer of PayPal Radio. I've hosted radio for Microsoft. I've done things for Hewlett Packard. I've come from the technology industry as you might guess.

Having those brand names behind you gives your prospects confidence to become your customer. How's publicity different than public relations? Publicity, to me, is getting that face time, getting that picture placed or whatever it is that puts you out in front of the public.

The official definition of public relations is the managing of outside communication of an organization or business to create and maintain a positive image. Public relations is anything you do in public or with the public to further your objectives and goals.

I can create an event. I can do a car wash that supports the local Cub Scouts. I can do a live seminar and invite guest speakers. I do that for free for people who are currently unemployed. These are events that I create so that the news has a reason to come and cover me.

One of the biggest mistakes people make is that they'll send out a press release or they'll call the media. What they're calling about is not news worthy. This is an important point. You need to be news worthy.

Having a new version of a software release is not news worthy. Moving office space is not news worthy. Moving someone from manager to vice president is not really news worthy, although you see companies doing these things. They spend \$6,000 to announce that Susan is the new vice president of Human Resources.

They do that to possibly impress the investors. Maybe it has to do with the ego building of the career path of the person. As a guerrilla marketer, I look for low cost, no cost solutions. I'm not spending \$6,000 to tell somebody that I hired somebody. Why would you want to do that?

You can create events online. Internet marketing people talk about online launches. Offline it may be a new business or a ribbon cutting. A ribbon cutting is news worthy because if you can get the mayor there, people are following him around.

They're conditioned to find out. "Hey, what's the mayor up to today? What's the president doing? What's the governor doing? If you can get somebody who's already news worthy that makes what you're doing become news worthy. Think about that.

Who can you partner with? What events can you create? A teleseminar is an event. A free teleseminar is certainly an event. Giving away a free CD to help small businesses grow is an event.

Providing a free coaching session or sending free copies of your book to a non-profit organization is news worthy.

By the way, publicity wise, the higher up the chain you go from community to regional to state to national to global coverage, the more news worthy you have to be. The more interesting and intriguing you need to be.

It is much harder to get into national news than it is to get into local and regional news. Local and regional are looking for what's going on in the community. How often do you see the local sports team from an elementary school on the front page of your local paper? That's because they don't have anything else.

They're looking for opportunities. They're looking for fundraisers. They're looking for exciting news. Local entrepreneur makes good, goes big, and comes home, whatever those things are. You need to come up with those news worthy things.

You also need to maintain a positive image. Another mistake people make in publicity is not continually putting their name out there. You need to continually find reasons and the means to be in the public eye.

Public relations are anything you do in the public eye. Don't just think about getting into radio, television and newspapers. What do you do at seminars? When you stand up at the mic to introduce yourself, what do you say? We're going to talk about that. Those things are called alternative public relation channels..

When you have the opportunity to be on a teleseminar, prior to it starting, very often people say, "Please introduce yourself." You need to have a nice five to ten second little thing that you can say. "Hi, it's Martin from www.CustomerCatcher.com where we help you get customers until you beg us to stop." Done.

"It's Martin from www.CustomerCatcher.com." It's not Martin from Toronto. You need to say your domain name in all your publicity. If somebody's interviewing me and they say, "What do you think is important in growing a small business?"

I say, "Well most of our clients at www.CustomerCatcher.com really," blah, blah, blah. I introduced the web site name into my offline publicity by being recorded at a live event. I'm speaking on a stage so that's public relations. Any thing you do in the public eye is public relations.

I want you to have a clear understanding about public relations. It is something you can do all the time, from the way you answer the phone to the your phone messages play. Those are all public relations opportunities.

Why is publicity something you need? Well, can you see the benefit of having someone else pay to print paper? Pay to have radio shows on? Pay to have television million dollar studios filming you?

Wouldn't you be glad if it were you they were calling instead of someone else? They may put up your name that says Internet marketing specialist or newly published author, whatever it is that you want to have in that caption. Do you know who decides what goes there 90% of the time? You. They ask you, "What would you like on the caption?"

A reporter asked me if I was a marketing consultant. I said, "No, no don't call me a marketing consultant on the news." Be a marketing expert or marketing specialist. People like to go to specialists. If you have something wrong with your heart, do you want to go to a general practitioner, a GP or an MD, or do you want to see the heart specialist?

Let them know that you are a specialist or an expert, and also find a way to get your Web site mentioned.

Why publicity? It gets you cash. Opportunities, sales, people call in and say, "I heard you on that radio show. I'd like to buy your book."

Sponsors may identify you. When Microsoft sponsored my past radio show they called me because they found an audio archive online. Keep your publicity out there. Some of it has a long shelf life. The Internet has the longest shelf life.

Some trade magazines have a good shelf life depending on how much reference material they have in them. But really, what also happens is when you get in the newspaper you tend to get on television. Television producers, segment spot producers and so on, pick up the paper every morning and say, "What's hot? What are people talking about?"

They actually pull a lot of their leads, stories and ideas from the newspaper. So it gets you cash first of all. Why else do you want publicity? Wouldn't it make a difference if you could save your time and your money? That's right. Publicity saves you spending that \$500 on the local newspaper ad, that \$5,000 in a full-page four-color ad in a magazine.

You don't need to do that. Publicity saves you money. Next, it gives you instant credibility and I mean instant. If you want instant concrete credibility, then publicity can do it for you.

I'm a co-author of a book. It's an anthology called *Walking with the Wise Entrepreneur*. I got to be listed among recognized names such as Suze Orman, Donald Trump and Robert Kiyosaki. Writing a chapter in a book, by the way, is good public relations. Offline publicity sources drive the traffic online.

If you write on a regular basis for an industry magazine, you become a columnist. It can be either an online or offline magazine. That's instant credibility.

Third-party referrals are also very powerful. You realize the importance of having someone else say how wonderful you are. You realize the importance of having someone else say, "You really should buy this product. You really should take a look at this service. I can't believe how interesting this book was. You really need to take a good read."

If you can be in a national newspaper on the front of the business section or in the life section, if you're a life coach, you can drive traffic online.

Customer Catcher Tip: Make sure you have a "Call To Action" in all your publicity and that you're giving something away free.

Use a 1-800 number. Use a Web site. Give away a free report. Give a trial or sell a trial at a minimal amount to get the people in the door. Build your list online by using more offline publicity.

Your Product Funnel

The funnel theory of marketing is a very useful tool. It's a way of getting customers and keep them continually buying from you. That's where your product funnel comes in.

You want to get as many people as possible who are good prospects to get close to the top of your funnel. This is where you might give away a free special report or an excerpt or chapter of your book.

If you're speaking, you can give out a photocopy or postcard that's got a checklist of things that drive people to want to buy your product or service.

Publicity and PR are gathering points for new prospects and customers.

If you can imagine that you're the building in the middle of a traffic circle and all the roads lead to you. You want to use all possible sources to drive traffic to you.

You can use online and offline publicity, Internet radio, traditional broadcast radio, newspapers, online and offline magazines and blogs. You want all sorts of tentacles out there offering free stuff, driving them to the one site that has the highest productivity.

That will get them into your funnel. Now once I give them their free report I can make them the offer for the \$49 e-book and then the \$179 home study course, then the \$497 extended version, and then the \$2,000 coaching and training program. You get the picture.

Remember that publicity and PR are gathering points for new prospects and customers. So give them as much as you can. Make it about the audience.

Most of the time the host or reporter who's interviewing you is going to be okay with that. Sometimes you run into reporters who are on a power trip and they won't let you do any promotions or mention you Web site name.

If given the choice, I won't do those because what's the point of me doing that unless it's highly credible? If you were going to be on Nightline or 20/20 or 60 Minutes, I would go for that because the credibility is more important than the leads.

Build Your Credibility

That raises a great point. Sometimes you interview, etc. just for the credibility. Driving downtown in rush hour traffic to do a five or ten minute interview and then a couple of B roll shots is worth your time if it's going to build your credibility. A "B roll" is when they show the person opening the door and walking to their office or sitting at their computer typing on the phone, some sort of activity outside the interview while they continue to report.

Sometimes taking that much effort to get customers is worth it. What you'll find when you're getting publicity is you can start developing relationships, especially with local and regional media.

If you give some great tips and help them one time, they'll call you again the next time. They'll say, "Oh yeah, I remember that guy. We used him to talk about credit cards."

I try to get on each network. I live in Toronto, Ontario, Canada we have the Global Television News Network. We also have CTV and we have CBC. I've been on all of those.

Then if you're speaking to someone, you can just sort of drop in that information. "Well you know, having appeared on all of the national networks in helping them with their marketing, they always ask me these questions..."

It's just this little credibility nick that you can drop in a meeting with a prospect for a consulting client. It's something you can include in the back lip of your book when you list all the media that's been covered in the topic in your book.

All of these things add up. People don't necessarily notice but they almost expect to see that you were on 20/20. A lot of people who are authors try to get on Oprah.

You might be on the Wall Street Journal's best seller list a lot easier than you can be on the New York Times' best seller list. Those are public relation opportunities. It's not just marketing; it's public relations by appearing in those things.

Publicity equals influence. When people see that you're on ABC News, they assume that you've been vetted. They assume that the ABC people have put you through a filter so they're not

having some yahoo on their network. They're a national network news team so that helps build your credibility.

When you're a person of influence, prospects value your expertise more. What that means is you can charge more. Once you're a nationally published author and you have the distinction of being a best selling author, when you put down that business card telling about your book, then you have an expertise.

You have perceived value and you can raise your prices without as much of a blink from some people.

Publicity equals influence and it makes you more interesting. Sounds simple but how often do you find yourself bored with other people's marketing? How often do you find yourself bored reading someone's Web site?

If it's not interesting, it's boring and they click away. If it's not interesting on television, what do they do? Same thing, they click away. They flip to the next ad in a magazine. They're not looking at it if it's not interesting.

Third-party credibility is an extremely powerful marketing too. It's someone else promoting you. It's someone else picking you out from thousands of possible other candidates to go in a newspaper or in the magazine or on a radio, way more exciting.

Publicity creates marketing materials and content. This is where a lot of people miss the boat. They don't think they need publicity because they get lots of traffic doing pay-per-click or whatever else.

Most of the time, you can use video that the TV people shoot. There may be legal issues so consult your own attorney first. That's my disclaimer.

I use the marketing materials to create content for promotional videos. If you go to www.CustomerCatcherTV.com, you'll see an example. That's a list building page, a landing page where I've taken television content that somebody else filmed for \$1,000 a minute with a quarter-million dollar camera and taken those one minute tips and turned them into www.CustomerCatcherTV.com.

How can you create twenty-six little one minute tips that you can send out every two weeks from your Web site? Create your own public relations material using publicity that you've received.

If you could get a television station to invite you to be a tipster and come in on a weekly basis to provide a tip on parenting, personal finances, weight loss or health or whatever is your expertise, then you can use that content most of the time.

I actually provided tips and I wasn't paid cash, but I had rights to use the material. I've been using that material for at least two or three years now. You can do the same thing.

A very important point - publicity helps you create marketing materials and content. If you weave that credibility into your actual product or your marketing, it's going to help you succeed.

Which is better, being in the media or using the media? Actually, it's okay to do both.

You can certainly get in print, radio and television. But by looking at publicity you can learn where to get more business, where to offer your book, and where you can get more new customers.

Let's look at traditional publicity - print, radio and television. Print is great. If you can get in an industry magazine it's usually a lot easier. That's what I call infinite voids.

You need to take the opportunity to fill those voids. There's over 30,000 or 40,000 industry trade publications and whatever your niche is, you can get into your main one but then also look for complimentary ones as well.

For example, I come from the technology industry. There are customer interactions, telemarketing magazines, computer telephony magazines. These are all industry specific magazines.

That's a great opportunity for you if you're a productivity coach and you've written a book on stress management or time management to actually have pictures of people like you or your clients and work them into the magazine.

Most of these publications know that they're not as interesting as they could be; they know that they need fresh content and they're quite happy to accept your material or articles.

Newspapers are great for a couple of reasons. They don't have a very long shelf life but here's a tip. If you get in a newspaper, get several copies of the newspaper the day it comes out.

Second, if there's a picture of you being interviewed, laminate it for longevity.

Next, go and see someone. To use that piece of publicity to get a marketing consulting project or long-term project, I'll bring in a portfolio. If you want to leave a copy of it, don't leave them the newspaper. Leave a photocopy of it.

When I use a newsletter article in my marketing campaign, I hand the prospective client the newspaper. I hand them the newspaper because the feeling of holding the paper, smelling the paper, sensing the newspaper that I've been opening every day reading for information has credibility just by the activity itself.

"Check this out. We were covered in the New York Times."

They look at the paper and go, "That's interesting I'd like to read that."

"Great." "I'll leave you a copy of that or I'll get you a copy of that." Then I take back the original article.

With new online stuff, you can link back to articles if they also publish them online. We'll talk a little more about that later.

Traditional broadcast radio is good for credibility building in your bio. You want to have in your bio all these tick marks. Being on radio, television, print, if you're kind of everywhere in your bio that gets you more credibility.

Traditional broadcast radio can have a limited audience reach. It may only be local or regional. It's at a specific time on a specific date. If people who aren't listening aren't listening, then they aren't listening. Hope that makes sense to you.

It's a moment in time and you can get good things out of it. If your book has general mass appeal - if it's about saving on your mortgage, if it's about relationships and getting along better, if it's about writing love letters and it's Valentine's Day, then you could get on nationally syndicated shows or morning drive time shows. You can see some results from that.

However, long-term, people over estimate the ability of one publicity moment, especially local or regional radio, to have one hundred people calling in to buy your books. It depends on the credibility of the host. It depends on the time of day. It depends on people's willingness to write down the number and go back to your Web site. There are a lot of things you're not in control of.

However, that said if you can get it, get it. Internet radio is another great opportunity. That's more interesting and something I specialize in. If you want to know about that and haven't seen it, go to www.RadioTalkShowHost.com to see more about it... Internet radio is not time specific.

People can listen to a segment or a topic any time they want. It's about the listener finding you, searching for you online. If you can get on Internet radio, that's great. I get people on PayPal radio.

Ryan Lee was a speaker at a Stompnet event in Atlanta several weeks ago. After he spoke I approached him and said, "Hi I'm Martin Wales. I'm the executive producer of PayPal radio. I'd be interested in having you on as a guest."

Ryan was quite willing to do that of course. It's a recognized brand name. And the most important thing that I said to Ryan was, "You know what? People often ask me how many people listen to Internet radio."

In my opinion, as a publicity specialist I say, "It doesn't really matter. On your show, sales letter, offer page or wherever you're positioning your product, you can put a logo that says 'As featured on PayPal radio'."

The people who didn't even hear the interview will take some confidence in recognizing a brand that's trusted that takes peoples money and credit card information.

It comes back to credibility. Internet radio allows people to click and buy right away. If you're driving in your car and you hear Stephen King talking about his book you go, "Oh I've got to get that. Make note to self to stop at bookstore and get Stephen King's new book."

Do I do it? Maybe. However, the marketing hill is a lot harder to climb, isn't it? What if it was Internet radio? I'm at my computer. I'm checking my e-mail. I hear the radio show say, "You know Stephen King's on. Here's his new book. If you'd like a first chapter, click here."

Then it's almost instantaneous. So Internet radio allows an impulse action or purchase. Television can be another great resource. Wouldn't it be helpful to your success if you could be on recognized brand name shows? Absolutely. How do you do that? You can either work with a publicity person, a publicist or an agent. That tends to be expensive. \$5,000 to \$10,000.

If you're a published author obviously you can use your book as a credibility piece. When I'm hosting radio or television spots, authors will often send me their books to introduce themselves. I think that's a great idea.

The important thing about sending a book to get recognition is to have a great title. More importantly though is the note that comes with it. You need to start telling your audience what's good about your book.

You need to know who the audience is on the show that you're contacting. You need to know the demographics of the show. Go to the show's Web site, opt-in on their own press or media kit.

Customer Catcher Tip: If you want to get into a magazine, look up that magazine's press or media kit. Look at their "Rate Card." Their rate card is the amount they charge for their advertising, whether classified or display, along with other specialty items like inserts.

The media kit will reveal the socio demographics of the magazine readers. That's very important. If you're actually looking for investors, you're writing articles for the magazine that reaches 100,000 small businesses and entrepreneurs.

You can find out lots of information about where your PR and publicity can go by checking out the web sites and mastheads of the magazines. If you're looking for contacts, look at the masthead. The masthead is the name of that list, the publisher and the editor. It may also tell you where their offices are located.

The media kit often tells you where to send press releases or tells you about the segment editors.

Let's say *Good Housekeeping* has a floral editor. They also might have an interior decorator editor and a diet editor. You need to send the information through the right channels to the right people for them to have interest.

One time I was featured in a national magazine. The news people called an association that I belonged to and asked the association if they knew of a Canadian consultant working for an American company.

Because I networked with people in that association, the people happened to know that I was an example. The national news team followed me around for three days. I got eight minutes out of a twenty minute story, talking about my company and my clients because what did I do once I had a news camera following me?

Well, I took them to my clients. So now my clients got national news coverage.

If you're an author and you have case studies in your book, introduce the reporter, columnist or interviewer to your case studies. Your clients love you because you bring them publicity that they are also looking for.

I've had clients for years because they see more value in me because I bring them publicity opportunities, as much as I teach them strategic marketing. I help them market themselves by bringing the cameras, the reporters or the columnists *to them* either via the phone or with the news crews actually live and visiting their premises.

Customer Catcher Tip: Use your own publicity to increase your relationship with your clients.

Leverage Your Publicity

Make sure you leverage publicity. Internet video is huge. You know Web 2.0 is considered the next evolution of the Internet and we're moving from text based links to audio, but we're very quickly jumping to video with the success of YouTube and the valuation of these companies based on true or at least perceived business models are wonderful.

Again, if you've been on television and you've captured it and you have the legal right to do it then you can post your video interview on You Tube and have people click through to your web site or collect their names and e-mails for more information.

Definitely take your video from offline or traditional television and use it online. You saw that at www.CustomerCatcherTV.com. If you want to do a compilation, use multiple publicity appearances but post produce them. Cut them up and weave them together.

You can use their music. You can use their voice over and if you want to see an example of that, you can go to www.MySpace.com/customercatcher and click on the video underneath my

You can go to www.MySpace.com/customercatcher and see that video. That is a compilation of a television segment, a television feature and some live recordings of me speaking at a seminar. The seminar was a small group in Nashville. I didn't perceive it was going to be a high value opportunity to sell a lot and it wasn't.

But what I did know was that they were recording and I had new material. I flew down there and stayed in a hotel. It probably cost me \$500 or \$600, but what I got was a camera shoot with professional cameras and audio and video.

Now I have those segments of that new material that I can take and put in a sales letter online or use in some other way. Speaking from the stage in front of rolling cameras and recording on someone else's ticket saves you time, effort and money. That's a great way to get publicity using the media.

If I just arranged that myself it would have cost me about \$2,500 to \$3,000 to do my own event, to shoot my own film, video and so on.

How to Spot Trends

You can use publicity in the media. Everyday there's hundreds of thousands of dollars of opportunities sitting in your hands for usually less than a buck. That's the newspaper.

Don't you know how exciting it is if you can learn to spot trends? Now what you need to do is have this mindset. When you pick up the newspaper, be a businessperson or an entrepreneur or an author looking for opportunity, not a citizen looking for entertainment or news.

Pick up the paper with a different perspective. Start looking at the headlines. How can you swipe a headline?

Recently, I was at the Chamber of Commerce. There was an ad which had been pasted on the elevator doors. I took a picture of it because the headline was interesting to me. The headline was "If only finding the right candidate was as easy as pushing a button. Oh wait it is."

The ad was for an online company where you can put resumes and find people to work, something like www.Monster.com. You can swipe that headline.

If you wrote about time management, you could say, "If only time management was as easy as pushing a button. Oh wait it is." Then you could place a button to click through to your free special time analysis checklist or whatever it is.

You can take that headline and make it your own. In the newspaper, it's written by professionals on a daily basis, especially the front page. Those headlines are written by experienced people who have used them before. They just regurgitate them in new forms. What's to stop you from learning how to do that too?

If you find a headline that catches your attention, it's very likely it's going to catch other people's attention. Use the media to teach yourself headlines.

In the magazine store, look on the racks. If you look at any ten magazines in the range of men's health, women's health, women's fitness, generally on the front cover you're going to see something about weight loss, sex and money.

Now why is that? They're good attention getters. They're always a pull. You know, "Seven ways to please her. Eight ways to please him. Lose 12 pounds in six days eating all the cake you want."

Whatever it is, those headlines are cyclical and repeated. You can use them on your Web site. You can use them in your voice mail. You can use them when you meet people in person. Take headlines from the media.

I've been following newspaper trends about video. I work with FreeIQ and look at different people and what they're doing.

Let's talk about a headline I saw in a newspaper. "The eight biggest mistakes investors make." Think of that headline. What can you do with that? "The eight biggest mistakes parents make. The eight biggest mistakes fly fishermen make. The eight biggest mistakes that..."

Newspapers also have great sub headlines. "Get your free must read report. Get our views on... The most serious error is... An easy to overlook factor is... The most overlooked fundamental is..." and much more.

"Benefit from this exclusive report. No obligation request form. No obligation e-mail subscription. Yes, please rush my free report. The eight biggest mistakes _____ make." These are great templates.

If you know what trends are and what interests are, then you can write your marketing and your copy better to get more attention.

You could also write to the writer of a column. I found a newspaper column written by Edward C. Baig of *USA Today*. If he wrote a column stating, "Video's great but it's not there yet."

I could write him and say, "You know what? Congratulations on your article in *USA Today* on June 14th. I read it with great interest. I thought that your comments on www.Juice.com were fair.

However you may not know about this one service called Free IQ that Brad Fallon and Angie Jenkins have (www.FreeIQ.com/unlimitedaccess) that is actually free and anybody can use it. It's wonderful, blah, blah, blah." He may end up doing a product review on that.

Here are a few tips in writing to people who write columns. You need to read their column on a regular basis. You may need to write to them more than once and you should. You don't necessarily blatantly ask for coverage. They're used to people e-mailing them saying, "Hey cover me."

You want to start a dialog with them. It may take some time but wouldn't it be worthwhile for you to get that one article in *USA Today*? Wouldn't it be important on your Web site if you could

show you've been covered in *USA Today*? Because you get in there once, you can say it the rest of your life. It certainly has a lot of value.

I just explained how you can email the writer of a column and discuss his comments and give him your opinions to try to open up a dialogue. This may lead to your own interview with the columnist. But the other contacts you can get from the media are the people being featured in the case studies, the people being quoted as experts.

If you are in the midst of writing a book for your own credibility and more public relations then you can contact them and say, "Congratulations. I saw your media in *USA Today*. You sound like a very credible expert in the area of sleep deprivation and the modern stressful world. I'd be interested in interviewing you for my book, which is coming out shortly." Most of the time you're going to get a "Yes" to that.

Customer Catcher Tip: Write your own book, as soon as possible. Despite the power of the Internet as a communication and marketing tool. An offline, "real" book gives your more immediate and long-term credibility than anything other tactic.

I often recommend my friend, Steve Manning, who has a book writing model that is fast and very effective, especially for non-fiction, i.e. business books, at:
www.WriteYourBookIn14Days.com

Alternative Offline Channels

Let's talk about some great alternative offline channels for developing good public relations.

1. Write a book or have a book written for you.
2. Articles. We talked about writing articles for offline industry trade journals, but don't forget about putting your articles in internal newsletters.

IBM has 6,000 to 10,000 sales people that they write communications for. Companies or organizations that have internal newsletters put articles in those. It doesn't have to be something that is distributed by regular media.

3. Speaking. Get yourself invited to speak as an expert. Don't be a professional speaker. Be an expert who speaks.
4. Host or introduce speakers. I love doing that. Somebody shows up in the room with 100 people, with a 1,000 people and because I'm a radio show host and because I'm this and that I get invited to introduce and be the MC.

I say, “Hi my name is Martin Wales. I’m the Customer Catcher. We help you grow your business until you beg us to stop. It’s my pleasure to be here tonight to introduce the speaker.”

It’s like a thirty second ad before you introduce the speaker and sometimes I get as many leads as the actual speaker who prepared that 45 minute speech. It’s a marketing opportunity. So host or introduce.

5. Facilitate a panel discussion. You would be the host. You just facilitate the discussion. with the people who are on the panel.
6. Give testimonials as an alternative publicity channel. Offline I give video testimonials. I give testimonials that people use in their brochures and I try to get my Web site included but definitely my name.
7. Ask a question. If you have a live event and it’s being recorded on video or even audio ask a question. “Hi my name is Dave Brown from www.BeautifulHomes.com. My question is...” and then make a nice smart savvy question.

You can turn a testimonial into an ad. “Hi my name’s Dave Brown from www.BeautifulHomes.com where we help our clients beautify their house so they can sell it for a higher price. My question is this.”

Set it up. It’s got to be subtle, well thought out before you step up to the mic. A big mistake is people step up to the mic to ask a question and they didn’t prepare before they got there.

8. Leverage other’s PR. If I’m working with a client and they have a PR agency that they’re already paying, I leverage them. If there’s a live event and they’ve invited the media and you know they’re going to be there, then I show up.
9. Use Media Listings. Look up media listing services. You can find those online. Ask an expert. There are “Ask an expert” areas on Web sites.

I’ve been in an “Ask an expert” area on HP and Microsoft. Volunteer your services if you know of other businesses and Web sites, portals or blogs that have an “Ask an expert” area.

10. Write letters to the editor in magazines. They often put the email of the person or the company that they’re from in letters to the editor.

You can shoot off one or two paragraphs to a magazine or newspaper. Take a shot at getting your comment being in the letter to the editor. You can also phone or email offline columnists.

11. Attend events. If public relations is what you do in public, networking is something you do in public.

I attended an event in Long Island. I wasn't a speaker, but I was invited to be on a panel unexpectedly. That wouldn't have happened if I hadn't been there. It wouldn't happen if you didn't have some existing credibility. So attend events, see what happens.

12. Part of your public relations is networking. This isn't introducing yourself and your businesses and services. When you attend a networking event a good public relations strategy is to act as the host even though you're not the host.

Help people find where to sign up. Help people find other people. Find someone, talk to them, find out what they do, what the benefits of their product or service are and then you're role at that point is to introduce them to other people.

Say, "Chris have you met Susan? I was just talking with her. She's an amazing person. She's written some children's books. I was just thinking I should get one for my grandchildren. Do you have grandkids?" Then you introduce them.

That brings value and credibility to you because it's a public relations activity. Also at live events if their press is there and even if they're not, get photographs of you with the speaker and so on.

If you are at a live event here's some PR tips. Take off your show tag. Take off the conference tag. Don't stand in front of the empty hall. Very often when people take their pictures, they're wearing their conference tag and there's an empty ballroom behind them. Or they're standing in front of something that's obviously a hotel.

Find a decent wall, a green plant and natural sunlight away from people. I'm not saying that's what you should always do but if you want to use that piece as a hall of fame or hall of friends, you know an event with friends, and then you want to have a good background.

Try not to make it look like every other picture I see out there of, "Oh obviously they met Dan Kennedy at some conference," versus the picture of you with a celebrity in a log cabin sitting at a kitchen table. Obviously, that would be a little friendlier.

13. Create your own media. Use an audio magazine, Internet radio, video, CD video, DVD video or magazine format. If you're at a conference and a trade show and you've got a camera and a microphone, you want to get some interviews. Record some quick two or three minute comments.

Do an Internet infomercial. If you wanted to have credibility, have someone else introduce you.

It could open with two questions. “Hi. If you’re looking for a beautiful home or if you want your home to be beautiful so you can sell it for higher value, then you need to talk to our expert guest on our show Real Estate Today, David Brown. David welcome to the show. What’s the number one thing people need to do da, da, da, da?”

It’s the psychology here. You can create the media. Create the interview where you’re the expert or have someone do that for you. You can create Internet infomercials that you can put on your Web site.

14. Put instant audio and video on your sites. Again, create your own. The way it links into offline publicity is if you’ve got an opportunity or a place to write an article, in your byline say, “Susie Brown is an accomplished author and also offers free video tips at www.ChildrensNighttimeStories.com.

Offline Publicity

You want to take the offline publicity and drive people online. That’s an opportunity to use audio and video on your Web site that’s mentioned in your offline publicity.

Here’s an example of bio building offline publicity tactics. I like to point to www.DrPhil.com and check out the bios of people on television or authors that I know. Just look at their bios and count the number of media hits or media names that they mention versus their actual credentials.

Dr. Phil has about two pages of what shows he’s been on and the awards he has won. Of course, it mentions Oprah Winfrey where he got started, blah, blah, blah.

The whole bio is like a media splurge. Then towards the end you see one or two sentences of what university or college he graduated from. That’s all I need to say about that. Just check out some bios online. Google some people that you perceive to be famous, either as authors or business experts, and you’ll see what I mean.

A friend of mine, David Cooper, got in *Barter News*. He’s America’s number one income trainer. It’s his brand. David Cooper does a lot of work with Mary Kay Cosmetics and other direct selling organizations.

Barter News is about the barter industry which trades services and products instead of cash. He got on the cover. This magazine goes to 47 countries and has thousands of qualified buyers. How do I know? Well I pulled the information.

Their demographics were described on their rate card. This info goes to the top 2,000 CEOs in the USA. That tells me it’s a highly qualified, highly targeted list.

Event Publicity

Event publicity is something that’s kind of cool. Publicity and public relations are about creating events. Organize a series versus a one-time event.

We created a four-part series for the Chamber of Commerce on business building. One part was on accounting. The next part was on lead generation. The next part was on marketing. The final part was on hiring and training.

We had our clients on the panel so we had a three panel discussion every time. I hosted the event. The customer who was the case study got exposure. The academic provided us with content that we could use and the other Goldmine representative, who was essentially a salesperson or marketer, promoted the product. I also facilitated the event.

We did the pre-event marketing even though it was a Chamber of Commerce event. We gave them an e-mail message template. We gave them a picture with a caption and in the caption we provided the link or Web site.

A fax broadcast was done several years ago, and it is still useful and powerful. Seventy people showed up for each event. However, each time there was an event they did several fax broadcasts and an e-mail blast which they put in their newsletter.

From a marketing standpoint we got a lot more impressions than just the seventy people who showed up. There were 7,000 members of this Chamber. They each got contacted three or four times. That's 21,000 contacts with your business name, your picture and your URL.

Even if they don't come to the event, they have perceived marketing which means they've seen you and they've heard of you.

A newsletter is a pre-event marketing tool, online and offline. You can use your newsletter for Web site registration. You can develop the registration form for them along with the sales copy and the links to and from your Web site.

In the event strategy, you get a free location in the downtown financial district, free brochure creation for distribution at the event using the services and people of the Chamber. You might also get free ads in the newspaper. We got free Web site advertising on their Web site and some of their sponsors. We got free e-mail marketing to their membership.

The fax broadcast actually went out to 7,000 people so that was over 48,000 impressions with picture, caption and Web site.

Then the biggest surprise was I showed up. We had a free catered hot breakfast each time. That was about \$1,400 in food. That pleased the attendees and surprised me, and it was something we didn't have to pay for.

The thing that makes event publicity priceless is the credibility. You're invited into their space, their house, and into their association. You've got priceless credibility.

This was the largest Chamber of Commerce in the country. What a great third party referral. They invited us in to host the series. The Customer Catcher media and communications company was the "sponsor" of the event. Why? Not because we paid money but because we organized, we

provided the energy and we brought in all the people. We made it the path of least resistance for the organization.

This was priceless positioning. Look for opportunities for you to be seen as the expert, as the industry status go to person, the catalyst for activity in the business district.

The end objective to all of this is trust. Isn't it fantastic to know that just by appearing in media you get this instant credibility?

You only need two or three things in your bio that are recognized as credible media outlets or publications and you're as good as gold. You can use those for a long time.

Exposure equals free advertising. If you can do it with very little effort, versus paying thousands of dollars, why wouldn't you do it?

Next, if you can show people in the media quoting you, your book, or your business, it makes you credible and professional. It is just an opinion by that person but because it has "KTLA" after it or because it has "98.5 All Talk Business" or whatever it is after it, it's powerful.

Third Party References

If you have the Visa logos on your web site, if you have the New York Times bestseller on the inside cover of your book or probably the outside if it's the number one New York Times bestseller. They build trust with your prospects.

Those little stickers that you can put on your books, you can put those on your product boxes. You can put them on your web site. Make stickers and stick them on your web site.

You can build trust by having titles. Write these titles down: contributor, reporter, columnist, correspondent. Can you feel the emotional difference between correspondent and reporter?

But they're synonymous, they're equal. Yet I think there's more power in correspondent versus reporter. There's an elevation of it as a credible profession. Special correspondent, what's a special correspondent? Well they just asked me to do it once. Contributing editor, editor at large, any of these things.

The smaller the publication the more likely they are to let you have any title you want because they are desperate for content. They actually look bigger by having a contributing editor. You definitely want to do that.

In the end, let me sum it up, the objective is trust, credibility, frequency.

If you can, volunteer. They need content on a regular basis, especially if they have a web site. They want people to come back. They need new content. Volunteer not just to write an article but to be a regular contributor.

The Importance of Headlines

I'd like you to pick up a newspaper as a business person, as an author, as an entrepreneur, as an opportunist looking for opportunities, looking for those trends, looking for those headlines, looking for those contacts.

Go to a magazine rack, check out the headlines. Take a piece of paper with you; write down some of the key headlines. Buy a couple of magazines that have some of the better headlines, look at the headlines inside as well.

Buy a magazine you normally would not. Very often if you work in one industry you do plus or minus 5% of what everyone else does. If you're into auto mechanics, cars, racing and NASCAR, go buy a gardening magazine and see some of the headlines in there. Look at the way people talk. Look at the pictures they show.

Watch a newscast with a different perspective. Watch CNBC and see how the executives are interviewed. There's a little bit of bias there because they're trying to impress investors but what are they saying? How are they saying it? How do they respond to negative questions? Write an article on that.

If you've got a blog or a web site why don't you respond to what's happening in the media and throw in your opinion. It is all about energy. It's about creating more momentum using publicity as a marketing tool.

Finally look up press releases online or in trade magazines. Generally they're at the front. They're short pieces. They introduce a person, a new product, a new service, a new idea or announce a new conference or trade show. See how they're written. See how you can mimic those.

Chapter Five

Using PR to Market Your Business

Watch a newscast with a different mindset or buy a magazine that you normally wouldn't buy so you can look at how other people see things or how they write headlines about other topics. Apply those to you and your business.

Prince Alwaleed Bin Talal Alsaud said, "If I'm going to do something, I do it spectacularly or I don't do it at all." He's one of the richest people in the world. I believe he's the one behind the hotel shaped like a sailboat in the United Arab Emirates.

What that's about is creating an event that's newsworthy, whether it's a Web page, a relationship, or something similar. That's going to be a core focus of you getting attention from the media.

Think, "What can I do to make this spectacular?" Whether it's an interview about your book, a field study guide that goes with a book, or you're launching your own radio show or podcast. What can you do to make it spectacular?

I heard today about a band that signed a contract with VH1 to cut a record album. Is that newsworthy in itself? "Up and coming band cuts new album." No, not really. So what did they do to make it spectacular?

The band is living inside a bubble on the water and they can't come out until the album is finished. They have 25 days to come up with their album and they're doing it inside a glass bubble which is on the water.

Now it becomes publicity. It becomes newsworthy. They've got a sponsor that's pushing it. All of those things add up for energy, momentum, and marketing that get attention by the media, not only on VH1, but all the shows that cover it.

Steve Baumer is now the president of Microsoft. He has worked for Bill Gates for many years. He said, "The number one benefit of information technology is that it empowers people to do what they want to do. It lets people be creative. It lets people be productive. It lets people learn things that they didn't think they could learn before and so, in a sense, it's all about potential."

Publicity and PR were fairly powerful before the dawn of the Internet in terms of getting attention with people, but it was slow and more expensive. A lot of it was print-based.

What you can do today with publicity and PR online is more than revolutionary. It's more than evolutionary. It is "spectacular."

Online Publicity and PR

We will start by looking at the objectives for your online publicity and PR. Many are similar to traditional publicity; however there are some new ones.

The first objective is the same as with traditional publicity. You want to brand your business or get business recognition. You're introducing yourself. You're introducing your company to the public, to your best prospects. You want to track customers.

Next, you want to get traditional media to invite you to participate in their traditional media formats; radio, TV, and so on. People on who are on television shows, radio shows, podcasts and whatever are looking for guests. They're Googling online. They're searching looking for you.

Customer Catcher Tip: In the business to business space, almost 100% of people use Google to find resources, products, assistance, and information. The consumers spill over to the MSN and Yahoo search engines, but almost 100% of business to business is focused on Google.

Third is the measure of stats. This is different from traditional publicity.

For traditional publicity, I can place an article in a newspaper and the newspaper might be able to tell me how many places they send that paper, but I don't know if somebody opens that paper. I don't know if somebody reads my article.

With online publicity and PR, I can measure placements and stats. An example of placement is if I send a digital press release, the service will tell me how many different places that it was located on the Internet.

It will also tell me how many people actually clicked on a link and opened it to view the press release. It might get placed in 400 different places. It might be opened and viewed by 100,000 people. Out of that 100,000, maybe 50 click on it.

Stats also tell you how many people download a document like a PDF. PDF stands for "portable document format." It's the ending that Adobe uses for their special software that essentially allows documents to be viewed on any platform—on a PC computer or on a Mac computer.

Measuring stats is very important. With traditional offline PR, I can't necessarily measure. Even television and radio are estimating the audience size. About the only thing I can measure is if somebody takes action and calls a special number or goes to a specific Web site address and gets a certain package.

The only thing I can measure is the people who actually buy. As a marketer using publicity, I want to know how effective that is. Are 20% of the people opening it but taking no action? Are 10% of the people opening it? How can I increase that?

The next point is how to get traffic back to your site. This is huge. This is the differentiator between online and offline publicity.

Online publicity such as putting articles, press releases, and links back to your site gets you traffic. It's about traffic. On the Internet you want to have traffic and conversion.

That's the secret formula to being successful on the Internet. Whether you're non-profit or for profit, you want to get traffic and then convert people.

Next is to easily distribute your media text and video. These are probably the heaviest ones online. You can use audio as well, but you can actually distribute press releases now with video in them.

You can have a prepackaged one or two minute clip and send it out in a press release that can actually end up on traditional television by providing the right content, the right size of file, and the right quality. You can then get that distributed.

There is a major difference between traditional publicity and online publicity. You can actually sell through your online publicity. We're going to be covering this more in depth in the following sections.

Online Publicity Versus Offline Publicity

First, online publicity is fast in creating a press release and distributing information. This is a huge advantage over traditional PR.

Here is a real life example of the difference between traditional PR and online PR. I was interviewed by a National news network last week. Sometimes you can say, "When is this on?" and they'll say, "Oh, it's on tonight at 6:00," or "It's on tonight at 11:00."

But other times, and in this instance, the reporter said to me, "Well, we're shooting this and it will be on some time in the summer." So this is a piece they're creating that's not urgent, current news. It will be used as filler on a slow news day. They can't tell me when it is going to be aired.

It's very difficult for me to actually see it or capture it.

Online there are ways you can be notified the minute your name, your company name, or anything having to do with your industry is put online. It's fast. You've got creation, distribution, and reception of your media information.

Second, you can have an instant action taken by people.

They can click on your site. They can download special reports. They can see a video you have on your Web site. They can listen to an audio. They can take a survey or a personalized test or analysis.

If I'm a weight-loss specialist and I put up a personalized analysis on my eating habits, sleeping habits and how they work together, you can do that. Again, it's an action.

A comparison would be that I'm interviewed on a talk news show on traditional radio as you're driving along in your car, what can you do if you really want to take that test? Maybe you can write it down or phone yourself and leave a note but there's a time lag. There's a disconnect between the information and you taking action.

If you're listening online to an Internet radio show that I'm being interviewed on and I say, "WeightLossByMartin.com," you can go there while you're listening and take action.

With a digital press release, someone can click inside the press release on a hotlink of the word that's connected to a Web site. It's got a hyperlink underneath it, so it could say www.CustomerCatcherTV.com or it could say, "Click here to see Internet TV." If they click on they will go the Web site.

Customer Catcher Tip: When you're marketing whether it's in publicity or on your Web site, don't always put <http://www.MyWebSite.com>. Instead embed a hyperlink in the actual text.

For example, "If you're interested in information about weight loss and other wellness things," what you can do is take the words "weight loss," highlight them, right-click, and add a hyperlink to that. It will become a blue, underlined word which people are conditioned to click on. It then looks like this: "There are many new ideas for [weight loss](#) and dieting."

Surveys show that people are less intimidated to click on words that might have more information than they are on Web site address and long, peculiar looking URLs.

More Online Opportunities

Traditional publicity has a limited scope in its production and limited scope in its reach. Traditional broadcast radio will only reach so far unless it's syndicated.

Online has way more opportunities for you to appear; more voids for you to fill and become the person that they talk to or the information that they cover.

Traditional media has to find you. They might phone you; they might go to your Web site. It's a little bit longer curve. Online things happen faster. There are online publishers. There are forums online.

Forums are places online where people gather in a community. Maybe they like drag racing. At the forum on drag racing they'll talk about the race that was last weekend, who won, who bumped who, who bumped what, and how things are working.

There are newsgroups you can go to on Google or Yahoo. There might be groups on Civil War historians or other different types of groups. You can go www.Groups.Google.com and search for and join groups.

If you go to Google Groups and you type in "French poodle," it gives you all the Web results for that topic. You can join a group or you can post your information in there and find others also interested in that topic.

Next is the ability to search. Traditional publicity has a limited ability to be searchable and it is costly. If you wanted to find out who was on TV yesterday talking about financial services, it's a little bit more of a challenge utilizing traditional publicity sources.

In the olden days, all of five to ten years ago, you would phone a clipping service and ask for information and they would do a manual search. They have people who sit and watch TV all day and organize all this information, and you pay them a fee to do that. It's quite expensive, actually.

Online searching is fast.

You can look up your industry, your company, and you can even look up you. It is appropriate to Google yourself once in a while. Put your name or your company name in quotation marks. That tells the search engines to combine those words and only find that specific phrase.

Another online opportunity is news alerts. You can find news alerts at www.News.Google.com.

This is a free service and you can put in multiple news alerts. You can put in your name, you can put in your company name, you can put in the title of your book, or you can put in a competitor's name.

You can set it up so you have choices as to when you are notified. "As it happens," or "once a day;" are two examples of the options. I usually do "as it happens," especially on my name because if there's something going on with your name specifically then you probably want to know about it.

If your name is Michael Smith you may have a bit of a challenge there. A tip is you might want to make a change so that whenever you're in the media always use Michael J. Smith or Michael W. Smith; get that in as often as possible and that will help be a unique identifier.

You can put in anything here about your industry, a product, a book title, or whatever it is. You then get an e-mail in your box.

I was in Las Vegas on Saturday, jet-setter me taking red eyes there and back, giving a talk on online video. Anyway, a lady approached me and did an impromptu video interview in the hallway outside the event.

I put in a Google alert for my name. I got an e-mail at 8:30 this morning, a Web site called www.BuzzBooster.com posted the video interview they did with me.

If you look in the Google block alert, they give you the link to the exact page where it is, the name of the company and what they're using and how they're using your name.

Buzz Booster is an alternative media site. These are a couple of ladies who are consultants and help people with their marketing.

The good thing is they're doing something. The other good news is they did it immediately, so I believe this was probably up within 20 minutes of my doing the interview or at least within the day.

Customer Catcher Tip: Use free services, like YouTube, for posting your videos online within a blog. That's online publicity. This is a good example of creating your own publicity online in a blog using video.

I told you about free streaming at www.FreeIQ.com/unlimitedaccess, but what you could do is put a video on here. Actually, YouTube is free as well, and they're using YouTube. You just have to have that logo on the bottom in the right hand corner.

The challenge there was they didn't use a microphone attached to the camera. They just used the microphone in the camera at about ten feet, and the audio is not that good for this video.

That's an example of doing an interview. I knew I did the interview, but I just didn't know when it was going to be posted. Google alerted me the moment that they posted it on their blog.

Google has these things called spiders that go out and they're always searching the Internet and if you tell it what to find it will report back to you. What does this cost? It costs nothing which is just amazing to me.

Personalization

Personalization is the next feature of online PR. I can personalize my news page. If I go to www.News.Google.com or Yahoo as well, I can personalize my own home page and my own news.

What it does is allows you to pick what you'd like from world, business, sports, health, tech, entertainment, more top stories, whatever it is.

You can use this, one, obviously to see what's happening in your industry. Two, is to keep an eye on your competition. Three, is to get relevant, current events that you can tie into your publicity.

So if they're talking about war or peace or forest fires or famine or whatever, and you talk about security and disaster prevention, you can tie into current events.

Customer Catcher Tip: If you or your businesses are not newsworthy, tie your content or information to current events and other newsworthy items.

If, sadly, another child disappears and you're in security and child safety, then I think you're serving people and helping them by making yourself available to increased child security. Tie it to the disappearance of the name of the latest child that's getting the attention. They're searching for ways that that may have been prevented.

News feeds are basically services that will send you information based on what you searched for. So that's the news feed. Now the news feed you can see there's a lot of different links there. These are basically press releases from other companies and services.

Customer Catcher Tip: Tag your public relations. Use one specific and unique URL when you're being interviewed on traditional channels or in online channels so that you know that somehow it came through your PR.

Whether it's www.MyWebCompany.com/media or something a little more subtle like, "Contact our company and ask for Jane," and there's no Jane, but that way you know it's coming from a media source and then transfer it from there.

Customer Catcher Tip: Read other people's press releases. Look at the headlines they've used.

One place to do this is at www.PRWeb.com. It is a Web site that lists press releases and also distributes digital press releases for you. They're starred and actually rated.

They list off today's press releases. They have over 40,000 customers. They're basically the gorilla online right now. There are other services. This one is really good to take a look at to check out some of the press releases.

Sell Via Online Publicity

In traditional publicity a press release is only in print. You sent it out and you hoped the people read it, and it was based mainly on the headline.

With an online press release you can actually have links that people can click on. You have the ability to take advantage of sending this out a PR, getting coverage in traditional media, in online media, plus also having the ability to have people click and go to your Web site, plus have the ability to sell.

This, phenomena blows my mind. The ability to have links back to your site, create traffic.

I sent out a press release for a client, a software company offering a service online, and we had 167,000 clicks back to our site from that press release. It was a digital press release online. We sent it out saying here's where we want to send it to these types of sites, to these types of news services, etc.

We used PRweb.com. I think we paid the \$40 level, so it ended up on the AOL news, Yahoo news, and significant places. We had 167,000 clicks and traffic coming back to the site within 24 hours.

So if you're in Internet marketing and lots of people are trying to do this Google dance and search engine and everything else to drive traffic to their site, that pales in comparison to the immediate response you get to people clicking inside your digital press releases.

Another advantage of Online PR is that you can add color. Traditionally, again, in the good old days we were faxing press releases and they were text based. Unless it was a color fax which just came along recently, they were all in black and white.

Now you can add color. You can add eye-catching images, captions; you can use more. When color was first being introduced it was still this cool thing, but you weren't using a lot of graphics.

Customer Catcher Tip: Always take a digital camera with you, especially when you go to a radio station to get interviewed. When you're being interviewed have somebody else in the station or somebody that came with you take pictures of you being interviewed with the headset on in front of the microphone.

This is a credibility building piece that you can use on your Web site, on your bio page, in your media kits. It gives you credibility as an expert because you have pictures of yourself in the media.

We do this also with video. We will videotape us being videotaped. Sometimes on the news you'll see this where the camera two or three will pan back and they'll show Barbara Walters

sitting there, they'll show the bright white lights, they'll show the guest walking in to come and sit down in the seat. It adds another dimension.

You can do this with static pictures on your Web site. Use media photos on your Web site, in your media room and on your sales letters as sidebars for what I call social proof.

If you're a host, do the same thing. Have a digital camera and if you're at a conference with someone, take a picture with them then put it next to your audio up on your Web site or where people come to get your podcast. Include the call letters, if you can, of the media.

If it's a newspaper, you can include the masthead of the newspaper; *The New York Times*, *The Wall Street Journal*, *The Scranton Scoop*, or whatever it is.

These are some powerful things around online publicity. Again, the most important one is that you can use links and drive traffic and you can also sell.

When you wrap that up with a color that just attracts the eye and makes it more exciting and makes it more interesting for people to want to click and go there.

21 Ways You Can Get Online Publicity

Just ask yourself, wouldn't it be exciting to get one or two of these a day everyday. If you even got one a week, that's four times a month you're featured in publicity that has links back to you.

Isn't it worthwhile to really take a close look and apply some of your time to this? If you could get 167,000 links back to your Web site within 24 hours, what would that mean to your business? How many books would you sell? What would you be able to do?

This is third party referral. It's the media saying you're good. It's another Web site saying your book is great or that your business is savvy and that you're the person to deal with.

1. Digital Press Releases. They're fast, they're affordable, and you have links back to your site. You can include audio and video as well in those digital press releases. It doesn't cost to distribute.

We used to do press packages that included the press release, a media kit which was a hard-cover folder with a bio of the company, and then a videotape. Then we would have to courier those out.

You can imagine if you send that out to 200 places, \$200 times \$30 is \$6,000 just to send out the possibility, the hope, the slim chance that you would get some media coverage.

If you look up PRWeb, they give you an example of a press release that has color graphics, links, places where you can sell, and you can do it.

Now the risk is much reduced. Time and effort may be \$80 to a service like PRWeb and you're good to go.

2. www.PRTraffic.com. That's an associate of mine, Marc Harty. He's an expert who drills deep on digital press releases. PRTraffic.com is an information product and service that Mark sells to help people take advantage of that.

The next PR channel is www.PRLeads.com. Digital press releases and PRWeb and PRTraffic.com are examples where you're pushing out your information. PRLeads.com is run and founded by my friend Dan Janal.

What Dan has done is set up a service where you get notified of what the media is looking for. For instance, if you're an expert on raising children or an expert on amicable divorce, or any area that you specialize in; the topic of your book, if you host a radio show in small business, then you're a small business expert.

With this service you get notified via e-mail that says, "National magazine is looking for expert on traditional home-cooked meal," or "Regional television station looking for doctor to interview about early onset Alzheimer's." I almost forgot what I was going to write there. (That was a joke.)

3. E-books. E-books are great tools that you can use online to introduce yourself. If you don't have one, it's very simple to make one. Get yourself interviewed, transcribe it, and that's your e-book. Have live links in them.
4. E-zine articles. Syndication is a fantastic opportunity as an alternative publicity channel. Probably the leading e-zine syndication site is www.EzineArticles.com.

Another e-zine resource is www.TheInternetArticleGuy.com. That's a service where you send them your articles with your information in the byline.

Again, have links back to your site. This gives you credibility; you're the leader, you're the expert, you're the go-to person. Publish those articles.

5. Blog Posts. Blogs are a certain type of Web site. They're usually three columns. They have articles posted in them, sometimes daily, other times weekly, and sometimes sporadically.

You can actually post to other people's blogs. If someone in your industry or another author who wrote a complementary book or writes about a different service, you can send an e-mail. You don't have to write an article. It could be congratulations.

There's an online blog on video that my friend, Ken McCarthy, does. He'll write something about video and refer to a site or give some tip, and I will respond with either an added tip or congratulations or a correction or anything. You can actually include a live link back to your site.

Posting to a blog is public relations. It's something you do in public that gets you recognized, hopefully providing good, valid information with a link back to your site. That's the wonderful thing that blogs allow you to do.

6. Forums. Forums are places where people can post and share information. You'll see customer service and support forums.

There are also niche forums like for French poodle. There's probably a forum that a dog breeder who specializes in poodles would provide. It's a place for people in the community to share information, issue warnings about tainted dog food or whatever it is, and you can become part of that community.

One word of caution: in these communities, they don't appreciate out and out self-promotion or pitching. You need to contribute in a positive manner in a very subtle way. Usually that subtle way is just including your domain, and hopefully that's a good domain name that people will understand that there's a benefit.

I might contribute to a forum on Internet radio and talk about the importance of sponsors and one thing that people overlook is having different levels of sponsorship. That's my tip, "Thanks a lot, Martin Wales, www.CustomerCatcher.com." There's an implied benefit in that domain name.

7. Internet Radio and Podcast Interviews. Instead of getting interviewed on traditional radio, you're now being interviewed on Internet radio and podcasts.

Podcasts can also be video, not just audio by the way. Some people seem to think it's just audio.

They can be distributed on iTunes. That's a great thing. Thank you, Apple, for distributing free information for us.

An example of a radio station is www.wsRadio.com. You can see the logos there, [eBay Radio](#), [Entrepreneur Magazine Radio](#). I've been a guest on these.

I used to host a show for *Entrepreneur Magazine* called the *eBiz Show*. You can see *Hay House Radio*. *Hay House Radio* is a publisher and they now have a radio component to their marketing to help market their authors.

If you go click on the menu you can see all the different types of shows that exist. They have business; they have arts and entertainment, auto and motor sports, and lifestyle.

Go there, listen to the shows, see the style, listen to the style of the host, and send the host or the executive producer an e-mail offering yourself as a guest.

For *PayPal Radio* I'm the executive producer and I get emails from people who are interested in being featured on the show. We take a look at who they are and what they

do, and we put them on the show. Every show needs guests, so you have to work with these people.

What did I want to tell you about Internet radio? Well, I wanted to tell you that online radio and online broadcasting has longevity.

That means that you're not just on once. If someone was in their car or in their house listening and they heard you, now you're searchable. They'll write a description of the interview and you're online. They'll put your domain name and now you have a link back to your site.

You see the power of online publicity now. It lasts longer, it's more actionable, and it leads traffic back to your site.

The other thing is it's very low cost or free.

An example of creating your own Internet radio is the Bailey brothers. They don't do this show anymore; one of them had health issues. But they became radio hosts of the *Pet Fish Talk Show*; niche radio.

I can't remember if they started a podcast or not, but they definitely did Internet radio. The powerful marketing example I have here is that they did a show on December 18th, 2002, about how to set up a new aquarium; they did a 20-minute interview, and they received 7,000 unique visitors to their Web site over a four or five year period to hear this one, single interview.

People would search online. They just got a pet fish for their child because they didn't want to get a puppy. They'd search how to set up an aquarium, how to set up a new fish tank, and they would find this interview.

These guys got 140,000 listens a month; that's 140,000 shows played of people who were listening who wanted to know about pet fish.

If you've written a book whether it is fiction or non-fiction on how to increase your sales, how to avoid cold calling or whatever it is, you can create your own radio show talking about that subject and have your book be a sponsor of it or publish it.

8. Virtual events. These are actual events like trade shows that don't take place anywhere but online.

One that I participated in was called www.eComExpo.com. This is where they open up the Web site and show three-dimensional images of trade show booths, and what people and companies do is submit a Power Point. You watch that on the screen and you didn't have to fly anywhere or walk the aisles for three days and two football fields to search for stuff.

I've also seen online seminars where they have 25 speakers over four days, but it's all teleseminar-based. This is another example of public relations activity that you can participate in and get yourself featured.

Here are some tips for speaking at virtual events. Make sure you're included in the event pre-marketing. If there's a teleseminar to promote the event, get yourself included.

Ask if there's an offline promotion. Are they going to do a postcard mailing? Do they have an offline directory they will be sending to the virtual participants?

Are they going to have a press room for the virtual event? Can you submit your media kit, your virtual media kit, to be included in that press room, so a reporter who "comes by" the media room will be able to get your media kit?

9. Webinar presentations. These are slightly different than the virtual events although they are a virtual event themselves.

Webinars are the combination of a teleconference and watching your computer screen. Webinar presentations are something you can participate in.

Customer Catcher Tip: If you are not the guest expert, you can be a guest question-asking person. You are NOT from a city or town or country. You ARE from your web site! To combine them, you might try, "*Hi, my name is Martin from www.CustomerCatcher.com. We're based in Toronto. Here's my question.*"

10. Sponsor or host these online events. If someone is doing a Webinar on recipes for diabetics and you've written a book on that, you can sponsor that event. People show up to the teleseminar to listen to the guest chef talk about diabetics and their meals or a doctor and the chef and their meals, you can be a sponsor or a host of that event.

Tied to the sponsor or host is a prize. You provide the prize. Your book could be a prize.

So you would say, "Hi, everyone. Thanks for being here. I'm your host and I'm talking with guest celebrity chefs Antoine and Suzette along with Dr. Williams, specialist in diabetes. Tonight we have a prize for one of you on the line," and it's a book from you.

This is another way to promote where you're not promoting. Give away a prize. It could be a downloadable e-book for everyone who shows up on the call. Note the importance of having distribution materials like an e-book.

Customer Catcher Tip: Provide an excerpt from your book or an entire e-book as a bonus or promotion for everyone that shows up at a virtual event.

11. Awards. Give awards. For instance, if you're a cleaning consultant or an organization consultant it could be the Messiest Office or the Cleanest Office.

Apply for awards as well. Lots of other companies, magazines, media publications, etc., give awards. There's Web site of the Month and Editor's Choice inside magazines for software and technology.

There are two things about awards. First, create your own like National Web Site Day Award and give them out. Secondly, apply for them. The applications usually aren't that long and sometimes the list of applicants is short and you have a good chance of winning them.

If they have logos, they also look great piling up on your site.

12. Testimonials. What I mean here for public relations is to give them. That's right; give them for others.

If you go to anybody's site who is selling something, you can see their testimonials. Often what will happen is they'll put the link or the domain name of those people.

Here is an example of how it works. I did a testimonial for Alex Mandossian, at www.ASKDatabase.com called "Rave Reviews."

Once you go through to Rave Reviews there's a picture, there's audio, you can see people. So click to read the full story. He's got audio and he's got an expansion of the text. In the audio you can say your domain name.

He doesn't list the domain names, but in your testimonial you can say, "I've been using the ASKDatabase for years at www.CustomerCatcher.com. My clients are always looking for ways to get customers and new prospects. Using this system allows me to serve my clients better and keep them coming back to Customer Catcher."

So you get your name in there twice, you give a testimonial, and now it's posted on someone else's Web site.

13. Ask a question. If you attend any online event or any public relations or any public event, you should ask a question.

In a live event you would be able to stand up at the microphone to ask a question. In this case you're on a teleseminar, so you're going to raise your hand. On a Webinar ask a question.

14. Leverage other's PR and PR. Now the first PR is for public relations. The second PR is for something called page rank.

People debate about the importance of page rank, but if you have a Google toolbar at the top of your browser, there's a little number that says, "Page Rank." It will have a number out of ten.

Google is a nine out of ten on its own search engine. Four is good. Six is much better. Eight is excellent. One and two are nothing great. That sort of gives you the scale. You can see where your page rank is important.

This is a weighted measure of the "importance" of your Web site. The higher your number is, the better it is for you.

One of the ways to increase your PR, your page rank, is to be linked to other pages that have high page rank. So publicity-wise, when I hosted a show on wsRadio, wsRadio hosted eBay Radio.

There was a link from eBay's homepage to wsRadio's page every ten cycles. It would change to a different page, so every time ten people came they would see a different one or every person would see a different thing in ten cycles.

However, there was a direct link to wsRadio which I was on. So my Web site for Customer Catcher Radio and then the Entrepreneur Magazine e-Biz Show had a page rank of six because it was the second-cousin, if you will, link-wise to eBay.com, one of the top three Web sites in the world.

That shows you the importance of page rank. I didn't do anything else other than just have a link indirectly to eBay's homepage. You can do that, too.

You want to leverage other people's PR. Leveraging other people's PR would be like if you put out a press release and it has something to do with another company that sponsored one of your events or a company that you signed a deal with.

Have them send a press release announcing your new relationship. Use their PR company or at least use their PR press room or media room on their Web site to announce you and have links back to your site.

You can do things like being a case study, a testimonial, be on their advisory council. If the company that you know you want to be involved in doesn't have an advisory council, suggest it and be one of the first people on it.

15. Online media listing. In the United States, the U.S. centric is PRWeb. In Canada, there's www.Sources.com. They have a place where you can sign up to be an expert and you are listed.

When the media are looking for a doctor or looking for an expert, or when an organization is looking for someone who talks about trust management or child-raising or real estate prices or whatever, then you can be found.

PRWeb works in a similar way where media people are looking for experts and specialists in certain areas or speakers who comment on certain things in the news; analysts, color commentators and so on.

This really works. This is probably the number one strategy I use to get free national news coverage, to be quoted in at least 20 different newspapers a year across the country as well as to get on radio; more often TV than radio for this, but it is still very powerful from a publicity standpoint.

16. Ask the Expert sites or Ask an Expert portions of sites. I've had the pleasure and honor of being included on HP, Hewlett Packard's site, Microsoft site.

Really, I'll tell you the secret. The secret is to ask.

Usually they have a place where you can submit a question into the Ask the Expert area or an editor of the Ask the Expert area, and there you just volunteer and say, "I'm an expert. Here's my Web site. Here's a book I wrote. Here's why I think I can help your readers," and they may very well send you an exciting question much like they did to me.

One of the questions I got in my Microsoft stint was, "Should I buy separate insurance as a dog walker?" The lady was in the dog walking business and she had a question about insurance for herself and for the dogs she was walking.

If you're walking a dog on a really long leash and it runs out into the road and it's someone else's dog and you're the dog walker, you might have an issue.

It can be as simple as that, or at least as seemingly simple as that, but just answering those questions will give you publicity and links back to your site.

17. Letters to the e-zine editors. Just like you can write a letter to the editor of a magazine or a newspaper offline, online you can start writing letters to the e-zine editors either to comment about their publication or to volunteer yourself by writing what is called a query letter.

The query letter is a letter you would write to an editor and you would say, "Dear Sir or Dear Madam, one of the most exciting trends today is the use of video on the Internet. I'm an expert in video. I've done X, Y, and Z. I've helped customers A, B, and C. As a case study I think your readers would be interested in knowing this, this, and that."

That's called a query letter and it's basically a suggestion for an article topic to an editor. You can do that on e-zines as well, but you can also participate in the debate area where you send them to your editor or letters to the editor area.

18. Phone or e-mail the online columnist. I think if you can phone an online columnist, that's a nice way to integrate online and offline. Introduce yourself personally.

19. E-mail signature. That's where you either just ask and people include it because they like your book and they'd like to help promote it or it's for a good cause.

Getting back to our child safety example today, child safety tips even as a public service announcement I could use my e-mail signature area. You can encourage your suppliers. You can encourage your friends to do that. PSA's we call them, Public Service Announcements.

That's something not related to the product or service but something that benefits their readers if they're parents. It's another way to get a link on something, only now we're moving into e-mail.

If you can get featured in someone's e-mail publication, not just on their web site, you'll see some benefits from that as well.

20. JVs or affiliate programs. JV stands for joint venture. If you doing a joint venture program, you can appear on a teleseminar promoting the product or service. You can be a case study. It can be part of their beta project.

Let's say you tested their podcasting secrets software. Then you can be part of that affiliate program as a case study or example. The other thing is just by participating in it you can network by being introduced to the other JVs of the affiliate program.

Usually there are calls only for affiliates who are promoting a program. There might only be 20 people on the call but they're centers of influence.

21. Provide downloadable bonuses for online campaigns.

You provide a downloadable bonus. Rick Frishman does a thing called Author 101. We provided a bonus for them when they were doing a book launch. We provided a unique link where people could download an audio of the 45-minute or one hour interview on the Power of Audio Marketing. It was a gift.

Here's another one www.PiggyBankGift.com. That was a URL we created. We offered a free gift as a promotion.

When you do go there go to www.PiggyBankGift.com, you'll see the testimonials are in a yellow box. They have a quote within the quote. So they've got the headline, direct response, web site itself.

I included a graphic. You know what the graphic is? It's the cover of a magazine with my picture on it. You can repurpose your publicity to put it inside other publicities. So repack and repurpose your publicity and share it.

Also while you're there, compare the power of the testimonial with the graphic to one without and you'll see what I mean about creating powerful testimonials to get people to go to your web site.

I want you to get creative around how this applies to you. What does it mean to your business? What can you do today to grow your business right now, to introduce your message to more people, to sell more books, to get on the bestseller list?

Creating Your Own Media Online

Creating your own media online is far easier than starting a print magazine. Way cheaper than starting your own radio station and certainly not as impossible as starting your own television show, channel or network.

The first thing you can do to create your own media online is an audio blog. That's just posting audio to a blog or posting audio to your web site. You can start interviewing people.

The second thing is to create an Internet radio shows or podcasts. Apple Corporation has kindly agreed to distribute my audio, and anyone else's audio for that matter, around the world because they want content for their iPods via iTunes.

Third, you can create a multimedia magazine. You can have video. You can have audio. You can have articles just text based. Put them all together, you become the online publisher of the multimedia based magazine.

Fourth are online television or Internet infomercials. If you go to www.CustomerCatcherTV.com you can find an example of what I am referring to.

We filmed one and two-minute clips around the city in one day. We did 13 of them—one cameraman, one day, natural lighting, three different suits, six different ties, two or three different shirts, changed her up.

Presented the tip, did it for the content, kept the content, repurposed the content by placing it online and now use it on what we call a squeeze page site to build a list of people who are looking for marketing assistance or marketing help to get more customers.

It doesn't have to be a squeeze page. I met a girl in Las Vegas and she was doing something around boating. She was hosting a two to three-minute online TV show. It had only been up online for a couple of weeks.

She was already getting calls for sponsorship and willingness to be featured on the show from the big yacht companies and boat companies that are interested in being exposed on her television show. Creating your own media can be very powerful.

Finally, there is instant audio and video on your site. You don't have to create a radio show or a TV show online. You just add more different types of media to your site.

An example of how this works is at www.InstantAudio.com a Web site developed by our friend Rick Raddatz. If you click on the video part, you'll get taken to the Instant Video Generator.

The power of these two tools is they're very simple. They're very affordable. It's \$1 per day. They provide you with the play buttons.

When you go to www.CustomerCatcher.com and registered there you would hear me and you would see those blue play buttons. Those are provided by this same service.

I use it because it is easy. The programming means that I don't have to create those buttons and all that sort of stuff to do my audio and video. They're definitely powerful tools to create your own media.

Customer Catcher Tip: Combine still pictures with audio. If you're not using video online combine the still pictures with the audio right underneath it.

Put A Value On It

Although we had a sponsor for the show and it was free access for a person we put a value on it. Put a value on the media you're offering up on your web site. Yes, you're \$197 annual subscription is paid for. It's worth \$197 but you're getting it for free.

Online we have an expression. You have to sell free. You can't give free away as easily as you think. This is \$197 annual membership fee that's being waived. It's being covered by whom? Our friends at www.HandsFreeBusiness.com.

Sponsor it with your own affiliate link. They will be the sponsor of things moving forward. Isn't this impactful? Isn't it powerful that you have all these resources at your fingertips? They're even affordable. You just have to know where they are and how to use them.

What Have We Learned So Far

Your objective is trust.

The first point is that exposure is free advertising. The same thing online as it is offline. Exposure also makes you credible and professional. By being seen on web sites where you provide testimonials of respected people some of that prestige and trust rubs off on you.

Third party references are also key to exposure. If you are featured in a podcast distributed through iTunes and it's in the niche area that you serve or in a writer's circle and fiction about the book you wrote, you're good as gold.

Next is what I call, “Brand Riding.” Who’s the sponsor of the show you’re being interviewed on? Again, there’s some of that rubbing off on you. Brand Riding is very important.

Pick up titles. Remember contributor, reporter, contributing editor, editor at large, special analyst. You can acquire all those types of titles through online media.

What’s more likely? You’re going to be a national correspondent for a web site or an e-zine that you write for online? Or are you going to be a national correspondent for NBC News? I think it’s a definite short cut here.

We get back to a very important point, your objective. The reason why you want the trust is now you’re selling. You can make offers. Have links, even a sales letter of a digital press release that allows you to be selling online.

Look at the press releases. You can learn how to write press releases better by looking at ones that are already being used. Try and find ones that have sales material associated with them. Find one by an author. See if they include an excerpt from their book with their press release.

I would dare to say if you’re an author you can even get away with giving them a full digital copy of the book. It’s not going to make it into most public hands. If you want to influence anybody, it’s the people in the press who are centers of influence, who recommend the products and services and put the golden star on you, your product or your business.

Chapter Six

P.U.M.P. Up Your Referrals (How to Quickly and Easily Collect Testimonials & Turn Them Into Cash)

Wouldn't it help your company if you had your customers, your clients, your patients, whatever business you're in, recommending you? A free, unpaid sales force.

Who are they? They're your loyal, raving fans, and hopefully, you're providing a product or a service that brings such value to them that they're willing to share that information.

But more importantly give you a testimonial so you can share their comments and good love with future prospects who you want to turn into future clients, future customers, and future patients.

We're going to talk about testimonials. This is one of the most underutilized pixie dust sales powers that there is. I'm talking Walt Disney-like because it is magical. Our focus is on how you can get your customers to give you testimonials and how to capture them.

The more testimonials you have, the more emotion you have for people who are already giving you money, who are already investing in your products or service or buying your book if you're an author. Talking about you is easier for them to sell you than it is for you to sell you.

Wayne Dyer said, "There's no scarcity of opportunity to make a living at what you love. There's only a scarcity of resolve to make it happen."

I threw that in because very often, I've met with clients and customers who have been in business 25 years. They have \$50 million in sales, and they have no testimonials.

They have not captured them. It's not that your customers and clients aren't saying good things about you; it's just that you haven't taken the effort and the resolve to capture those. I challenge you and suggest that you start thinking about testimonial-gathering every day.

Albert Hubbard said, "To avoid criticism, do nothing, say nothing, be nothing." I don't think that's advice to do nothing, I think it's advice saying no matter what you do, people are going to have issues.

Probably the number one reason I see people, professionals, coaches, businesses, companies, not collecting testimonials is there's this subconscious or subtle fear that they're going to get criticism.

By asking one of your customers, “How am I doing?” by asking one of your readers, “Did you like my book?” we’re opening ourselves up for that criticism. However, very often, the fear of criticism is unfounded.

Or, it’s taken as constructive criticism. But don’t let that stop you from getting testimonials.

E.M. Gray said, “The successful person has a habit of doing the things failures don’t like to do. They don’t like doing it either, necessarily, but their disliking is subordinated to the strength of their purpose.”

It comes down to not being that difficult to collect testimonials. You need discipline and a commitment to do it. It’s a professional activity for you to continually collect testimonials. If you can do that, you will be leaps and bounds ahead of your competition and out-performing yourself.

Wouldn’t you enjoy knowing how to get testimonials and the benefits of them? I think it’s an exciting challenge to get you to start collecting testimonials, but at the same time I know that you’ll get incredible results.

A lot of people don’t like selling. They don’t like marketing, they don’t like self-promotion. By collecting testimonials, it’s just a natural way to let your customers and clients promote you.

Benefits of Testimonials

The first benefit is that it establishes credibility. It’s not you saying, “I graduated from Harvard cum laude.” It’s not you saying how wonderful you are. It’s somebody else giving you credibility.

The first part of the credibility is who’s giving the testimonials.

The next benefit is it provides third-party validation. Credibility is, whether you competent for the job. The validation is someone else giving you that stamp of approval.

Third, it influences prospects. To influence prospects, the main goal there is to turn them from prospects into customers. Turn them from browsers into buyers.

Isn't it motivating to know just by putting positive comments from other people in front of your browsers, it turns them into buyers? Couldn't that light up your sales?

Next, it reinforces client confidence. This is an area that’s probably even weaker than using testimonials in the sales process. Include testimonials to reinforce your existing clients’ perception of you.

If you have a membership site online, if you have patients that come to your clinic for regular adjustments as a chiropractor, you want to re-expose those existing customers and clients to positive statements about you.

When they sit down in the waiting room chair, they think, “Yeah, I made a good decision to come here. There are lots of other people who like this doctor, this dentist,” whatever you are.

People are coming back to your website, and it’s a membership site. “Yeah, I’m going to let my credit card continue to be charged. Look at the new people who are joining. Look at the other companies that are using this service. I’m in good company, this is a good investment.”

Testimonials help with retention of existing customers.

Next, testimonials initiate additional sales. By introducing testimonials for additional products that you’re upselling or cross-selling, you’re taking that special sales elixir, that pixie dust of testimonials and referrals, and adding additional sales.

We all know it’s far more profitable to sell to our existing customers than it is to try and find new ones.

Next, testimonials raise the bar by holding you to a higher standard. By putting out the testimonials of people who have gotten great service or great functionality or a good product from you, it keeps you on your toes.

You need to continually meet that high standard that your customers are talking about. There may be some short term pain, hiring someone to rewrite a transcript, hiring someone to design a book cover or redo your website, or look at the usability, but in the long term, testimonials will bring additional sales.

You need that higher standard to be met, get more customers, and in the end, you’ll end up more profitable with bigger cash flow. Wouldn’t you agree that finding more information is important to you?

The next point is generating market research by revealing additional customer desires. Wouldn’t it be significant if your customers are telling you through your testimonial gathering what they want to buy next? This is definitely a benefit of testimonials.

Next, testimonials provide press and media data. If you’re interviewed about why your next book is so great or what you’re planning on writing for your next bestseller, you can provide information quotes from third parties to the media to include in the article on you or your business.

This is just a natural thing for the media. They’re going to ask you for a third party validation and credibility building pieces, and you can refer them to people who are your testimonials.

A very important benefit is that testimonials really have no cost. There’s no incremental cost to stop for 30 seconds and ask an existing client, “Hey, what do you love about us? Why did you pick us over the competition? How come you stayed with our membership site for so many years?”

They have no cost. The only cost is a little bit of time and a little bit of investment to take that text or audio or video and put it up on your website.

The next benefit of testimonials is that by putting together a testimonial-gathering campaign we increase frequency of customer communication.

I'm going to contact my customers. In my next invoice, I'm going to ask for a testimonial. In my next email, I'm going to ask people to go to a testimonial site and give a testimonial.

This is another reason to have the communication with them. Subtly you're asking for their input and you're also supporting them by making them feel important for their feedback. It increases customer loyalty. They're investing in you by giving you their positive feedback.

They're recommitting to your product or service when they're giving a testimonial, when they read testimonials, because you're reinforcing client confidence by putting up new testimonials, by putting them in your invoices offline, by maybe having recordings on your voice mail line that have testimonials on them.

You're increasing customer loyalty just by the fact that you're reinforcing that it was a sound decision to work with you.

Don't end up as one of those companies who have lots of customers who love you but you just haven't had the time or the inclination to collect them.

Put something in your calendar every day where you ask somebody to call your testimonial line, when you ask somebody to maybe send you back an email or you write the email and send it to them. All the different ways you can get testimonials.

Wouldn't you prefer to have your clients selling for you rather than you on the phone cold-calling? Isn't it fantastic to know that you can do this without a lot of effort and definitely at a very low cost, if not free?

What Testimonial Is

Well, first of all, it's a positive statement about you. You've always been committed to the information. They know that you stay up to date, that you travel, you go to seminars, you're continually updating what you're doing, so it's a positive statement about you personally.

It's about your company. It's about your organization, your mission statement, what you're committed to, maybe something factual about how long you've been in business.

A testimonial can be about your staff. This is about the people inside the company.

It's about your product or your service. This is where a lot of people focus, to the neglect of the other areas. This is a mistake that people make in their sales process and their marketing process, focusing solely on the product or service.

A testimonial could be a revelation about other information, so a customer or a client will say, “I first joined this health club because I was focused on the exercise program. What I didn’t know was they had this nutrition program and it’s allowed me to lose an additional five pounds just by putting together a better diet for myself in combination with their super exercise programs.”

A testimonial has this subconscious influence factor in that the willingness of the client to lend their name, possibly their image, their face, their company name to you to use to promote your company means that they must really like what you’re doing.

The willingness of the person or company giving their testimonial shows that there’s positive energy around my company or service.

Testimonials bring a feeling of reciprocity. Just by giving a testimonial, it is a gift and when there’s a gift, there’s always this feeling of reciprocity. This comes back to you providing better product or service because you want to make sure those people stay happy, because people may even be contacting them.

To sum up, the definition of a testimonial is a positive statement about you, your company, your staff, product, or service that really supports what you’re putting out there in your marketing communication.

Customer Catcher Tip: If you put the full name and the company name and then as much contact information as you can with a testimonial, 9.9 out of ten times, nobody will contact them to verify.

Sometimes I have clients ask for a telephone number or contact information. The larger the investment, the more likely they are to do that, but 99% of the time, people do not follow through. Especially when there are multiple testimonials present, so you don’t necessarily need to worry about that.

What a Testimonial Is Not

Sometimes to define something, it’s good to look at what it’s not. A testimonial is not just a generic, vanilla, goody-goody comment about your product or service.

So often I see this, where people talk about quality, service, and a guarantee. Everybody in their industry says it. This is not a differentiating factor.

A testimonial is not a common, typical goodwill statement. “I’ve dealt with them for years and they’re a good company.” That is not a useful testimonial.

A useful testimonial is one that really sways somebody who’s been doubtful to become committed to doing business with you. To take action, to take out their credit card, to go to your website, to call you, whatever it is.

Eight Different Types of Testimonials

One of the reasons people don't collect testimonials or collect enough testimonials is they're not aware or creative enough to understand how many different types of testimonials you can actually get. The overall point is that there is a wide variety of testimonials.

Wouldn't you love to grow your testimonial book, whether it's audio, video, or text, by just recognizing that there are different types? Doesn't it thrill you to know that now you're going to have something to talk about when you talk to a client, when you talk to a customer?

1. Measurable results. This is a common testimonial type when talking about weight loss or when talking about financial services.

“In the past six months, working with Mark Pearlman, my finances have improved 200%. I've reduced my debt by over half and I now have investments that are giving me returns of 10-12% instead of 2-4%.”

So there's measurement, there are numbers, there are statistics.

“By working at this health club, not only have their machines and their nutritionists helped me, I've seen myself drop 20 pounds that I have not previously been able to do that before. All within the space of 30 days.”

Measurable results are about numbers.

2. A professional testimonial. A professional testimonial refers to the credibility of the company, your professionalism as an expert coach, or your commitment and discipline as an author to write a chapter per month, or a dissertation, or whatever it is.

A professional testimonial comes from somebody who's been working with you in an industry. You may change companies three or four times on a career path, but you should get professional testimonials from people who have known you for the past ten years.

“I've known Susie for the past ten years. In every role she's had, no matter what company she's worked at, she's always been committed to the detail. She's always been committed to making sure that you get what you want at every level and every detail.”

That's a professional testimonial. A little more generic, but specific about you or somebody that works for you, that you're always providing good service, regardless of your role, regardless of your company.

3. The quality of your product, service or content. This can refer to the quality of the cost involved.

For example, if you make furniture, you might involve things like the leather is imported from Italy, even though it's manufactured here locally. We get quality products from around the world that composes our end result.

4. Knowledge. Have people comment on your knowledge, how you collect it, how committed you are to your continuing education, your ability to provide resources, websites, references to books offline.

Other topics could include your knowledge of the industry, your knowledge of a situation or problem, and your knowledge of solutions. What's in your brain, and how you can use that?

5. Time saving. This is one that doesn't get a lot of focus. If you want a value proposition offer where you keep your prices up, you need testimonials that talk about the time saving.

I did a radio coaching program and one of the testimonials was from a lady, and it was powerful to me because she said, "I purchased a coaching because of the time saving. Instead of me spending a week of time looking for information, by spending a single hour with Martin, I was able to save myself a week's work."

Now they're comparing the price to a week's work, not to what you're getting for an hour of your time. It could be time saving in terms of them not having to do market research, it can be time saving in avoiding errors.

The other thing is delivery. For example, you're a ghost writer and you're talking about how quickly you can deliver a book or a chapter or an article to somebody, you can get a testimonial on your delivery capability in a short period of time.

6. Your guarantee. Why not get a testimonial from somebody who returned a product to you? Get a testimonial about the guarantee.

"They gave me my money back; they didn't ask me any questions." This is great for when somebody maybe returns an information product just due to budgetary reasons.

"I loved the program. I really want to take it. At this time my budget really doesn't allow me to participate. I did participate in the first two sessions and it's amazing information, but what I really love is that the company was very willing to work with me, refund my money without any questions."

This makes prospects feel comfortable. It reduces the risk for them.

If you can get one of those testimonials where they say, "I love the product and the service, it just wasn't the right fit for me. In fact, I still recommend it to all my friends, I still recommend it to anybody I know in business, I just took advantage of the guarantee for personal reasons."

Something along those lines is very powerful to include.

Customer Catcher Tip: Put a testimonial related to what you're talking about as close as you can to that item of discussion. For example, on a website, if you're talking about the guarantee, have a testimonial about the guarantee on that page.

If you're talking about some of the benefits or features, have a testimonial talking about that benefit or feature very close to it.

One mistake people make online is they have this page full of testimonials and they expect people to go there and read the 50 testimonials that are there. Put the testimonials next to the item, feature, or benefit that you're talking about.

7. Your team. If you're a solopreneur, then this doesn't necessarily apply, but you can talk about your virtual team. You can talk about your virtual assistants. You can talk about the editors.

If you're an author, you can talk about the team that edited the book, the design of the cover, whatever's appropriate. However, if you do have a team, then talk about the ability of the team to work together.

“If Martin wasn't available, then I talked with Samantha. If Samantha wasn't available, I talked with George. No matter what happens, there's always someone at the company who could help me because the focus was on me, the customer, not X, Y, or Z employee.”

8. Customer service. Get testimonials about your customer service. How quickly the customer service team responded, how well the information was presented, everybody on the team, and in combination with the team here, everybody on the team was well trained.

There are lots of different things you can talk about. You just need to sit down and analyze what the process is that you use in your company from sales, service, after-sales, whatever it is, and then get testimonials about each one of those steps as you go.

This will lead to more sales, more success, and more profit for you.

How To Get Testimonials

Wouldn't you love to find easy ways to collect them? Wouldn't it make a difference in your sales process if you could more easily rely on tools like this?

Let's talk about how to get them. The first way is they come to you passively and sadly, this is the way most companies “collect testimonials.” A customer takes it upon themselves to actually write an email, or send a letter, or phone and leave a voice mail.

It is not a good strategy to just wait for these things to come in. People are busy. They don't have time, and the ones who do and sit down and do it are one in a thousand. Don't wait for your customers to do it, but it is one way that they come in.

The thing to know here is when they do come in passively, use them. Some people offhandedly take a phone call and someone says, "You're great, I love you, you really saved my butt this time!" and they don't say, "Oh, that's fantastic, would you call our testimonial line and record a testimonial for us?"

If you'd like to hear an example of a testimonial line, my testimonial line is 1-800-609-9006 then extension 7464.

This is an example of a service I use, and you can check it out if you want to look at the marketing process they use at www.InstantAudio.com/martin. I'd appreciate it if you'd use that address. There is an affiliate program associated with it. I just find it fantastic for posting and recording.

Anyways, the reason why I gave you that number is you can hear the process. If you like what you are reading, I'd appreciate you calling that line and giving me a testimonial, as well.

What I just did was I gave you an example of the second way to collect a testimonial, and that is ASK.

So many people just don't ask. They don't build it into their sales process. They don't build it into their post-sales research. You should phone after and say, "Did you get the book. Did you read it? What did you like about it?"

Ask them counter questions. "What would you like to see improved? What would you like next time?"

If you have employees, teach them to ask. Make it part of their training when they come to your business to learn how to ask for testimonials.

The third point is listening. Very often people will be phoning about one aspect of the business.

If you're a coach and they phone and say, "I just want to tell you that I've been having a fantastic time. I look forward to the next session. It was really important to me the last time we spoke when you asked me this question, 'What's the most important thing in my life?'"

In there is a testimonial. You can ask if you can turn on a recording device that you have on your telephone and capture it. You can ask them to call a number like I just gave there.

You can type up what they just said in an email and send it to them and ask them, "Would you mind if I typed that up, sent it to you for your approval, and used that in my promotion? That would really help me."

The fact that they just gave you a positive comment, 110% of the time nobody says no.

The fourth way is pursue. Pursue testimonials. Make a campaign where you send out an email asking for a testimonial. You ask for an honest, heartfelt, positive comment about your company or service. When they do give you one, send them an unexpected gift.

You can tell them ahead of time, “We’re doing a campaign to collect testimonials. We’re revamping our marketing. We’re redoing our website. We’d appreciate your participation as a valued client, customer, or patient. Whatever the copy is, it really doesn’t matter.”

You can say, “Thanks for taking the time. We’d like to reward you with a 25% off your next service or a free book or a free e-book.” Whatever it is you can reward them. Definitely pursue them. Have a proactive project and plan in place to get testimonials.

The next one is you write them. Write them yourself. I mentioned if you’re on the telephone with someone, they say something positive, write it up yourself, and then send it to them.

“I really appreciate your positive comments the other day on the telephone. I was wondering if you’d mind if I quote you. This is what I heard, ‘Your company has been amazing at getting my products delivered on time.’”

“Would you mind if we used that along with your name, company name, and title, because we’re revamping our website and looking for positive comments and content to post.”

Then give them a reason why, “Your company will receive some promotion. We have a high-traffic website. People will see your company’s name and we’ll put in your tag line,” or something like that. They’re getting exposure for their company as a benefit for them giving a testimony.

The next one is capture them. If you’ve got somebody on the phone and you’ve got a recording device or service hooked up to your phone system, then you can capture them right then. Another way is you hear it and you write it down and you send it to them.

Another way is video. If you’re holding a customer appreciation event, if you’re visiting a conference or a seminar where you know your clients are going to be, take a video camera and microphone with you.

You want to do a video camera and a microphone. Microphone so you have better audio, the video so you see who the person is. The Internet is definitely moving towards more video, more audio, and less text.

Well, maybe not less text, but increased use of audio and video, so why not be doing it for your testimonials?

If you have a business or company and you have a reception area, you have a service department, you have people who go out on site, they need to be trained how to capture testimonials also.

Train them as to what they're listening for, the types of comments that you want, how they're going to capture them. They're going to write them down if they're a field service representative, and bring them back.

Provide them with digital recording devices. If they're continually out in the field and customers are saying great things, make sure they know how to use the technology.

There are definitely opportunities around you every day when customers communicate with you. Those are some of the ways to capture them.

The Characteristics of a “Good” Testimonial

I say “good” in quotation marks there, because these are at least the minimal standards that need to be present.

Isn't it worth considering what's going to work and what's not? I've seen testimonials where people say, “I was really satisfied with the ABC Company,” and then it says just the initials of their name, C.W.

I'm like, what's that? It may as well not be there. It's either made up or it's unbelievable and it's certainly not credible.

The first characteristic of a good testimonial are first and last names. If you can say their full names, that's far more believable.

The next is the title. The title is important for a number of reasons. Very often you'll see on infomercials, it's a teacher, a nurse, or a doctor. Credible, believable, trusted people through time are teachers and doctors.

My next point in regards to title is, “As often as you can!” find people who are your customers. If you're selling a sales management tool or a CRM software to vice presidents of marketing, or vice presidents of sales, you want to have testimonials from vice presidents.

People are comfortable in their own crowd. If you can find people with the same titles, that's great. Even if it's a work-at-home mom or a work-at-home dad; whatever it is, you want to find people with the same title as the prospect that you're selling to.

Company names are also important to include. You could have marquis customers that are recognized, brand name companies. “We sell to the U.S. Army. We sell to Procter & Gamble.”

You can also include names like Williams and Associates, Limited. By having the Limited and LLCs, it just adds more titles to the testimonial and gives you just that subtle boost up as a credible company.

Next thing, and a lot of people don't include this, is to include the place and the name of an event they attended. Let's say you go to a book marketing university. Mark Victor Hansen does a Mega Book Marketing Seminar.

We're at Mark Victor Hansen's and we're talking about book authors. It makes sense to say, "Cindy Smith, author, Mega Book Marketing University in San Diego, California." Now I'm adding a place, I'm adding a title. I'm adding energy to the testimonial by naming a city and state, as well.

Finally, it's the positive comments. A positive comment goes in quotation marks. Sometimes people just italicize it to differentiate it. It's more powerful to have those quotation marks there. It's a direct quote from the person.

I can imagine while I'm reading a copy, if it's a text-based testimonial, the person is saying it. There's a beginning and an end, there's a clear distinction of the testimonial. Quotation marks are powerful for the positive comment.

From "Good" to Powerful

Wouldn't it be marvelous to use the most powerful testimonial? Why not get twice the results? Wouldn't you agree that a powerful testimonial is going to lead to more sales?

The first point here is, you want to use all of the good characteristics, plus also pay attention to include these additional characteristics.

The first is numbers and a quantitative measure. This goes back to crossover with the types of testimonials. If you can refer to specific measurements that prove your product or service provides results, and then this is far more believable, whether it's time savings or space savings.

"I'm a bachelor; I live in an 800-square-foot apartment. I barely have room for just my bed and a chair. But I had Samantha Smith come in and she did an amazing job at turning that 800 square feet into what I feel like is now a virtual palace."

We didn't change the size of the space. We just changed the perception of the size of the space. So if you're in an industry that doesn't have the "I lost 20 pounds in 20 days," think about ways you could present the number that doesn't necessarily change, but the perspective of the number changes.

Second, try to get a testimonial from someone who is the center of influence in the industry. This would be somebody who's the president of the association, has been the president of the recognized brand leader in your industry, or a person who's been in charge of maybe a lobby group to the government.

A powerful testimonial, it's going to be based on the position of that person in the industry.

Third, get a testimonial from a recognized expert or guru. A guru is self-defined but it's perceived that the person is being referred to as a guru in your industry, or your hobby, or your area of expertise.

A recognized expert is somebody who has written one more book than you have. A recognized expert commenting on whom you are, on what you do, and how you deliver brings their credibility over to your side.

Finally, have a testimonial from a leading brand company. IBM is leading brand of business companies. A leading brand could also be a recognized expert. In professional development, it's Tony Robbins. In author writing circles, it's Mark Victor Hansen. In business, it might be Bill Gates.

Again, I'm giving you the extreme to give you the idea, but that doesn't stop you from using somebody locally or regionally who's known. Local examples could include a state senator or a state governor.

Who Collects Testimonials?

The answer is everybody.

Even if you work from home, if your spouse or partner hears positive comments about you, ask them who said it, what they said, how they said it, when they said it. Get in touch with that person.

If you're the president or executive of a company, then you are responsible just as much as anybody else for capturing positive comments and bringing them back and sharing them.

Your sales people should be collecting testimonials. If you have a company, have every sales person understand that one of their responsibilities is not just pushing out product but bringing back positive comments and information. It will also help them make more commission down the road.

Have your marketer get testimonials. You would think that most marketers are naturals at this, but they don't have it on their tick list. They're writing copy, they're putting up a website; they're focused on the process, again, of pushing out information instead of gathering information in.

Wouldn't you be pleased if you could get your sales and marketing people, even if they're your supplier or an outsourced contract person writing copy for you and gathering some testimonials?

Your receptionist should be collecting testimonials. This is if you have a physical entity, a retail location, or a business office space. Do you have the ability to collect testimonials?

I worked for the Teleconnect Company that sold telephone systems to businesses. Prospects, customers, and clients would come into the office to talk about service contracts, to get training for voice mail systems, and so on.

On the table we would have postcards that had people fill in customer satisfaction surveys and leave positive comments. While they were waiting as a customer in the reception area, they could fill out a testimonial card.

The accounting department can get testimonials. When people phone out to collect past due bills, they're still on a positive note. They're just a reminder call. In your invoices you can invite testimonials and offer a discount on their next purchase or monthly membership fee.

Service people and technicians are a good source to capture testimonials. These are the people out in the field listening to customers speak naturally about you, your products, and service.

Interesting thing, when I was in the phone business, the comments that people would make to sales people and marketing people and executives were fairly reserved and protected.

Yet if a technician or a service person showed up on site, they share every detail about what they liked and didn't like about the company. This has to do with the perceived trust levels and the perceived power of the people from your company on site.

If you own a company and have an outsourced anything, call center agents, specifically telemarketers, have them have their ears open and eyes wide looking for positive comments about your company.

Your supplies are often in the positions to collect positive testimonials about your company or product. Suppliers that serve you serve similar companies or your customers. You can get them to collect comments. If your supplier has a customer appreciation event, at that event there may be people talking about you.

This is about getting everyone to have their ears open for you, asking them to collect those positive comments and bring them back.

Media contacts or publicity or columnists, anything like that, if they hear positive things about you, then you want to hear back from them. Definitely if you're paying a PR company, you want to maybe even leverage them to collect testimonials.

Can you see the potential of collecting testimonials at this point? Can you see how comforting it is to take some of the sales responsibility and pressure off yourself by letting your customers, clients, patients, whatever, comment on you and sell other people coming into the company?

What would the results be if did have a testimonial at each point in your sales process, on your website, on your telephone system, when you meet in person?

The Collection Format

The collection or the format of your testimonial is how are you going to gather these things.

The first one is text. What's the copy? What are the words that you're using on your website, in your marketing brochures offline?

Even in presentation, if you're making a presentation or a PowerPoint, how are you presenting it? If you're a speaker or if you're an author and you're on the speaking circuit or on your book tour, do you present the textual testimonials when you're making your presentation?

The next one is audio. Audio can be used in a number of places. You need to record the person either on the telephone or live, in person, at a customer appreciation event, at a seminar, trade show, whatever it is or they call into a testimonial line.

You can use audio very effectively, making your presentation on stage. I'm making a presentation on stage using PowerPoint, I have my laptop hooked up to an LCD projector and also to the sound system.

I've been presenting on, let's say, free streaming video. I'll have an audio testimonial built into the PowerPoint. I click on a little speaker on the screen, and the people see a still photo or a headshot of the person who made the comment.

I put text or the headline or the main benefit that they're talking about in the testimonial next to it in the PowerPoint slide. The audience hears that person's voice. They hear that person's emotions while they're looking at their picture, while they're looking at the text quote in the PowerPoint slide.

Cut and paste audio sound bites together with an audio editing software and make them your waiting message on your voice mail system. This is probably more appropriate for larger companies that have a voice mail system, but it doesn't stop you as a coach, author, speaker, consultant, independent sales professional, from putting audio testimonials in your messages.

When people phone into your voice mail system, if they're put on hold, they hear the message.

Next is video. Video is a very powerful way to collect testimonials for a number of reasons. One, there is a more directed, dynamic connection between the person giving the testimonials and the person watching it.

However, it must be believable. Do they look like they're a paid actor? No, they're not dressed appropriately; they stumbled on some of their words.

It's actually more powerful to have a testimonial that's not perfect than it is to have one that's highly polished, well lit, and a well-dressed person, because the more polished it is, the more likely I am to believe it's a setup. It's a Hollywood, made-up testimonial.

A video testimonial from a conference with some noise in the background, not too much so they can still hear the testimonial, with people walking by, obviously not the best lighting, but as long as it's still good and I can see the person, then you can use it.

For an example of the use of all three of these things, go to www.MartinSpeaks.com. That's a speaker site of mine that I use for trade shows and people who are looking for speakers. Click on Rave Reviews. Notice I didn't call it testimonials.

Customer Catcher Tip: "Testimonials" is a longer word and sounds very 'academic' rather than exciting. Add some zest and enthusiasm to your marketing by using more invigorating and jazzy words, like "Rave Reviews."

Next one is to do a speaker evaluation. This isn't just for conferences, this is if you're at an industry trade show, if you're presenting at a local chamber, wherever you might be speaking.

In your speaker evaluation, collect positive comments and information from the people you just spoke to. There's a willingness in them to do that. Not everyone's going to do it, but by you providing information, they feel they have to reciprocate.

Another one is a live event. If you have a customer appreciation event which could be as simple as taking ten of your best clients to dinner at a local restaurant because you're providing them with a gift of appreciation ask them for the gift of a testimonial.

You can create live events or just take advantage of ones that are already underway in your industry or one that your company is putting on.

Presentation Formats

Personal introduction is one way to present testimonials. My favorite as a live, offline use of a testimonial is to a networking buddy system. I'm at an event with somebody; this is what I call the networking buddy system.

I might meet with Lisa. So Lisa and I are at the event. We've known each other. It's a weekly networking event and there are new people who come all the time. I will introduce Lisa to people and Lisa will introduce me to people.

Let's say you're that person. We walk up to you or you walk up to us.

"Hi, welcome to our association meeting! It's great to have you here. My name's Martin. This is my associate Lisa. If you're looking for someone to ghost write a chapter or an article for you for your publicity, then Lisa is definitely the person to speak with. I've used her a number of times and I've never been more satisfied. In fact, I don't use anybody else."

So I'm introducing you to Lisa and adding value that way. Now Lisa can do the same thing for me.

Let's say we've now separated and we're across the room. Lisa may be speaking with someone else. She'll point over to me and say, "If you need more customers, you need to talk to Martin Wales over there. He's known as The Customer Catcher™, and he's known as that for a reason."

Let's say Lisa's not a client. She can still refer me, "I've seen him work with a number of different companies and they've increased their sales and their leads by at least 25%. I know he's very flexible and affordable. You should really talk to him."

Again, it's the buddy system in a networking live event where you use the testimonial live. It's not text. It's not audio. It's not copy. It's two people using live testimonials.

Conferencing on a telephone provide another opportunity for a live testimonial. I will have somebody introduce me via the conference call they make the introduction live and in person. It works much like the buddy system in a live event but it is now over the telephone.

Another presentation format is affiliate programs. An affiliate program is essentially a referral/testimonial program. If you're online, an affiliate program is where you get paid your percentage commission for referring a product or service. Somebody clicks on a link and buys, you get a commission.

Now, beyond a strictly business relationship where people click and you get a commission, an affiliate program is people volunteering to resell your product or service.

Some people have thousands of affiliates, yet they have no testimonials. Why not go to affiliates and ask them why they agreed to resell your product or service, beyond the fact that they're going to get a commission?

If they're ethically committed to providing good quality product or services to their own list, then there must be some validation or some reason why they chose your product, your service, your book. Go to your affiliates to get testimonials. It'll help other affiliates sell and it'll help you sell.

If you are invited to speak somewhere, include a testimonial in your speaker introduction.

The person introducing the speaker will say, "I'm excited to be here this evening! We have a special speaker. They do this, this, and that. This is their bio. They worked at company ABC, they've been recognized as this, they're an author, and so on. In fact, IBM hired them and this is what the president of IBM had to say about Susie Smith."

You're including a testimonial in the speaker introduction, so you're presenting something that someone else said about you, but it's being read by a third party to present it.

In your press releases, include a testimonial. Often people just include factual, generally not newsworthy information. But if you can, include quotes especially from those centers of influence, those recognized people in the industry the press release becomes a powerful testimonial.

If I'm putting out a new coaching program, why not get a quote from the president of the coaching college. I know there's one called Coach U.

If I get a quote from the founder of Coach U, if I get a quote from the founder of a recognized training institution and I'm an HR trainer, then it's not just about me, it's not just about the new training that I'm promoting. It's a professional, industry-based comment inside a media press release that drives people to my website.

Include testimonials in TV or radio interview introductions. This is slightly different than a text-based press release or a digital press release.

The television or radio host can introduce you. Give them, in your media kit prior to arriving at the interview, your information. This could also be a teleseminar online.

Include a testimonial for the host to read about you before you start speaking. If you're on a sales or preview teleseminar, then you can read it yourself. People don't do this very often.

If you're speaking on a teleseminar and you don't have those testimonial candidates live with you on the phone, you can invite people to participate.

"Take advantage of this program. You should join today. Here are your bonuses! In fact, here's what Lisa Smith said about it. She said that she saw her conversion rates go up 15%. You know what? Another client of ours whose name is Tom Bradley; he's been a customer of ours for ten years. Here's what Tom had to say about us."

There's nothing stopping you from re-presenting information that they'll then see by going to your website.

Here is an example. Jay Conrad Levinson, father of Guerilla Marketing, said, "The planet's a better place for small business for Martin Wales, The Customer Catcher™." You can go check it out at www.MartinSpeaks.com. You can go listen to his voice, see his books, and know that he did it.

There is no excuse for not having testimonials. Can't you see how this would really increase your sales? Wouldn't you like to strive to have more testimonials that you have in your back pocket, that you can pull out anytime somebody asks, "Why you? Why should I buy your book? Why should I buy your product or service?"

"Well, I have a number of reasons. But I do know that here's what other people said." Now I'm taking the pressure off me. The person evaluating whether or not to give you money is going to look at what other people are saying about you.

Don't you look at what other people say about businesses rather than the sales person who is trying to sell you the car? Why do you ask your friends where to shop? Why do you ask your business associates what consultants they use or what coaches they take advantage of?

Challenges

Let's talk about some of the challenges, because there are some challenges, and people often say, "Well, you know, here's why I don't get testimonials."

Sometimes they say, "Well, I'm on the Internet. People don't really know who I am. I'm an affiliate marketer. It's not about me. It's not about my particular product or service."

Let's say you sign up for an affiliate marketing program and it's not about you and it's not about a company. Make sure that the programs that you participate in provide you with testimonials.

If you are selling your own product or service using the Internet, then you can use any format you'd like: text, audio, or video. I recommend you include all three.

Even though you have video, and video again is probably the most powerful because it's the most flexible. I can strip off the audio and turn it into an audio testimonial that I include on my info product, or a marketing CD that I hand out, or on a podcast that I send out.

I can also transcribe it and use it as text. Anybody who prefers one format over the other will have access to that testimonial.

The next challenge is people say, "I just started my site," or, "I just started my company." From day one, you can use the testimonials of the people who supply the products and services.

If you're reselling in an affiliate situation, or you're a dealer or a wholesaler offline, you can use preexisting testimonials. You can use industry testimonials.

If I'm in the jewelry industry and I just started my diamond and gem company today, there's nothing stopping me from using a center of influence in the jewelry industry or financial services industry to say, "Gold and precious stones hold their value in a down market. It's a commodity that people want to invest their assets in to protect and have a base to work from."

You can use a generic testimonial about the power of gold bullion and precious stones as part of your portfolio diversification. That has absolutely nothing to do with you or your company; it's about the strategy of using gems and precious stones to preserve some of your net worth.

The next challenge is you're not from the industry. Yesterday I was a postal clerk; today I'm a consumer advocate for the pet industry. If you're not from the industry, take industry quotes. Take media quotes about the industry.

"The pet industry, or the home pet, or the dog-walking business is going to grow 45% per year for the next three years."

If you just started a dog walking company and yesterday you were a postal clerk, then you can still use testimonials talking about the importance of walking a dog, the importance of getting the pets out of the house during the day because people commute and they're away from home 7:00 A.M. to 7:00 P.M.

You can use all sorts of quotes around your products and services that aren't directly related to it.

“Clients and customers are too busy.” This is probably the number one challenge because there are people who are confident enough and capable enough and strong enough who say, “Hey, Nancy, we really like that we've been servicing your desktop computers now for five years. I was wondering if you could give us a testimonial.”

Naturally the first reaction a lot of the time is Nancy says, “Yeah, I'd love to give you a testimonial!” And you go, “Great!” and then you leave, and she goes about her day.

Then you come back two months later and say, “Wow, Nancy, nice to see you again! You know what? You said you were going to give us a testimonial and I really appreciate that. Are you still interested in doing that?”

Nancy says, “Yeah, sure, I'd love to!”

I've met people who I won't even bring it up and it'll be two years later and they'll say, “Martin, how are you doing? You know what? I know I owe you a testimonial and I've really been meaning to do it, but I've been so busy...” and on we go.

What's the answer to this? You write the testimonial. You send them an email. You have the recording device, because ultimately it's your responsibility to collect that testimonial.

Going back to our very quote at the beginning: “The successful person has the habit of doing the things that failures don't like to do. They don't like doing them either, necessarily, but their disliking is subordinate to the strength of their purpose.”

“I don't want to carry a little video camera with me. I don't want to carry around a recording device.” You have to get over that. Make the responsibility yours and you, too, can leverage the power of testimonials.

Testimonial Opportunities

There are so many opportunities. There are so many different ways to do this that are easy, affordable, and fast, that you can do it. But probably that's important to note that it's your responsibility to get testimonials, not theirs.

The reason why most people buy a product or a service is because they're too busy, or they have a headache, or they don't have time. Why would you want to add to their day and their burden by making them responsible for helping promote your business? So make it easy.

On your Web site, you can have a Feedback area. When you're talking about or negotiating in an offline situation, you can collect testimonials.

Customer Catcher Tip: "Testimonials" is a longer word and sounds very 'academic' rather than exciting. Add some zest and enthusiasm to your marketing by using more invigorating and jazzy words, like "Rave Reviews."

Start educating your customers and clients that you are committed to collecting testimonials. If you're negotiating to paint their house, if you're an interior painter, you're saying, "Okay, it's a thousand dollars to paint this room," and they're saying, "Well, you know what? Could you do it for \$800?"

Often what I'll do is I'll say, "You know what? The value of this remains the same. I'm willing to do it for \$800 on condition that if you're happy with the project we can collect a testimonial, and you give us permission to use that moving forward and in the future, to acquire other customers."

Again, 110% of the time, I get a "Yes." Use collecting testimonials as a negotiation tactic to get a commitment from them for a testimonial.

When I was in the phone business and we did call centers, often a discount would be negotiated on condition that you could bring up to ten people a year to tour the facility that you just installed.

Build testimonials into your business strategy as a tactic for negotiation, and get a commitment from your customers to get them.

Celebrity Testimonials

Wouldn't it be thrilling if you could have a celebrity give a testimonial? It could be a Hollywood person. It could be a sports star, a comedian. Can you see the advantage of including someone that people are attracted to, hopefully in a positive way?

If I could have Jay Leno or David Letterman, I'm going extreme here, but often you'll see professional sports athletes from hockey, basketball, baseball, working for a car or a tire company, and so on.

When would you use a celebrity testimonial? Well, you would use a celebrity testimonial when you want to grab people's attention.

If you live in a town where baseball is the be-all and end-all, then having a picture or a shortstop or a bat-catcher appear in your ad, that's an attention-getter.

A celebrity testimonial can be used for an event. If you're having a customer appreciation or a teleseminar – virtual book tours are being done now via teleseminar – to have one of the celebrity people who gave you a testimonial on the call is an idea.

Why do you want to use celebrity testimonials? Again, you've got a recognized, credible brand or a center of influence or a star of an industry giving you third-party validation.

Who do you want to use? If it's just to get attention, then it could be somebody who just starred in a movie. It's not related to your product or service of dog walking, for example, unless you're actually walking that celebrity's dog.

Who you want to use is somebody related to the product or service, somebody who's in a positive light, they didn't just get out of jail for the third time for driving under the influence of alcohol and drugs.

You want to use somebody who your target audience relates to. For example, you may have a strategy to use an older person, wears glasses, was from a certain show because you serve baby boomers and everybody liked that television show way back when.

It's to create an affinity or rapport with your prospect long enough to introduce your product or service from a position of trust. That's really what it comes down to.

Whether you're enamored with a country music star and you just want to include them, that's sort of forcing a square peg into a round hole. Have a strategy. Have an objective for using them as a testimonial before you proceed.

How do you get them? Depending on who they are, you can get them through their PR agency or their publicist. You can do a search online. You might be able to do it through a fan club, through a personal relationship, through a personal introduction of yourself.

If you're at a fan event, you've gone to a baseball game or you're at the Superbowl and it's the week leading up to and you get to meet some of the players, you can do it that way.

Usually it's done through more organized channels, through the publicist, the agent, or the PR companies of those people. Often, one way you can get a celebrity speaking for you is to interview them.

If you have a radio show, if you're doing a chapter for a book, you can interview them and then use their celebrity testimonial. It doesn't have to be this like commercial and they're paid \$25,000.

I've interviewed Brian Tracy, Michael Gerber, Al Ries; a number of people in that sort of the business book-writing industry. After the interview, I'll ask them if they'd be willing to read a chapter of my upcoming book, or comment on a product or service that I have. They are quite willing to do that because they're reciprocating, because I just gave them some publicity.

Be creative, have your eyes and ears open, but mainly be committed to what you're doing. I'll bring it back to: "To avoid criticism, do nothing, say nothing, be nothing."

That's not going to work. You need to ask for positive feedback. It's going to give you that magical sales tool called the testimonial, to get more products and more services and more customers.

Chapter Seven

How to Create Irresistible Offers That Sell

We are going to look at two things: copy and the offer. These things are highly connected of course. Copy refers to the text, the language that you choose to put in print, either offline or online.

I like to think of copy of what you verbalize. We spend a lot of time testing copy online to see what works, whether it's in pay-per-click ads or sites and certainly sales letters. I find that most people don't take that diction, that language and translate it into what they are actually saying.

I did a product with David Garfinkel, a well-known copywriter. He talked about the copy aspect of things. I talked about turning it into script, turning it into something you use as an outline for your conversations, in person, while networking, speaking from the stage, or on the phone.

Wouldn't it be exciting if you could tie all those things together for your success? And don't you feel it is best if you take the time to study just a little bit the generalities even of copy? If you're going to hire or outsource, then you know what's going on as well, what you're buying and what your return on investment is going to be.

Rebecca West said, "There is no such thing as a conversation. It is an illusion. There are intersecting monologues. That is all." This really refers to human nature in that we all have a self interest. We all want to know what's in it for me. We have this monologue going on inside of our head.

I think what we are suggesting here in terms of copy is that you are presenting a monologue where you are offering and having a conversation out loud and you are hoping that it syncs up with someone who has a problem or is looking for your book or looking for your business to bring them a solution.

Adeline Stephenson Jr., said, "Words calculated to catch everyone may catch no one." This is about the specificity of copy. It is about targeting your market.

Dan Kennedy refers to this as message to market. If you try and catch everyone, it is like chasing two or three rabbits, you'll catch none.

Really you want to come down with copy that uses language that your target market is used to; language that has keywords and phrases that they are looking for, that they understand and will attract just them.

So often we worry about what is slipping through our hands that we lose the other things that we *could* hold in our hands by worrying too much about that, so we are going to talk a little bit about that later on as we go forward in our copy.

Mark Twain said, “The difference between the right word and the almost right word is the difference between lightning and the lightning bug.” Lightning can be so powerful, and the lightning bug, while a light source, is small and diminutive.

How can we choose the right words in our copy that are going to keep people attracted to what we are going to say next long enough to get them to what we are actually offering. Wouldn't it be terrific if we could have the magnetic words that bring us money into our bank account?

I use postcards and greeting cards at www.CustomerCatcherCards.com. I'm finding that people actually enjoy receiving a postcard. They enjoy receiving a greeting card. Everything has become so electronic.

While we are talking about copy and certainly leveraging the power of the Internet based on cost, time, efficiency, 24/7 service, all those types of things, please don't forget the power of paper.

The psychology of holding a newspaper, the feeling that people get of credibility from holding a newspaper or reading a magazine, or the personal touch of a postcard or a greeting card, those are all very powerful things that can contribute to somebody reading your copy.

Elements of Great Copy

Copywriting itself is a magnanimous task. Mistake #1 is that people use big words like magnanimous instead of just saying that it is a big task. We are going to talk about the generalities of copy.

If you can picture somebody playing the accordion, they squeeze it in and out. Whether or not you have five minutes in front of somebody live, or you have the ability to create it online and have what would be 40 pages printed out, all of these elements of copy can be worked in.

It is just a matter of how long you spend on each one and what your interest is. Wouldn't it make a difference to your business if you could just take this template and apply it to each of the things?

Really the best way to become good at writing copy is to just start writing it and check on the results. Read copy of others, see how they are using it, see what attracts you, ask other people what they like.

You can pretty well go online and look up anything and find a sales letter based site to take a look at different types of sales letters. Another great copywriter is John Carlton. I use a lot of his information. He provides binders and binders of letters and templates. In the copywriting industry they call it a swipe file.

That is essentially taking an existing piece and making it your own. It is not plagiarizing or copying the words, but taking a look at the style in which it is presented. I'm going to refer back and forth to the sales letter found at IWantMyOwnRadioShow.com, so we have a standard we are working with.

Magnetic Headlines

The first thing that you need as an element of great copy is a magnetic headline. That is your biggest hook. Most people will argue that at least 80%, maybe even 90% of the task is grabbing people's attention. If you don't grab them and keep them, they are going to go away.

Regardless of the media you are presenting in the major headline, often online it is written in red, there is a sub-headline in black underneath it, another smaller headline, actually, before that one, but we'll call it a pre-headline for now, where people present different information.

The one that we used on the IWantMyOwnRadioShow.com site: I Want To Help You Quickly Become The Host of Your Own Radio Show, Create Passive Streams of Income, Share Your Unique Message, and Profit From Being A Media Personality.

It is graphically online. The headline is in red. It stands out more. It is on a white background, very important. Everyone will pretty well tell you that reverse copy where you have white type on a black background or light type on a dark background is not as effective as black on white or dark navy blue on white.

There were a number of different elements in there. "Quickly Become The Host of Your Own Radio Show" – that would be the desire of someone who has a mission or message to share. A lot of these people are authors, speakers, and consultants, so individuals who are looking for a platform to share their message.

"Create Passive Streams of Income" – certainly attractive, income itself is strong, cash is probably a stronger word depending on which words you choose to use. Cash tends to be much more powerful than income and even profit. Passive is the implied less work, eventually for those streams of income.

"Unique Message" – refers to their ego, refers to their specific message, their book, their business, whatever it is.

"Profit From Being A Media Personality" – there is certainly some ego implied there, but it is more about fun, more about having a good time while sharing your mission, your message and your media.

But out of those things, those words are all together. What is magnetic about it? Is curiosity invoked? Is there excitement invoked? The bottom line is, "How do I get attention from people?"

Ted Nicholas is well-known copywriter. He's written some great headlines. I've got some of them here. Let me share a few of them.

“Magic Words That Bring You Riches”

“How \$7 Started Me On The Road to \$35,000 A Year.”

“Do You Make These Mistakes in English?” is a really famous headline.

Now you can take your business, and fill in the blank, so, “Do You Make These Mistakes in Knitting?” “Do You Make These Mistakes in Fly Fishing?” Lots of people are attracted to avoiding mistakes as much as they are to making money.

“Get Rid of Money Worries For Good.”

“Here’s How To Have A Long and Healthy Life.”

“How An S-Corporation Can Save You Tax.” There is specific educational based information.

“Can You Talk About Books With The Rest of Them?”

“How I Become Popular Overnight.”

“How I Raised Myself From Failure To Success In Selling.”

“What Makes A Consultant Successful?”

“How To Get Enthusiastic Applause, Even A Standing Ovation Every Time You Speak.”

The ‘How to’ is very powerful. Addressing the people specifically, remember, we refer back to the quote about not trying to catch everyone. ‘I’ is used when there is a personal story involved.

You’ve probably heard some of those. They are from a book *How to Turn Words into Money: Leverage those Proven Magic Words into Millions* by Ted Nicholas. The other book that Ted wrote and is really great is *Magic Words that Bring you Riches*.

Certainly the most powerful words to use in the headline are ‘you’, ‘free’. Do a search online for “40 top copywriting words” you will find that list that people use: discover, claim, all these sorts of short words.

Don’t Forget the Sub-Headline

The sub-headline is number two. The sub-headline on the IWantMyOwnRadioShow.com site is “Discover how ordinary people are catapulting themselves into niche fame almost overnight – without big budgets, technical expertise or any prior experience. With my help you can be a media star in your niche or industry today.”

Discover is a very powerful word. Alignment with people – how ordinary people – most people consider themselves ordinary. We are all working on being extraordinary, but in the back of our minds, we are all going, “Well, I’m just an average Joe. How can I do better?”

Align with people and avoid using ‘over-the-top’ language but do use high energy vocabulary. “Are catapulting themselves” – so that is rapid and massive change – catapulting – boom. Use words that are descriptive, that have pictures in your mind, and that is far more powerful.

Niche fame kind of refers to our target market. They understand what a niche is. They understand that they want fame to sell their books, and they need a platform to get their message out around the world. Then almost overnight is that guarantee of speed.

Then a dash, “– without big budgets, technical expertise or any prior experience.” That is handling objections. “Oh, I don’t have any money, I don’t have a big budget to host my own radio show, no technical expertise. I’ve been a project manager for years. I’ve trained in organizations on development. I don’t have any expertise in audio.”

Again, handling the objections, all those things done in literally three lines of words. “Discover how ordinary people are catapulting themselves into niche fame almost overnight – without big budgets, technical expertise or any prior experience.”

So the headline leads into the sub-headline, the sub-headline provides more definition and leads you into the next line. This is sort of Copywriting 101. Even if you’ve taken some copywriting courses, it is always good to revisit and touch on the common sense. I’d like you to work on the mindset if you’ve had copywriting training, to revisit that and make it stronger than it’s been before.

Isn't it stimulating to know that there is always something we can learn every day? Every day I drive by a billboard, or I see a sign on the side of a truck, or I watch a television show and I see direct marketing or HVC, you can do that too. Educate yourself by watching everything you see all day and see how it affects you.

Keep the Momentum

Number three is your opening statement or paragraph. How are you going to keep the momentum going? The opening statement or paragraph continues to draw the person in. In the opening statement or paragraph, we use bullets.

The opening statement was, “I’ll show you how to avoid critical mistakes and use radio the right way.” Then we use bullet points. People make a mistake in not using them. Bullet points are very effective.

The opening statement or paragraph, very often this is where people will start their first story. There’s a famous piece about a one-legged golfer who could swing and hit further than anybody else. There’s a curiosity there. If a one-legged person could do it, then why wouldn’t a two-footed person be able to do it just as well?

Testimonials Are Key

Next is a testimonial. I think it is great to lead with a testimonial right away. The testimonial we used right away had a picture of the President in the White House with somebody who had used Internet radio to promote their mission and message, Shauna Fleming, a 15 year old.

We've got a 15 year old girl in the White House standing next to the President receiving a commendation for the work she's done with AMillionThanks.org, and that was to get a million messages.

Within the first few frames of the letter, we've got a testimonial of someone who's had success with recognition for their effort. Testimonials, really, introducing one up front is great, but they should be sprinkled throughout.

A couple of tips on using testimonials are:

Online, we generally include them in lighter color background, like a yellow box. We include a picture. If you can include a picture of yourself and that person together, then that is powerful as well.

You could put a caption under the picture. We put it in quote marks and italics often. If the quote is long, then you should bold the benefits statement within the testimonial. Especially online, people are scanners. So the bold we put in the yellow box with Shauna was, "Doing an Internet radio show gives me the opportunity to tell people around the world..."

So it was reaching around the world with her message, the rest of the testimonial was just in regular italics, not bolded. If you go through the site, IWantMyOwnRadioShow.com, you'll see examples of each of the testimonials there; we bold the most positive thing that they are saying.

If you are scanning, "gave me so much insight, so much information about how I could get into the industry as well, it transformed my life!" was bolded so your attention was quickly drawn to it.

We didn't bold, "30 days after doing his first show and getting his information that I got my OWN show up in Seattle, WA, on KKNW 1150AM." It's all facts, right?

The other things we do is make headlines for the testimonials. So we will take the most convincing statement and we'll put that in red and in quote marks at the top of the box.

So you'll see Gregory Scott Reid at the top of his box for IWantMyOwnRadioShow.com. At the top of his box it says, "... it only took about 30 days ... I had my OWN show ... it transformed my life!"

Clearly State the Problem

There are a couple of reasons why you do this.

One is that you are showing them that you understand what the problem is, so you create empathy and you create alignment by letting the person reading know that you understand clearly what the problem is.

Another reason is, let's call it agitation. People know they have a problem and they haven't done anything about it yet. They may not be totally motivated to take action yet, but by you agitating their problem, their desire for action are increasing.

You want to take that problem and ask them, "Do you have this problem? Is this the exact way it happens?" And they are sitting there nodding again, that nodding, that momentum.

"Yes, I have back ache. Yes, I have spent money on a number of things, ointment, exercises, physical therapy. Nothing's worked yet, different beds. They're sitting there going "Yes, yes, that's me. You understand my problem."

Now you have them agitated. "Yes, it is painful, and I haven't thought about it lately, even though I wake up every morning with a sore back." So now I have them in a position to set them up to make an offer.

The Body Copy

This is where we do get into some of the factual elements of what it is. "Here's what is in the program." "It is an eight-part program." "Here's some of what you'll learn in my radio show mentoring program."

That's where we list, using bullet pointed lists, what's inside our program.

"Let me help you avoid the mistakes most new radio show hosts make." So that is actually an example of presenting a problem. When people start down a new road they make mistakes and it costs them money, time, energy and effort.

Thirteen reasons to host your own talk show. The way you can tell a good copy is, for example, on the Web site, IWantMyOwnRadioShow.com, you just scan through it yourself. If you just read the main headline and the sub-headlines, you'd get the story.

"Help you quickly become the host of your own radio show... Increase your fame and fortune by hosting your own radio show, but only if you let me show you the right way to do it... Radio changed my life. Now I want to help you use it to change yours, too... 13 reasons to host your own talk show."

See if you get the feeling of the story through this example:

- You can host your own show right from the comfort of your own home or office.
- These days you can do a show on any topic.
- Worried you are not qualified? You are both right and wrong.
- Let me help you avoid the mistakes most people make.
- Internet radio or traditional radio? I'll help you decide.
- Enroll in the program and in just eight weeks you'll learn everything you need to know.
- Here's just some of what you'll learn.
- Here are the program details (and we list off each session.)
- You'll learn and gain complete access (So we are repeating the benefits, a whole list of bullets how to show you this, show you that, a lot of how-to's.)
- Enroll now and you'll also receive unique valuable bonuses.

This is what people do, they scroll through, and they scan the thing. They got it in the mail in a direct mail piece and they do the same thing, read the sub-headlines, go to the P.S. and then come back to the details if they are still interested.

This is what you need to think ahead of time. How is the prospect reading your copy? The body copy is important. It's the substance, the statistics, the features, benefits of your program. It is where a lot of people spend a lot their time, but it is kind of boring if people don't already buy into the benefits and you as the provider of those.

Solutions and Values

Giving your customer a solution as to how your program best solves their problem is essential. This is where you can define the specifics a little more, not too deeply, but enough that they understand that this is going to solve their problem.

Establishing value is also important. There is a difference between value and price, set people up for the value. Lots of time this isn't included at all in copy work. People just throw out the price and because they've got a discount, they think that's going to hurt people.

Let's say you teach relationship – you have a relationship weekend for couples. By providing the value, you say, “How much does a divorce cost? How much does the strife and pain, how much does the counseling cost? How much has it cost you to date?”

You can quickly add up the tens of thousands, for some people, millions of dollars. So to spend \$795 on a two-day weekend retreat or even \$5,000 on a two-day weekend retreat is by comparison a good value.

It is not about price here. It is about relative positioning. You can do that by comparing to existing solutions and other competition that have higher prices. You can compare by adding up the number of weeks, years, months of time.

You can add up the expenses of other solutions that have failed. So going back to backache, you have a backache. You might have spent \$1,000 on a mattress. You might have spent another \$1,000 on physiotherapy. You might have spent another \$500 on pills. So that is \$2,500 right there.

Well, if I have a \$197 home study guide, do you see the relative positioning now? “It’s \$197. What do you have to lose? So \$197 versus the \$2,500 you’ve already invested and gotten no results.” There you go – that’s value.

How Does Price Fit In?

Pricing is an interesting thing in that sometimes the higher price will yield a higher result.

Studies have been done where certain products and services will outsell others at \$99 versus \$69 because the perceived value of the reader. If not priced high enough, how could it possibly solve my problem? Or there is no quality there because it is so cheap.

You’ve got to test and track to establish the best price, but at the same time, if you establish the value, you can raise your prices. I encourage you to raise your price.

By taking a closer look at the value, you’ll find that you can raise your prices and be a lot more confident about it for yourself, but also in writing about it in your copy.

Guarantees Matter!

Guarantees are interesting things. It is all about risk reversal or risk removal. So there is no risk for the person to take the program because they can get their money back. It can be a conditional guarantee.

It can be a 100% money back guarantee, no questions asked. It can be better than 100% money back guarantee, where they keep the bonuses, and they get their money back.

Again, you can be very creative here in the guarantee. The main point is the more often you offer the guarantee, the better it is.

There is only one instance with all my clients where offering a guarantee reduced response rate. That was with pastors in the church community being offered a service to increase giving in the church. It was interesting. Again, this is why testing is important.

We thought a guarantee would really help put sales up and over the top. The feedback we were getting was that they basically thought it was crass that one would offer a guarantee for services that helped make money. So again, in a specific niche, in a specific environment, you may find anomalies where a guarantee doesn't increase sales.

However, in most cases it does, because it takes away the risk from the prospect or the customer.

Bonuses Help Make Decisions

Bonuses are used essentially to push people over the edge. They are kind of wavering, they're thinking about doing it, and this helps them decide.

One of the most important points about bonuses is that you should use bonuses that were at some point sold, have a retail value, do have high-perceived value.

Sometimes there are people who buy products or services because they want just one of the bonuses. They see their return on investment in just getting one of the bonuses. In the information marketing circle, being exposed to large amounts of traffic and other people is a great bonus.

If you are selling books, then you can put in a bookmark that has a discount off future books or other books in your writing circle. There are lots of different things you can do here in bonuses. Bonuses don't all have to be from you, I think that should be a key that you should recognize.

Bonuses can be complimentary products or services that have a high-perceived value and a low cost for you to acquire. I've noticed a lot of people giving away their information on iPods now.

They are selling \$2,500 seminars and copies of the audio are available on iPods. Not actually iPod's brand name, but mp3 players. And those mp3 players cost them maybe \$40 to load them up and everything.

Branding the box takes it up to \$100, but in the meantime they are selling a \$2,000 or greater product. It is worth it.

“Want One?”

The call to action is a weak part of most people's copy. Sometimes it doesn't even exist where an offer is made. Barney Zick is a great guy, big man, lots of character, big chubby guy, white hair; I believe a Texan, and quite a presence in spirit and in body.

His sales pitch in person and in writing copy was,

“Martin, you want a 20-second sales training?”

“Absolutely Barney.”

And he'd ask, "Here you go. Are you ready?"

I'd say, "Yeah."

And he say, "Want one?" Just, "Want one?"

And that was a combined call to action and question together, but so many people lack this in their copy.

"Get involved. Click here. Sign up today. There's a limited amount. There's a limited supply."

There should be truth in this marketing, so there should be a limited supply. Often there is in information marketing consulting and coaching because people's time is limited. If you are in that situation, then it is automatically created.

A call to action – and here's where you can offer your first price discount or another steep price discount to the people to take action today and give them the reasons why you are going to be doing that. Again, you can sort of mention the price that you listed it at.

So let's say you said that it was going to be \$97, well, now it is only \$67 for people who act today.

The P.S.

On the end of this template, is the P.S. The P.S. is really to grab attention again. It is to reinvigorate the reader and get them to go, "Yeah, I get it." This is where you can review and restate the deal.

There are a couple of reasons for doing that. One is that you can state it another way and try to be more clear and simple about it. Two is, a lot of people will skip from the main headline right to the bottom to the P.S.

You basically get them coming from the headline, going, "Oh yeah, I do want to learn how to fly-fish in seven days." They skip to the bottom, they read the P.S. which says, "You'll receive a free DVD on fly-fishing, plus seven different flies for using in the northeast in the spring for catching salmon."

Customer Catcher Tip: What you can do online is put links in the P.S. that actually take them back into the sales letter.

If you talk to your Webmaster, those things are called bookmarks. It is a link in the system, so that if says, "Free DVD on fly-fishing," and they click on free DVD, it will pop back up in the

page to the spot where we have a picture of the DVD case where we define what is in the DVD. So now it's interactive, now I have them back in.

Working online with copy actually allows you a few opportunities and advantages. One is color, two is graphic design, so putting in pictures affordable as well. Pictures don't always increase response rate.

The other is the ease and ability of the people to scroll through it, so you could have a longer sales letter as long as it is written, and there is no weight to it.

When you send direct mail, and it is a 40-page sales letter, people feel the weight. They align that with a sense of work, and it creates issues. So you want to make sure you check that out.

Audio is starting to play a role online. The difference between audio copy and scripting and written copy is that when someone reads your copy, they read it with their own tonality. They read it with their own emotion.

So you have to work harder at getting them to read it the way you want them to emotionally, versus audio. I can raise my voice, I can lower my voice, I can speed up, I can slow down. There are lots of different ways I can affect and influence, using my voice on audio. The other thing that is coming is video online.

Whether read, spoken, heard, the power of words is still number one. The words you choose are very important.

So that is really a copywriting template. If you want to go through any sales letter and kind of pick out these elements as you go, that will help you sort of reverse engineer a sales letter and see what is going on.

If It's Boring, It's Too Long

The biggest question in copywriting is, "How long should my copy be?" The answer to that question was never one page or ten pages or 43 pages. The answer to that question is that it should not be boring. The minute it becomes boring, it is too long.

Copy needs to be written to meet the objective, and that is to get people to sign up for your membership site, sell your books, join your radio show listener-ship, whatever it is, buy a specific product or service and have it delivered to your home.

All of those reasons are what copy is for, so keep your eye on the objective, "Don't be boring." I heard one person describe it as the fire brigade, and that is passing the bucket of water in the old days before hoses – it is a constant energy flow that keeps people listening.

"You think that's great? Check this out!"

"I'm going to tell you about this, but in one moment."

There are strong connections between the copy from paragraph to paragraph. Curiosity is something I mentioned already. How do you evoke curiosity and use that?

Storytelling is probably one of the most powerful. If the story being told is attractive, interactive, it draws you in even if you're not interested necessarily in buying a product or service, you find yourself reading the copy.

I've had occasions to be in copywriting courses where they start reading about nutrition and powders and whatever for the weightlifters. It's not my gig, I'm not into weightlifting, I'm not into whatever peptides and everything else.

But the story itself about the person who struggled and came from Europe and how they built their business and how they learned these things from an old man on the mountain, and so on, was just intriguing, almost fairytale like, and you get drawn in.

That is what you are looking for, so include storytelling as a great element for your copy.

Harness the Power of Questions

The power of questions is phenomenal. Asking questions does a number of things. It changes somebody's focus. So maybe they have an objection, maybe they haven't thought about things before, it opens up other resources, it opens up their mind in other areas.

You ask a question like, "Can't you see how this would change your life?" Then the person reading it or hearing it asks that question in their own mind, and they also answer it, even if they don't tell you out loud.

Isn't it worth considering that if you take a little bit of time to train yourself in copywriting and writing an offer that you can increase your results tenfold? Couldn't it lighten up your life to have the ability to write copy easily and effortlessly?

Do you realize the importance of writing copy? Can you see the potential of having offers on your Web sites or on your direct mail postcards or in the back of your books, of bringing you everything that you want? Wouldn't it be an exciting challenge if you could find ways to spend more time with those you love?

These are all questions that you should be asking yourself. The answers to questions are truth to the person in their mind. So using questions in a manner that is not offensive is certainly powerful.

Flow Is Important

Flow relates back to stopping it from being boring, that continual stream of information. If you have flow, if you have interest, if you have that storytelling, now you have momentum.

Like when you are speaking from the stage, and if you are making an offer from the stage, you are nodding and smiling, and you see other people in the audience nodding, they are with you. They are going, “Yes, that’s a good point. Yes, I answered that question. Yes, I’m interested in the product. And yes, I’m interested in the offer. Yes, I think that’s a good price.”

It is very difficult to turn the ship around so to speak and for them to say, “No, I’m not going to buy. I’m not going to look at the offer,” if they’ve been saying, “Yes,” in agreement with you all along.

So in your copy you don’t want to have words that stop the flow, that prevent momentum from increasing as you go through. Probably one of the key things in great copy that a lot of people miss is handling objections.

If you bring up the objection yourself and kill it while it is small in your copy, then that is how you are going to do it. If I have to tell someone how to write a sales letter or a sales communiqué or an e-mail in the shortest period of time, the first thing I do is say, “Well, what are the top three objections you get?”

No time, no money, no interest – if you can address those main objections that is actually a good sales letter. The distinction and the key here is that a lot of people start writing copy by writing about the benefits and features of their product or service.

“If you read my book, you’ll find many chapters on improving your relationships.” “Inside the book Improving Your Relationships are three tactics that you can use everyday in communicating with your spouse or partner.”

They start writing about what’s in the solution. They start writing about why the solution is good. The way I summarize it is when people sit down at a computer to do a search online, let’s say they sit down and Google, they don’t type in Tylenol, they don’t type in acetaminophen.

One, they might not even know the word or the name of the medicine. Two, they probably can’t spell it. And three, that’s not what they’re looking for.

They type in their pain word. They type in headache, they type in migraine. When you are writing your copy, you need to write from the position of wearing the shoes of your customer, and they are in some sort of pain, usually. Write from the position of pain.

“Do you have a bad back? Have you tried all the different things? Have you hung upside down in spacesuits? Have you eaten green-blue pills? Have you done this, done that, spent thousands of dollars? If you have, you are not unlike many others just like you who are tired of the pain, tired of wasting their money, time and effort. Isn’t there a better solution? Well, we believe there is...” So start from the position of pain and work toward the solution. I think if you have that mindset, then your copy is going to turn out great.

The Template: A Quick Overview

To quickly review using our example at IWantMyOwnRadioShow.com the pre-headline is: “Over 60.5 million people per month listen to the radio on the Internet as of February 2007. It has changed lives almost overnight because of the ease, speed and profitability of talk radio focused on specific topics and industries.”

There’s the pre-headline, the main headline, the sub-headline, the opening bullet points here.

“Dear Friend, Can you get excited about combining “Credibility and Celebrity” to cash in big-time? Wouldn’t it be amazing to win expert status in your area of expertise or niche and take advantage of all the benefits from your newfound recognition?”

Opening with questions is very powerful. A little further down:

“Have you been struggling to get your name out there? Are you fed up and frustrated spending your hard-earned cash and precious time (that you don’t have) on marketing that isn’t getting the results you want, that isn’t working fast enough or that’s just plain bombing out? If so, you’re not alone.”

There’s that empathy. There’s the explanation of the problem. There’s the, “We understand.” There are others like you. You can join with us and solve these issues together.

“If so, you’re not alone. But the good news is there’s a proven way to more quickly and easily increase your exposure, your credibility, your book sales, your income and your influence.”

There’s a hint at the solution. So that’s creating that fire brigade, there is a solution, it’s easy, read on, where is it? Who’s it for? If you are an author, a speaker, a consultant, no matter what you do, it is for everyone, but you need to write in the copy so people can pick themselves out.

Next we give the 13 reasons why getting our product is the best choice. You can pick the 13 reasons to do what you’re selling, or 13 reasons to have your book, or narrow it down to seven reasons.

Customer Catcher Tip: People often recommend odd numbers versus even numbers, just based on what gets a better result in the feedback.

Look at the supply and demand, the creation, the bonuses, what’s being offered, what’s the value. What’s the value statement here?

“If you’re wondering, “What’s the price of this program?” we’re glad you asked.”

A lot of people are afraid when that question comes up.

“That’s one of the best parts of what we offer. You see becoming the owner of your very own radio show might very well worth be \$100,000.00... \$500,000.00... even \$1 million or more to you over your lifetime.”

See, that’s creating the value.

“For that reason, we had to think seriously about what would be a fair price to offer such invaluable information...\$10,000? Maybe...\$ 5000?”

All these numbers are totally true. Truth in marketing works. If you can present and demonstrate your value, then by the time you get to the price, there should be very little resistance.

Copywriting Mistakes

A great way to learn is by looking at what doesn’t work, and then avoiding doing that.

The first one is a weak headline. The elements of a weak headline are lacking those powerful words, usually verbs. It is about you or your company or a benefit or about your solution rather than about the prospect, their problem, and their pain.

A weak headline may be too short, or may be too long. It is a number of elements that come together that just identify it as weak. Going back to some of Ted Nicholas’ headlines, “The Secret of Making People Like You.” Secret is another powerful word.

“Are you Ashamed of Smells in your Home?” If you do anything psychological – “Are you Ashamed of blank in your Life?”

Some other headline tips for a more effective presentation of your headlines, Ted actually recommends not using more than 17 words. I rarely see longer than that, but usually they are five to ten words, very powerful. Sometimes three words are very powerful.

Use upper and lowercase letters – don’t use all caps, especially online, that is considered yelling. Another headline tip is to capitalize the first letter of each word used.

I use classic typefaces. I use Times New Roman or Arial. Very often, for headlines I use bold Arial, not a sports car red, but a little bit of an Indian red, not a fire engine red, it is one back from that on your color scale.

I’m not a graphic artist, so I can’t give you the color codes for that, but if you look online you can see the colors better there and copy those for your Web site. I mentioned not using reverse type, certainly, where you use the white type on a black background.

Once again, some people like to try putting quotation marks around the headlines. They believe that having a quote – and you don’t put the name of the person at the end of the quote, or your name at the end of the quote. It is just an implied quote with quotation marks. For me, it depends on the headline whether or not to use them.

I don't use italics. I use bold Arial most of the time, usually one or two sizes in font bigger than the actual print type. Use some of the most powerful words such as free, cash, you, finally, announcing.

One of the biggest mistakes people make in writing a weak headline is they try and include more than one idea. Stick to one focal idea, rather than trying to stick three in there.

“Being Rich and Famous” is one. You don't need to add in “Being Healthy and Fit.” You want to keep to one idea. I generally don't use a large photograph or a photograph near the headline because it detracts from the headline.

Some people have shown that online, when you have banner ads or your logo or your picture up near the top, it distracts from the headline and the response rate is lower.

I would definitely check those out. You can do a Google search online and find famous headlines or copywriting headlines. You are sure to find lots of material that you can swipe.

The next mistake is sub-headline use. People that don't use the sub-headline at all is one mistake, but certainly if they don't use a powerful sub-headline. Generally the first headline is the grabber. The second headline is more of an explanation.

The first headline might be, if you are a retailer, “Ladies' Purses 50% off.” So the sub-headline would be “Pick your high quality purse from these fine imported quality goods from Italy using world leading leather.” Just a more specific definition of what it is, in the sub-headline.

The third mistake is the order of the content. Often, people will put up the price before they've explained the value. The value proposition is either missing or not presented or it's presented after they've already presented the price.

The challenge with this context or this syntax here is if you put up the price before you've explained the value, before you've explained the ROI - return on investment - the person will click away if they're online. If they're offline, and it's direct mail, they may just stop reading. This is your challenge.

The next point is if you write “you” over “we.” If you speak more about you, so let's say you mention your name, your company ten times and you only mentioned you, the customer.

The “You/We” ratio should always be greater than one. If you talk ten times about the customer and only twice about you, that's like ten over two equals five, okay, and that's good.

If you talk about the customer and their problems two times and then you talk about you only once, then that equals two. Your copy has to be more about the customer, the prospect, than it does about you.

Even though you were schooled for 20 years, even though you are the author of five books, even though you're the most forward thinking person in your area or your niche, that's not important compared to what the person reading is looking for and what's in it for them.

The “You/We” ratio, that’s you over we, should always be greater than one.

A way to graphically look at this is if you have a sales letter, if you have a brochure, print it out. Take two highlighters, a green one and a yellow one. With the green highlighter, highlight everywhere you talk about you, our customer, you, the prospect, you have this problem, and you have that problem, and highlight it in green.

Everywhere you talk about the company, or we, or us, or how we deliver, how our company does this, how I have done that, then mark it with yellow. Graphically you'll see, is the page mainly green, about the customer and the prospect, or mainly yellow, about you? The more it’s about the customer, the more it’s about the prospect, the more conversion you'll have.

The next big mistake is not using bullets. Bullets allow you to provide more white space in your copy. Some people just use circles, other people use squares. You can use graphical bullets. On IWantMyOwnRadioShow.com you can see there are green checkmarks over top of a circle.

The green checkmark image is positive. It’s a checkmark, we all like getting checkmarks. And the circle just draws the eye and gives the person somewhere to start reading from.

Depending on your nature, let’s say they're all how-to’s. Some people will say, “In the program, we’ll show you how to,” colon, dot, dot, and then “fly-fish in the summer, 2, fly-fish in the winter, 3, keep fishing when there’s a hole in your boot,” whatever it is.

Other people will put the how to at the beginning of each bullet. Generally, I think when you're describing your program and you're closer to the price, you include how to in each line.

Towards the front end, I try to save the person reading time by putting a repetitive statement in the top part before the colon, and then just listing all the bullets.

The other thing with bullets is for scanners; people will skip the paragraph and read the bullets. You can grab them with the bullets. The bullets are easier on the eye, and again, there are different design elements you can do there.

The next mistake is the not leveraging the P.S., or the P.P.S., so the postscript and the post-postscript. Again, I mentioned the importance of that in the template. Some people don’t use P.S. at all.

Other people use the P.S. but they just use it as sort of a nice goodbye that might include a quote. Or they make another general sweeping statement that really doesn’t contribute to conversion to a sale.

The P.S. is place to state the offer again. If you're offering a 30% discount only for the next two days, that goes in the P.S. If you're offering a 200% money back guarantee, then that can go in the P.S.

If you want to divide it up, the P.P.S. and the P.S., in the P.S. you put the offer. You could say, “30% off for the next three days.” In the P.P.S. you write something like, “Plus, don’t forget the first 17 who apply now will also receive these two extra bonuses.”

That’s sort of the kicker if you will. But again, it just extends the offer. It doesn’t start offering new information. The biggest mistake is offering new information in the P.S., when you’re about to leave.

Think about somebody in their house, and they’re walking out of the door. And as they’re going they say, “Oh yeah, by the way, I needed to tell you something about your spouse.” Well, they’re leaving and they’re starting a whole new conversation.

This is not appropriate to end a sales letter or in conversation. You want to make sure that you don’t do that.

It is also a mistake to not provide a risk reversal otherwise known as a guarantee. This extends to not including a strong enough guarantee, not including a conditional guarantee.

What’s the risk reversal? It doesn’t only have to be a guarantee around the money. It could be around time. If you’re offering a sample, “Join us for our first class. Don’t pay until the beginning of the second class.”

Now I’m not risking any money, because I’m not going to pay until the second class. I’m not risking the time of all eight or twelve sessions, whatever it is. “Oh, I’m just going to check out the first class and see if I want to continue on.” You are reducing the risk in the use of time.

The next mistake is to not give your prospect a reason why to you are making the offer. Reasons why is one of the most powerful copywriting tools in any copywriters or marketers toolkit, and this addresses something along the lines of believability.

Let’s say you’re offering a 50% discount, or a 75% discount, or you’re providing this amazing discount, whatever it is. But now they need reasons to understand. “Well, why are you doing that? You’re in business to make a profit.”

Even if we’re not having that open conversation, I’m saying it in the back of my mind. “How can you do that? Why are you doing that?” The most beautiful example of this is the scratch and dent sale with appliances.

We understand it’s 50% off this fridge, 50% off this stove, whatever it is for a microwave. This is the scratch and dent sale. Okay, it’s got a little scratch on the side from when they were shipping it and they can’t sell it off the show floor because it’s not 100% pristine.

I get it, there is a reason why. If someone just came to the corner and opened up the back of the truck and said, “Hey, here’s a fridge, \$500 normally \$1000. Want one?” you’d be thinking, “Okay, where did he steal this from and why is he here?”

A suspicious, confused, prospect will not buy. What are your reasons why?

Even when you talk about the offer being limited to the first 17 people, you need to explain why only 17. Why not a hundred? Well, I can only offer one-on-one consulting to the first 17 people, because I only have so many hours in a month available for one-on-one consulting.

My time is limited by me speaking and traveling, by me servicing my larger corporate clients. Therefore I only have time for 17 individuals to have this service.

Now I have a reason why behind a limited time offer, or the limited bonuses to only so many people. People are asking those questions in their heads.

One of the basic elements of writing copy is to answer the questions that people are already asking in their heads. If you do that, then they feel you're honest and trustworthy and upfront. You're rational if you can defend yourself and handle those objections, you're good to go.

Failing to hook in the opening statement or opening paragraph is another mistake that is often made. This is usually because they don't tell a story. They don't tell something that's relevant. They're not using language that's relevant to the target market. This is really "message to market".

The ones we use in the opening area of our sales letter for the radio included, "13 reasons to host your own talk show." And then if you just read through the bullets, those are the opening statements.

It gives a huge image. "You can make substantial sums of money. Others pay for your marketing. Get a major media coverage. You get more major media coverage. You're paid to speak at conferences worldwide. You're able to attend special events."

"You get invited back to do more radio and TV. Major publisher might want to publish your book. You get free vacations, products, and services."

Your opening statement is going to be the beginning of your message. A weak opening statement hurts your message.

Storytelling courses are always interesting. One of my friends suggests reading kids' fairytale books on a regular basis and picking up the pattern of storytelling, and then working it into your copy.

The Irresistible Offer

A copy writing piece, a sales letter whether it's on a Web Site or a direct mail piece, or even a postcard that wants to get people to go to a Web Site and subscribe to something, is one element.

The offer is the actual part where you get down to Barney's, "Want one?" I want one, and the first question out of the most people's mouths or in their mind is, "Well, how much?"

And this is really sort of where we come down to the offer and what we're going to be taking a look at.

A friend of mine, Mark Joyner, who's done a lot of copywriting, is well known for marketing information products and services, has a book called *The Irresistible Offer*. I borrowed the highlights from him.

If we're going to get somebody inspired enough to take out their credit card or to pick up the phone and call us, to do something, then we really need to have an irresistible offer.

Sometimes when I'm writing copy, that's where I start. I ask the question, "What am I selling? What would be such an irresistible offer that someone couldn't say no to it?" Obviously the ideal is, "Well, what if we could offer it for free?"

Now, sometimes there is an answer to that question. If you have a sponsor, sometimes there is an answer to that question. If you have a high backend product or service and you're writing copy, just to get them subscribed and into your marketing funnel.

However, most of the time, you want to know what's an irresistible offer? How many people do we have to sign up to make this profitable for us, yet beneficial to the people who are participants?

ROI

The first part of an element of an irresistible offer is a high ROI. ROI is return on investment.

Any time anybody takes out a dollar, they're saying, "What am I going to get for this? Am I going to have fun doing it? Am I going to make more money? Am I going to help more people? What's the ROI?"

Essentially, just think about yourself when you take out your wallet, for something as simple as a sweater. It's \$20, \$30. How long is the sweater going to last? Do I have to take it to the dry cleaner? You work out all these things in your mind for what's my return on investment for investing in this piece of clothing.

The Hook

The next one, Mark calls a touchstone. I call it the hook. It's the attention grabber. Some people call it a slogan.

Probably the most famous touchstone is Domino's Pizza. And that was "Pizza, hot and fresh to your door in 30 minutes or less or it's free."

As simple as those words are, they're probably one of the most significant or powerful hooks or touchstones ever written because it really answers a lot of questions.

There are really four questions that come to somebody's mind. That's, "What are you selling? How much will it cost? What's in it for me? And why should I trust you?"

The other question in the back of someone's mind there is, "Well, why are you bothering me?" If you can answer these questions, your sales will increase dramatically.

What are you selling, how much does it cost, what's in it for me, and why should I trust you.

As simple as those questions are, if you can come out with significant answers to those, that will be the key to powerful offers that you can provide.

There are four parts of the touchstone or hook.

The first part is clarity.

The Domino's Pizza thing is very clear. What are they selling? Well, "Fast pizza." It doesn't say tasty pizza. It doesn't say quality pizza. It doesn't say imported pizza. It's just fast, because it was, "Pizza, hot and fresh to your door in 30 minutes or less or it's free."

If somebody comes home from work, they've got a family to feed. They're tired; they know they need something fast and hot. They're going to possibly call Domino's Pizza.

It is important to be very clear about what you're offering and what the solution is.

Next is simplicity.

People often use long, academic words, thinking it's going to add value to the conversation or to the perceived value about what you do. In reality our customers or clients have so much complexity in their lives; they're just looking for simple solutions.

It really should be simple and easy to understand. I shouldn't have to translate words. People talk about rationalizing and generalization, all these 'tion's and 20 letter long words.

I used the word magnanimous at the beginning of this chapter. Why can I not just say big? Keep our thoughts simple as well.

The next characteristic is brevity.

The difference between simplicity and brevity is brevity is about the time factor. Everyone's in a hurry today. So it's just kind of like, "Politely, buddy, keep it short." If somebody telemarkets me, I'm just like, "Bottom line, keep it short."

The final characteristic is immediacy.

It's cutting right to the chase. Rather than start talking about the features and everything, let's get right to it. Here, the time element, it's immediacy of the solution to me. So the customer wants it right away. If they don't want it, great, I move onto someone else.

It really is this sort of immediacy for them to understand they're going to get a solution fast. It is also immediacy for them to make a decision about whether they're going to continue on with you or not.

Clarity, simplicity, brevity and immediacy contribute the elements of a good touchstone.

At Customer Catcher, our touchstone is, "Helping you get customers until you beg us to stop."

What are we doing? Well, we're helping with marketing and customer acquisition. Until you beg us to stop is humor, but implied in that is that it's very successful, and so successful that you're going to not want to apply or sort of turn off the faucet so to speak because too many are coming.

And "helping you" could imply a number of things. The number one thing we want to do with our touchstone is start a conversation, where people go, "Gee, I want you to catch me some customers." Or, "How do you do that?" Or, "Who have you done that for?"

The objective is to start the conversation.

An error people make in their strategy is they try and educate about the whole business in 30 seconds. They try and list the menu of items, of products and services in the first minute they meet somebody.

That's not what it's about. The objective of the touchstone is to start a conversation so they clearly understand what's going on. They clearly have a need. They clearly want to talk to you.

You really want that sort of head tilt when they go, "Really, wow." Or, "Wow, how do you do that?" That's when you know you've got it right.

Test some out. I would say phone 20, 25 of your friends. Put it on your voicemail message. Put it on your Web site. Try it out with people if you're speaking at a live event.

If you are speaking, one of the things I do is I say, "There's four things we can talk about today, this, this, or that." And I have people vote. And the one that they like the most generally, that leads towards my hook.

Show Me the Proof

The first part of an element of an irresistible offer is high ROI. High ROI offer, second is a strong hook or touchstone, and third is believability. Proof is number one here.

What's the proof you have that your product or service works?

If you're a reseller or a dealer, or you're an author or a researcher and you're putting information together, there are three types of proof you can have: social proof, technical, and factual.

The social is the Jones; everyone else in the neighborhood has a pool. You should too.

The technical proof is the number of people who decrease in heart attacks from relaxing around the pool. That's probably not a good one, but I'm talking about pools. If I was saying computers it would be a lot easier.

But let's say I *am* talking about computers and memory chips, and the speed of the computer. I can actually have technical facts and issues that show people why they should upgrade their computer.

Factual is obviously more general, yet still related to probably third party organizations who track information and facts, and then share that information with people.

I'm taking advantage of all three of those things.

Credibility is also important and this will answer the question, "Well, why you? Why are you the person I should deal with verses anybody else?"

For the answer to that question, ask your existing customers, your existing buyers, your existing readers, why did they pick you?

It's funny you're going to get results different than what you perceived they picked you for. So credibility is about your credibility and the different things that you can do.

Endorsements and Awards

Endorsements can make an offer irresistible. Endorsements can come from celebrities or other customers who've used your product or service. They can come from an organization or an association that you belong to that endorses the product.

We all see toothpaste endorsed by the Dental Association for example. That's an example of an endorsement.

High profile customers also make products irresistible. These are what I call marquee customers. So, if you're a speaker or a consultant and you've been asked to present at national conventions for IBM, HP, Microsoft, those types of things, those are marquee customers. If every employee in Wal-Mart wears your uniform clothing, and you provide the uniforms and the dry cleaning services for Wal-Mart, that's a marquee customer. It's generally a customer with a recognized brand name in your industry or in the world.

Your qualifications are also important for making an offer irresistible. This comes down to factual stuff like your education, your years of experience, and the companies you've worked for.

This is probably the curriculum vitae point here. It can be exciting when presented in the right way. But generally speaking, most people aren't as hung up on that as they are just in the feeling of confidence that you can provide the solutions to their problems or service.

Awards and recognition are important selling points. There are a lot awards you can apply for. Surprisingly enough few people actually apply for awards.

Recognition can be from your suppliers if you're a dealer, reseller, VAR in the computer industry.

The opt-in, the companies that you work with and promote their products and services have recognition awards.

For retail locations I always recommend having a wall of fame. If you're a consultant, and you have clients, or coach, or a doctor that has people coming to your location, then obviously you can use your qualifications as well by having your degrees on the wall.

I like seeing customer testimonials as well as those awards and recognitions.

Appeal to Logic

You can appeal to someone's rational mind again with questions. "So if it's going to cost you \$2,000 when your basement floods, isn't it worth spending \$500 to water seal your brick?"

Appealing to their logic, it doesn't have to be on price comparison, but certainly appealing to rational logic.

"So why do I need this brand new Porsche?" I guess I can't come up with a rational, logical explanation for my wife. But you definitely can appeal to people with logic. Don't forget that.

Bringing It All Together

I hope you got some tips and insights in terms of, especially the mistakes that people make.

Keep it real, keep it simple. To write copy, just sit down and start writing it. Create first, edit later. Use testimonials.

Let your customers, if you have existing customers, or readers, or clients, or patients write a lot of your copy. Listen to what they're saying. Capture it, record it, and go from there. Look at other people's copy and swipe things that you find are powerful.

Look at the format online. Look at the graphics and the presentation.

If you're talking about something like payment options, include that in your copy. Tell people all the different ways they can get money to you.

Something related to copy but not specifically about influence and words is have you contact information. Making people feel comfortable that there's a real company behind the copy, an 800 number, a real mailing address.

Those sort of subtle, psychological tips that really help people get going, a link for them to e-mail you, live links in your copy, the use of bookmarks, all those sorts of things.

Customer Catcher Tip: Create a value proposition so that they *already* want whatever it is that you're offering regardless of the price. The thing that we tend to focus on first is the bonuses or the benefits and the features of what we're offering.

Then we have to deal with our fear of, “Oh, am I charging too much? Are people going to pay it?” And then, “Are they going to like what I'm offering? Is it good enough?” That's all our psychology.

I hope this makes you feel more comfortable and confident, either writing your own copy or dealing with people who are going to help you write your own copy.

Chapter Eight

P.U.M.P. Up Your Profits Your Own Customer Catcher Strategic Action Plan

We talked about a lot of different parts of your marketing. We talked about a launch of your product or service, your radio show, your book, whatever it is that you are doing.

Wouldn't it be interesting to actually put all of the things together, the strategies, the list building, the publicity, the referrals, and the copy message? How are we going to tie it together?

The biggest challenge that most people have is implementation and execution. Tied to that challenge is the action plan is too complex and too overwhelming.

You know, the 2-inch thick marketing plan that never gets implemented versus what I like to have is one or two page project sheet. What I use is a mind map.

Jay Abraham, founder of the Abraham Group, Inc, said, "The fact is everyone is in sales, whatever area you work in you does have clients and you do need to sell. Now the best type of marketing is marketing that makes the sale."

Imagine, if you will, someone getting one of your sales letters in the mail and phoning up and buying or going to your Web site and buying without any human interaction.

That is the ideal piece of marketing. That is a premium piece of marketing where you have the ability to actually get the prospect, the client, the customer to take action without further human interaction.

Whether it's a Web site that has audio and video on it or it's a direct mail postcard that drives them to a landing page that has a special one-time offer. These are all types of things you can do.

I've seen marketing where it's just a continual communication, but it's a road to infinity. There is no call to action. There is no asking for a purchase.

Selling seems to be a dirty word to some people and selling feels the most uncomfortable when it's not done right, when it's not helping the prospect make a decision.

If you can focus on buying criteria, helping people establish a methodology of their own for evaluation and purchasing, most of the time they are going to buy from you because you have helped clear up the confusion of deciding between a product or a service, deciding whether or not to listen to your radio show, deciding whether or not to purchase your book.

This also applies if you are a professional or a doctor, whether or not to refer you to their friends, whether or not to continue the services. Whatever it is, you are in sales, and in order to do that you do need a process: A, B, C, all the way to Z, close the loop and get the sale.

Now Steve Jobs, certainly an innovator in the technology industry, famous for starting Apple, coming back to Apple and now we have the iPod and Apple TV and all sorts of wonderful things.

Steve Jobs said, “A lot of companies have chosen to downsize, and maybe that was the right thing for them. We chose a different path. Our belief was that if we kept putting great products in front of customers, they would continue to open their wallets.”

It doesn't matter how good your marketing is, and maybe your sales process, if the product and service that you are delivering doesn't match the expectations that you set up in the end. You are going to have a short life for your business or your product or your service.

We really need to still focus on the quality and improvement, take that feedback. Anytime we have a challenge, anytime we have friction between us and the marketing process or the delivery process, how do we smooth that out? We have to ask ourselves those questions.

Doesn't it make sense to improve, listen to your customers, so you can make the next customer, including those customers who come back to you to buy more, happier the next time around? Focus on quality as well.

Jay Leno, certainly a comedian but also some wisdom coming from this humor, “Give a man a fish and he will eat for a day. Teach a man to fish, and he will eat for a lifetime. Teach a man to create an artificial shortage of fish, and he will eat steak.”

What that's about is the ability to control and influence, maybe not control, but certainly influence decision-making processes by creating situations and environments where decisions are made.

Whether it's painting a picture or story telling, how to use story telling, how to focus on the pain and then you have the solution and then you have the only solution and you are THE solution.

That's what we are going to focus on in this chapter: creating that situation and how we can do that.

Wouldn't it be great if you have a marketing plan and a sales plan, and I'm adding that word in there because again I want you to focus on the asking for the money, asking for them to take out their credit card, make a commitment, and make a decision?

Wouldn't you like to strive for more ease in the sales and marketing process through your personal sales and marketing plan?

I think you can by leveraging the Internet, leveraging all sorts of technology today, testing and tracking, the ability to see what headlines people respond to.

All of those things are available very affordably, some of them even free and certainly at the snap of a finger.

Begin With the End in Mind

Let's start with the objective. Begin with the end in mind. Lots of people get caught up in the excitement of starting a business, starting a radio show, they've written their book, they have a publishing deal, but then they find out the publisher is not marketing the book. How can we market the book, the product, the service, ourselves?

We get caught up in the excitement of, "Well, I need a Web site," and now I call a Web designer. Now I'm talking about a banner and colors and the logo and it's very exciting, and it's a creative process and it's really a fun whirlpool to get caught in.

And certainly being wooed by people who are inviting me to lunches and talking about how they are going to sell your products and services and so on. Offline is enticing as well.

But really what you want to know is what the quantifiable results are? Do you want 20 new clients a month? Are you looking for \$10,000 in sales a month? \$50,000? A quarter million dollars in sales? Is that gross? Is that net? These are really the numbers.

I think it's just as important to look at the number of leads. If you know that you can convert anybody you get on the phone two out of ten times, maybe you can improve that to four or five or six out of ten times.

But let's say you know what your current conversion rate is. Once you have somebody on the phone you have the ability to convert, let's be nice and make the math easy and say 50%. Ten people contact you, you get five new clients.

Depending on the price, depending on the amount of time it takes you to deliver each of those products, if you are a consultant you may only need one client every quarter.

If you are selling books you certainly want to be moving 500 a day. What did Harry Potter just move? Actually, I think they are the first ones to do a million a day.

Those are concrete types of milestones and targets you want to have.

Next is qualitative results, and this is the quality of the customers, perhaps, if you are a consultant or a coach. You've written a book as a lead generation tool. What are you doing to make sure you get the quality of clients that you would like?

I think we all know or have heard of clients that end up making the company lose money. It's 100% your responsibility in setting up the expectations for the prospects as customers and then, two, having the ability to deliver the goods. You certainly want to tie those two things together.

Sales Versus. Marketing

I've mentioned sales versus marketing, and you really need to take a look at the question, "How are they different and how do they work together?"

Well, marketing is really bringing the person to the front door. If you can imagine for a retailer, it's getting them to stop walking down the sidewalk or drive to the mall and come to your store because there's a reason to get there.

It's really getting them there is what marketing is all about. Sales, however, is about closing the deal.

Now this isn't high pressure, reverse close, alternative close, Ben Franklin close, or hammering down on the people. "Give me your money" and putting the pressure on. This is just really the buying criteria.

If you've never purchased a snow blower before and somebody asks you to go buy one, your partner or your boss says, "We need a snow blower." Well, you are going to work with a sales person who asks you the most questions that educate you at the same time.

"Are you in a dry climate or a wet climate? Is your snow therefore heavy and wet or is it dry and powdery. How big of a space are you going to be using the snow blower for? Is it a half a mile long road, is it a driveway, or is it just off your front step and walk because you live in a town home and you could use an electric one?"

You really want to get the buying criteria. What do I need? What don't I need? How am I going to get the most value?

And if you have been in lots of situations where you've met sales people, aren't you attracted to the one who sort of down sells and says, "You really don't need all the bells and whistles, it sounds like you need this," and they direct you to a value-based purchase, not selling you the Cadillac when all you really need is the little zippy car to get you from A to B.

You really want to take a look at your sales steps outside your business and see how you have integrated your sales and marketing. How they are related is marketing creates an anticipation of the experience. Marketing creates the desire for them to enroll themselves in the sales process.

The best marketing is marketing that already has them enrolled in the sales process prior to them phoning you. If someone is phoning you and saying and the first question out of their mouth is, "How much?" then your marketing has not done its job yet.

Marketing is the continual education of people to take action. You continue the education around the product or a service. This is why the Internet is great where you don't have to pay, relatively speaking, to educate people who may eventually be disqualified and never buy from you.

The better your marketing, the more they enroll in the sales process, and then when they phone you they'll say, "I'm just about to buy your product or service, but there are a couple of questions I just wanted to clarify before I give you my credit card number."

Don't you want to be an order taker instead of a fact teller? We all want to be order takers, or certainly I know I do, anyway. You have to know there's ways to do that.

Relationships Are Powerful

How can we put the tactics into a plan? The most powerful thing here is relationship.

What kind of relationship do you seek with your sales approach in personal marketing? And the strategic marketing that I aim for is the hot dog theory of marketing. If you remember, this is where I talked about setting up your hot dog cart outside a stadium.

Somebody else paid for the stadium, someone else pays for the marketing, the professional sports team, to draw all those people there. But if you get a relationship, the permission to have your hot dog cart beside their stadium, beside their event, leverage off that enthusiasm and that event and that's the power.

It's the relationship that gives you the ability to be present where there are customers that you can both share.

Identify Your Target Market

So the marketing part, describing your company, everything you write on your Web site, that's how you wish to be perceived. You want to use those words, use that copy, to identify what your target market or vertical is.

What target market or vertical do you wish to be present? These things you really need to figure out, especially the target market and vertical prior to initiating the tactics. No sense putting an ad in just any magazine if all you sell are waders to fly fishermen.

This is like saving and investing your money in things that aren't going to work. What are the specific actions you actually must take to form the strategy you planned?

My strategy is to sell waders to fly fishermen in the Northeast for a fair value price. I don't want to be shipping nationally. I'm only selling regionally. I am going to use wholesalers so my strategy is regionally based, specific product, in a tight niche.

It's not just fishing; it's fly fishermen inside the fishing industry. Now the tactics are going to start. I'm going to buy an ad in a specific magazine, on a specific Web site. The actions I take to execute my desired strategy and reach my objective.

Where am I going to spend my time? Who am I going to talk to? I'm going to talk to wholesalers who already have a customer base of fly fisher people. I could talk to the bush plane people who fly the pontoon planes in and out of those special lakes and the secret areas.

Certainly at networking events and meetings and all the other regular marketing things, it is important to make contacts that also interact with my target market.

The Mind Map Tool

How do we get started in developing our plan? A great way is through the use of the mind map tool. A mind map is a tool that people use to engage in what I call popcorn thinking. You take a blank piece of paper and you brainstorm on it.

There is software that helps with this process. It is called Mind Manager and you can find at MindJet.com.

A mind map is a fast start marketing plan. This is what I take a look at when I sit down with a client usually and say, "How can we go from zero to 100 miles per hour in marketing in 60 seconds," and it would involve these things.

Utilizing the Internet

You can't have a discussion today without considering being on the Internet. If you don't have a Web site, then most people aren't going to take you seriously.

With your Web site, take advantage of a subscription signup. Using the Internet, you really need to do your list building. Gather that list of people who are raising their hand, saying they are interested in your back pain solution; they need an area where they can sign up.

Now the system I use is www.HandsFreeBusiness.com. The most useful and powerful tool that I use in Hands Free Business is the subscription signup field.

When you first go to CustomerCatcher.com and you see, "Give me a minute and we'll share tips," it asks for a name and an e-mail. That's the subscription box.

Now in terms of what you are going to provide for that, a one-time special report or you can do a newsletter or e-zine, another name for an electronic newsletter fairly well-known now and used by people on the Internet.

If you can sell a membership, even if it's \$7.95 a month or \$22.95 a month, you can sell it right there. Or you want to get their name and e-mail to give them information on a special deal for your membership program then you should take advantage of that.

Take Advantage of Multimedia

I highly encourage you take advantage of multimedia. Flash files are the name of the software now and tools used to compress video, and when you see moving animation on Web sites. As we get more and more people with high capacity, digital Internet connections, Flash is very useful.

Video clips are highly powerful. You can see the face of you or your spokesperson which leads to credibility.

If you have a bunch of video and you want to put some of it online, but you don't want to pay any expensive download and streaming cost, remember there's a free resource for you. It's www.YouTube.com and there are others too! What a wonderful world, yes?

Others give you free unlimited downloading of your video. You just upload them to that site and there you have your professional video!

You can use that and then embed it on your Web site. Without getting too technical, if you go to www.CustomerCatcherTV.com, you can see a video there.

Audio spots are another way to utilize the Internet. If you are doing Internet radio, podcasting, or just having audio files on your site then that's another way to add emotion to your site and your marketing. Certainly take advantage of that.

Again, you can have another company pay for the distribution of YOUR marketing! How about Apple? Thanks Steve Jobs for iTunes. Do a search for yours truly using the keywords "Customer Catcher" or "Martin Wales" to see some fun, audio marketing for yourself.

Write Articles

Next are articles. A lot of people talk about articles and pushing them out, and they don't use enough articles on their own Web sites. The advantages of articles on your Web sites are you are making them keyword rich for search engines.

Search engines have these things called spiders that go through your sites and basically analyze the data and the words on there, so when people type in "fly fishermen waders" they are going to end up on my landing page for fly fishermen waders if I have used keywords correctly.

To help with this, I'm going to write articles about how to maintain the rubber so it doesn't get holes in it, about how to keep my legs warm in a cold stream even though I have un-insulated waders and so on.

Case studies on Web sites are hugely popular. People want to see case studies. These are different than testimonials. Case studies really have the formula of here's a problem, here's a general solution, and here's a specific solution through your client's eyes.

So your client would say, “I had a problem; I would always fall down and break my leg.” The general solution is lower body exercises strengthen legs and support the bone.

The specific solution is coming into my physiotherapy clinic where we teach you using non-mechanical exercise things like big rubber balls and elastic stretching surgical tubes and things like that. That’s what makes our program unique.

Also, do not forget to always include a call to action. The biggest mistake here is that people skip the call to action either within the article, which you can work into the article depending on the editor and how subtly you work it into the information.

Beyond “The Storefront Syndrome”

A lot of people make what I call the storefront mentality syndrome mistake. Storefront mentality syndrome is just having one Web site. Now in some cases this is an appropriate strategy.

However, most of the time for small to medium-sized businesses, independent professionals, coaches, authors, and so on, it’s good to have more than one Web site and definitely more than one way to get to your Web site.

You can have that regular home page, “Welcome to my home page,” kind of mentality but really you want to have more than one. Envision offline a large store like Neman Marcus versus a convenient store like 7-11.

Neman Marcus usually has one big location that might take up half a city block or a whole city block in any given city. On the other hand, 7-11 has many locations throughout the city.

Do you want to be the Neman Marcus and hope they come to that one location, they get to the third floor and they find the brown shoes, or do you want to be a 7-11 type where you have multiple opportunities?

Web sites are Internet real estate. It is an important strategy to have multiple real estate or Web sites on the Internet where people can find you through different means.

On the Internet people type in keywords and they expect to find just what they typed in when they click through on a link in a search engine. Anticipation really needs to be created and added when you are moving along here.

Outside links and affiliates are also helpful. By being part of a community, supporting other people, not always necessarily an affiliate link where you get paid a commission for referring people but just by growing the community, growing the trust and relationship with your audience, you are going to have the ability to do that using outside links.

Affiliate programs for example, Amazon an affiliate program, pay pennies per book, but it’s still an affiliate program. There are other ones that pay 50% or even 100% where you recommend their e-books and so on.

Utilizing Email

Another strategy separate from Web sites is email marketing where you use an auto responder series or a single broadcast.

Auto responder series are a multiple email series, hopefully an intelligent email series that gradually educates the customer, but it can also just be the way that you use the technology to set up your newsletter to go out each month.

With a single broadcast there is a one-time, “Oh, by the way I’m doing a special teleseminar on Tuesday night, check it out, and listen in.” I use www.HandsFreeBusiness.com for that.

Internet Connections

Live hosting, forums and groups, blogs are definitely hot. Bloggers, as they are known, people who blog every day, are being used. Again, integrate your online and offline.

I got a quote from Jay Leno today. He has somebody, Ross the Intern, who does a little comedy bit at the beginning of some of the shows, but he then immediately says, “Go to NBC.com/tonightshow” and you can click on his link and see what he is typing about.

It’s developing a relationship and interactivity with the product and service, which, in this case, is a television show. But you can do it with a teleseminar, with your book, with your business.

Your own affiliate program is another way to build connections in the Internet. This is obviously where you have other people recommend your products and services. The beauty of these things is you only pay after the sales are made.

So if somebody sells your book for you and they sell it for \$40, you don’t pay them the \$10, you don’t pay them until after the money is in your account.

Search Engine Optimization

Search engine optimization: That’s the ability to make your site appear higher in the search engine rankings.

Google, for example, on the left-hand side those are what’s called natural search engine rankings. On the right-hand side is pay per click which we are going to touch on in a second.

But the higher you can get in the natural search engines the more likely you are to increase your sales and your marketing ability.

Link sharing helps with search engine optimization. Link sharing is where you and I know each other and we trade links to our sites. There is no monetary relationship, necessarily. There is just a link capability.

The algorithms and all the wonderful mathematics and invisible things that go on behind search engines do weigh, link sharing, depending on the sites they are linked to.

Because it's a black box and behind a curtain we don't know exactly how that works and people debate about that all the time. I don't tend to focus too much on things I can't control in my business.

I do focus on things I can control. Like referring people to Web sites through link sharing to me is usually more effective than trying to play what they call the "Google dance" in the search engine optimization field.

Online Advertising

Now certainly this is something you need to keep an eye on if you are using a pay per click campaign, and that's where on the right-hand side of the Google page, for example, where you would pay per click.

Now you pay per click regardless of whether the person stays on your site for one second, 30 seconds, or ten minutes. You pay regardless of whether or not they buy from you.

This is investing your money in something that could cost you a lot and not get you a lot of results. Definitely be careful in your pay per click campaigns.

You can limit the amount you spend per day. You can limit the geographies that are advertised to. The best resource that I know for pay per click is Perry Marshall. He is great with Google AdWords and that kind of stuff.

Next is e-zine ads, if you don't have an e-zine but you know someone else who has an e-zine, often these are very affordable text based links inside people's e-mail e-zines. And also you can have text based or banner ads inside their HTML based e-zines as well.

Web magazines, that's where I'm referring to more Web-based information where you can purchase anything from classified ads, display ads, boxes, banners, high rises are those tall thin ones on either side of the Web page. You've seen them online.

If you haven't, definitely get online and check out the advertising available. Banners generally across the top or the bottom are still very effective. Although they take a knocking in the Internet marketing media they could still be very effective if designed properly.

Don't forget, you can use any of those things, digital magazines, e-zines, Internet radio and TV as well. So take advantage of these things. You don't have to be the person in the video. You can hire a spokesperson. You could hire a host for your radio show.

That was a quick overview of how the Internet can work for you. This is a plan, a checklist, a tick machine. Keep these things in mind and prioritize which ones you are going to do first.

Don't Forget, Relationships Matter

Wouldn't you be pleased if your marketing could be on auto pilot online? Every time I make a dollar with a click that certainly motivates me and makes my day. It's stimulating when you can use marketing to make sales and there is no interaction.

Having said that, I must add a caveat: There is a trend today to hide behind the Web site and to try and make the Web site do everything. There is still nothing better than eyeball to eyeball, handshaking business, creating a relationship.

The biggest deals online are made offline. What that means is I still want to meet the person. I still want to see who I am doing business with. I want to see the product or service. We do the handshake, we make the deal, and then the implementation and making it happen.

We certainly leverage the power of the Internet and its productivity and possibility. Even though there's heavy focus on the Internet for marketing, please don't forget the power of the telephone.

Use your voice mail, respond to calls, and answer the phone yourself. All these sorts of things are very powerful today.

In fact, even more so because it has become rare as people do hide behind the Internet, whether they are big business or whether they are a small medium-sized business that just really doesn't answer their e-mail personally or their phones as well.

Formalized Referral Programs

Prior to the Internet I would say formalized referral programs were probably the number one way to increase any business.

If I asked you and you were amongst 100 other business people at an event what is the number one way to get business, 80% of the audience usually says referrals. Yet they don't spend 80% of their time or their marketing investment on formalized referral system.

Formalized means you are focused on it. The referral program is something that you build into your marketing so from the time you first meet a prospect they are aware that you have a referral program.

They are aware that they could benefit from recommending others to your product or service. You need to educate your clients, prospects, business associates, family and friends about your formalized referral program.

In a nutshell a formalized referral program is clearly understood benefits to the customer for referring someone, and it's also clearly understood benefits to the person they are talking to do business with you.

Often the one that comes to mind right away is a discount. The new customer gets a 25% discount off their first purchase and the existing customer who referred you gets 25% off their next purchase.

It is future selling an existing customer and attracting a new one and it's coming out of new sales, so it's not a heavy marketing expense. It doesn't get any more complex than that.

Most people don't execute marketing because they make it complex. They are just not doing the simple things they need to do.

The Master Steps

It is interesting that in ballroom dancing, in martial arts, there are usually six master steps or moves that need to be practiced every day. They are not necessarily exciting. It's just a continuous thing.

In basketball, it would be a free throw shot or a three point shot, taking 100 to 200 shots a day from the free throw line. In martial arts, it is practicing certain kicks. In ballroom dancing, it is the basic cha-cha move.

Whatever it is, we need to get the discipline around those six master steps to really implement.

In marketing, it is formalized referral program and constantly asking for referrals inside your marketing, on your Web site, in your brochures, in your languaging, on your telephone, however you do it, you need to build those master steps in there.

Don't Forget the Byline

An example, of an article that you can write, and that is fairly brief, is one that gives tips that your client or customer would find useful. Always include a byline in any article you write.

The byline is the area of marketing inside the article here. So here is the byline, "Get more free marketing help and tips at www.CustomerCatcher.com."

For an online magazine, bylines are usually live links. People can click right away and go there. If it's an offline magazine, certainly they can hopefully figure out how to get to CustomerCatcher.com.

Whether this is used in a blog, an online magazine, an e-zine, the links are kept live, and that's the payment for writing an article.

There is some copywriting in the byline as well: Martin Wales helps you get customers "till you beg him to stop." Martin is the number one bestselling author featured in Success Secrets of Online Marketing Superstars and the former host of Entrepreneur Magazine's E-Biz show.

Tied into that very small space is brand writing with recognized brand names, Entrepreneur Magazine. Bylines very powerful credibility building tools again through public relations activity or publishing tied to a link with free information.

Bylines are pretty short, succinct and with a call to action as well.

Customer Catcher Tip: A list building tips here, and really probably one of the simplest forms that most people continue to overlook is using their e-mail signature effectively.

Some people do put a marketing line or a link in their e-mail signature, but then they never change it. When you don't change your marketing, when you always keep it the same, people eliminate it. They don't see it any more.

You may be familiar with this if you are reading a novel and the title is at the top of every page, and you don't even notice because after awhile your brain says, "I don't need to pay attention to that. I'm saving time and energy. I'm not looking at that."

It's the same in your e-mails and Web pages. If it's always the same, people won't even bother reading it even though they know it's there.

SAY Your Domain (*Again and Again and Again...*)

Next is obviously stating your Web site domain. Again, this is about integration on your voice mail messages, both inbound and outbound. If somebody calls in, "*I'm not here. Leave a personal message, and I'll return your call promptly. In the meantime, check out free sales and marketing tips at CustomerCatcher.com.*"

That's the inbound when people call you and then outbound the same sort of thing. Calling somebody for the first time or following up after meeting them, leave an URL or a domain name for them to find.

If I only have three seconds I'm going to say, "Martin Wales from CustomerCatcher.com" and nothing else because people are going to find me online. They are not going to fly to the city I live in and come meet me 99.9999% of the time. So definitely make sure you take advantage of that.

Make the URL part of introducing yourself at live events. Number one, a tip as far as live events go, stand up at the microphone, ask a question when you are given the opportunity.

You can be in front of 100s or 1,000s of people and very often those information marketing seminars are being recorded with both audio and video and then resold to people who aren't in the room.

I love that. Think about it. Wouldn't it be cool when you stand up at a mic you are in front of say 2,000 people. That's great! But then they are recording it.

Now they sell the DVDs from that event to another 2,000 people. You've doubled the potential and the profitability of your marketing just by taking that one action.

You have already traveled to the location, you've already invested a few days in that event, why not stand up and take a marketing moment at the same time.

More Ways To Get Out There

Host your own Internet radio show or podcast. Post tips and comments in forums. This is sharing. It is a public relations activity that you do on the Internet.

Offer samples of material of your product, smaller digital products, e-books and so on.

Give testimonials. Now this is different. This isn't collecting testimonials, this is giving testimonials. Give testimonials so that other people have your links and your domain on their Web site or on the backs of their book and so on.

You will see this in the bookstores now. If they are savvy marketers and working with a savvy publisher at least the testimonials will also have a Web site for where that person is from. More useful online where there are live links so people can click right away.

Finally, write a book. If you are not into writing a book at least contribute a chapter or get quoted in one.

Leverage Associations

Associations and groups: Think online and offline. The Fast Start Marketing Plan is focused on things that are cost-effective or free.

One idea is to join existing associations or groups. Another one that people have done very successfully is starting their own associations or groups.

If you can use an Internet site to start an association to band together people, it could be as simple as a writing circle for authors that offer fiction or non-fiction books.

One of the most famous examples of this was an insurance company. What they did was they started a Snowbird Association, and that's essentially the name given to all the people who live in the northern part of North America who travel to places like Florida and California and Arizona in the winter months in the north, and they call them snowbirds.

They started an association that talks about how to drive, RV camps, all the things related to traveling. Hotels that service seniors long term or buying a condo or buying some property in Florida, etc.

They started this association and say you have an associate or an executive director of the association gathers members, sends them information, and it's a newsletter-based thing.

All of a sudden after they had 250,000 members, what do they do? They provide an insurance policy with special rates and promotions for the Snowbird Association.

The day they launched that, which was within a year of starting the association, they are making millions of dollars because the association was the trusted recommender of a product or service. Definitely think outside the box there.

Sponsorships are another avenue and you can have an association or group sponsor your Internet radio show. You can have them sponsor your book. A sponsor doesn't necessarily have to give you cash. They can trade exposure, recognition, credibility, speaking opportunities and other incentives.

Of course certain associations have their own newsletters and articles and, getting into one of theirs, let's take the American Marketing Association if you are a business to business marketing coach.

I believe they have over 800,000 members, so if I was to get one article in a newsletter for that association that would be better than getting in a regional business magazine that only has a circulation of between 50,000 and 100,000.

Your Existing Customers

Next are your own promotions to your existing customers. You want to upsell and cross sell. Doubling your bonuses is something that you can do. If you are a consultant and you offer half an hour you can double that to an hour.

If you have affiliates, for a limited time you can double the bonuses you offer them. You can offer them double commission. I've seen that done very successfully. "For 72 hours we are doubling the commissions."

Really what it does is give a bump in sales. You make lower margins on the initial sale, but you increase your customer base and you motivate your affiliates.

Have a giveaway bonanza for both new and existing customers. That means find things that other people are offering for free that are high value that promote them that you don't have to pay for.

Do you have a loyalty program? What do your customers get for buying continually, regularly, staying with you a long time and those sorts of things? Leveraging an existing loyalty program gives you one of those giveaways.

Other things it could be as simple as every purchase a chance to win a draw. The prizes could be totally unrelated yet exciting, so it could be, "If you buy my *How to Fix a Fan* e-book the prize every month is \$400 in iTunes."

Digital prizes are great. Small electronic things, MP3 players are highly attractive, high perceived value. Or anything you see a magazine subscription giving away, usually they have done their research and those are high response items for marketing as well.

Joint Ventures

For cross promotion with joint venture and partners the execution is usually about finding the joint venture or the right partner.

One of the things that people need to understand is you are not always just marketing to get an end customer who is opening their wallet and giving you their credit card information.

I need you to think creatively about how to use marketing to attract joint venture partners, attract sponsors, profit based marketing.

Could you get excited if somebody was writing you a check for \$10,000 to promote you, and you were making sales and you didn't even have to pay them on commission? That's what I'm talking about.

Use marketing, copywriting, all those sorts of things. Don't just focus on the end customer who is going to say, "Here is \$20 for a book." "Here's \$1,000 for a course."

You need to focus on how to use marketing your Web site to attract those other people who are going to recommend you as well. You just expanded your definition of customer or definition of marketing target.

Customer Catcher Tip: Watch marketing that is going on around you. Step outside your marketing, look at what they are doing and why they are doing it. I continually go by billboards and think, "What are they doing?"

I saw one yesterday that said, "Fly from New York to L.A. on Air New Zealand," but it said AirNewZealand.us, and it was really invisible in the top right corner. The same billboard also said "Fly from Vancouver to Toronto on Air New Zealand" but it said AirNewZealand.ca.

They are spending \$5,000 to \$8,000 a month on a billboard that I couldn't read and didn't understand and was frustrated by.

What's the point of you investing in marketing that's only going to frustrate people who never end up calling you and you don't make any sales.

Direct Marketing

Direct marketing is being overlooked. With the revamping of the mindset with the focus on the Internet, direct marketing should be utilized. The Internet is the most amazing direct marketing tool. It's not direct marketing if you don't ask for the money.

Here is an example of a direct marketing sales letter, “Gold coins – the best way to hedge your portfolio. With the war, with the price of oil, etc., gold is great. Send in this form. We’ll buy two gold bricks for you at this price. We’ll store it for you. We’ll be responsible for the security.”

They handle all your objections. They excite you about the opportunity. They scare you with worldwide war and oil prices and so on. Whatever they do to agitate your pain, and then they get you to call a 1-800 number.

Customer Catcher Tip: Always have a 1-800 number. There are lots of services available that can provide this service and multiple 800 numbers for you. Even local people will dial a 1-800 number perceiving that they are getting a deal.

Human nature is subconscious activity, they will call the 1-800 number more times than not even though they are local through the same exchange that you are.

So direct marketing includes those things. You need to have as many options as possible. Another marketing mistake that people make online is that they only take Paypal. Offline they only take Visa and Mastercard, they don’t take American Express.

They don’t have payment plans, they don’t have financing. They haven’t investigated financing for their customer.

General Marketing Comment

Interestingly enough I still run into people at live events who don’t have business cards, either because one, they didn’t have time, they forgot them, so it’s an organizational thing.

But next is they just rely on their little Web site so much they expect people to remember their Web site name and go to it. Still have business cards. If anything it can have your name and your Web site on it and your phone number.

I have some snail mail addresses disappear so regular mailing addresses disappear off of business cards as we become more sleek and people lean on the Internet.

Fax and voice mail broadcasting: Fax broadcasting sort of got skipped over again. It started getting hot and then the Internet came out. It does work better in business to business environments.

It’s not so hot for people who now receive faxes in their homes and also get digital faxes. It is still effective in a business to business environment and written the right way with the right headlines.

Telemarketing done incorrectly makes a lot of people upset, the people who make the calls and the people who receive them. But telemarketing done appropriately does work today.

Brochures are also something that can be effective. Certainly there are less of them as we save on paper but in the business to business environment I find they still work. They are still good for sending more information to people.

As we rely on digital marketing, it's still nice to get a piece of paper professionally presented, four color, tri-fold brochure. Also, as a referral tool, I think brochures are useful.

Really what you want to have is a whole arsenal of marketing. A huge marketing mistake in planning is that people rely on one thing and these days it tends to be the Internet. They rely on one marketing channel instead of all marketing channels.

If the Internet does go down, who knows, we have a flood, we have freak lightning and electricity storms and computers are knocked out and so on. I have experience being without the Internet for three days for power outages.

You can still meet people. You can still shake hands. You can still make business without the Internet. In the end, as beautiful as the Internet is, let's make sure that you have all marketing channels open.

Advertising

Regardless of the medium that you pick, advertising is and can be a high risk game. If you are going to do advertising the best thing you can do is this: test your headlines and your marketing campaign online.

Use a low-risk medium like the Internet, a Web site, to test the headlines, to test the offer. The offer is a separate part from the marketing. It's the definitive moment in the sales process that all the marketing has led up to.

Take a pay per click ad. Let's say you are thinking of buying an ad in your local newspaper. Buy a pay per click ad, say through Google, and you test the headline, "Seventeen Different Ways to Buy Your First Home and Save Money."

And you test that against another headline, "Special Report on How to Buy Your First Home in 17 Different Ways."

Test your headlines written in different ways. Find out what the winners are, and then possibly invest in display ads in a local newspaper, because now you are paying hard cash, usually more cash, for an undefined advertising and marketing piece.

It's less risky the more you test online then go offline with the ads. You can do the same thing with radio and TV ads if you want to with the proliferation of audio and video online.

Definitely there is still a huge market offline to be reached versus online. Although there is a lot of excitement around the numbers of people online and using online for information, I still

recommend to my clients to use traditional advertising as long as it's done using proven headlines and other marketing offers.

For print ads, try classified ads. One that a lot of people don't use a lot of is called the two-step program. This is where you take out a classified ad in a newspaper.

If you are in the business to business environment, you take out a classified ad in the business section and you would drive people either to a free pre-recorded voice message and/or a Web site. Studies show that approximately 84% of people prefer and would like to hear a pre-recorded message with no live sales person.

People don't feel the pressure of a live sales person who is obviously going to be biased versus their willingness to listen to a recorded message. Here's the rub is it's obviously a biased message but it's not a live person and they respond better to it.

In that live recorded message you can encourage them to call another 1-800 number where they do speak to someone live or you drive them to a Web site where you capture their name and e-mail with that subscription box and/or they speak live to someone after reading your information on a Web site.

National classifieds are actually syndicated classified services that allow you to buy all over a country or internationally, and certainly around North America.

Very often people overlook the opportunity to advertise in suppliers booths so if your suppliers are there, get them to feature you as a case study, get them to invite you to speak in their booth if they have a presentation area.

If they are running the conference and obviously if you can get yourself invited as a keynote, as a presenter at the event then that is always useful.

Teleseminars

Teleclasses, teleseminars, whatever you call them, are starting to be used very creatively in all different industries.

Think outside of sales. Marketing is a continuous process to educate people to take action, even after they become your first time customer. Putting aside from prospect to customer to purchase, how can you use marketing to upsell and cross sell?

You have consumption marketing. Once they buy something you have a teleseminar for everyone that bought this one time, investing in Florida property for retirement, and now you host a teleseminar to go over the materials that they have already been sent.

You can host a teleseminar for your affiliates. If you have developed an affiliate program and you have 100 affiliates, invite them all to a teleconference and motivate and train and educate them to sell your products and services using teleseminars.

The other thing I've seen it used for is a case study presentation, and somewhat of a testimonial gathering but more often for the case study.

Teleseminars can be used to train employees. Very large companies that have multiple employees or high turnover will use teleconferences, and they will use a playback mode to do that so you don't have one person live all the time.

Get Started Today

Outside of the advertising and some of the direct marketing there is really no substantial cost or investment for you to get started today using our fast start marketing plan. Go through the list and check and see what you are doing, what you are not doing, and what order you would like to do them in.

Now that said, the best way to eat an elephant is one spoon at a time. If you are looking at the list and becoming overwhelmed, just narrow it down to the one thing that you know you can do today that's going to get the low hanging fruit and the customers that you want.

What does that look like? Well, it can certainly start as a mind map but take one of those activities, one of those tactics. Let's say an article. I'm going to write one article. It's going to be on the seven steps I need to blank.

I'm going to go to EzineArticles.com and post it. Then do that. Get the small lens, build yourself up. It's that seed marketing, that ability to harvest the results of doing a lot of little things that come together and eventually people say, "I've seen you around. I've seen you on the Internet."

Certainly Google yourself and see how you are doing on your company name, your personal name.

Set your priorities. You can do this based on your lifestyle versus your business. You can do it based on the time and ease of execution of each of the marketing tactics.

So yeah, I'd love to be hosting a nationally syndicated television show on NBC. Well, that's not going to be my number one marketing tactic today but I could definitely take a look at how NBC chooses their programming and production.

If I had to choose two Internet marketing weapons it would be article marketing and joint venture teleseminars. Those are the two most powerful things I have seen working in not just my business but many other peoples' businesses over the past year.

Find those relationships. Find those people that have existing lists, and introduce products and services to those people through your recommended partner. Not a business partner but a marketing partner.

Finally, in execution there is the return on investment. There is a book by Mark Stevens with a rather interesting title. It is called *Your Marketing Sucks*. The theme of the book is every dollar

pays for itself so you do not spend a dollar or invest a dollar in advertising unless you are going to get back at least \$1 but preferably \$10 from every dollar you invest.

Have a Unique Solution Statement

Number one is a bold, unique solution statement. Many companies lack a bold, unique solution statement, or individuals. Wouldn't it be a highlight if you could define to somebody in one sentence what it is that you do and that they are so excited and so interested that they want to spend the next hour with you?

Wouldn't it make sense to come up with that one line, even six words or less, that would entice them to say, "Really? How did you do that? How can I do that? Tell me more."

When you start getting that response, you know that you have your gold unique solution statement. People call this the unique selling proposition or call it the ultimate strategic positioning.

"I help you get customers until you beg me to stop." I don't say I do Internet marketing. I don't say I do Internet radio. I don't say I do speaking. I don't say I do anything. I state the one benefit perceived pain that you want addressed.

"Would you like more customers? I can help you using proven strategies and techniques." Then I can be quiet and usually the person is, "Oh, really? Tell me how?" Now you have permission to engage and get them in conversation.

Make sure the problem you solve and the solution you offer are part of your unique solution statement. My quick 20-second unique selling proposition to come up with that bold, unique solution statement is to fill in the blanks, "You know how . . . What we do is . . ."

I will often say "we" and not "I." I use the royal "we," because we need to imply size or professionalism of the company and the business, whether or not I'm an independent professional or not.

"So you know how grass grows every week and we have to cut it. What we do is we provide a regularly scheduled service so you don't have to worry about it."

How did you come to the solution and why do you offer it? Explain to the prospect how did you come to the solution and why you offer it. You want to write it with the customer in mind.

"We would go door to door knocking and asking people if they wanted us to cut their lawn. What we found was that we had regular repeat customers who we know are going to have lawns that grow every week. We decided we were going to make it easier on our customers and automate the process and set up seasonal contracts, or monthly contracts."

There is a reason why we came up with a solution and it's presented in the light that it came from the customers, not from me saying, "Oh, we figured out a way to make another million dollars and here's how. Please send us your money."

Give a Reason for Action

Rather than just saying, "We've been in business since 1928, we have 25 technicians available around the city to come fix your sewing machine." That's just marketing features. There is nothing enticing. There is no call to action.

Offer a promotion, "Save 25% on your annual tune-up on your Singer sewing machine. If you call now we will offer you 25% off and no site fees. Normally we charge \$50 to just drive to your house for a house call."

Make sure you have a call to action and give them a reason to take action.

Why You?

If somebody doesn't ask you that question, it doesn't mean they aren't thinking it so you have to answer this question regardless of whether it comes up or not in language because it is thought in your customer's mind.

What is unique about me? It all ties back to that bold, unique solution statement. You have multiple years experience; you are used to the industry and bring a fresh perspective.

Regardless of where you are, there is always a way to position yourself to take advantage of your existing situation.

The First Step

Certainly you have a picture of the mind map, but wouldn't it be terrific if we could just figure out what is the first step. What are you going to do today? What are you going to do tomorrow?

Take a moment, and review where you are. It's that magical pause that will allow you to go faster.

Stephen Covey has a story of the two men competing, the two lumberjacks cutting down trees. One would stop, disappear and go into the shed and the other guy would keep going, thinking, "I'm going to win. That other guy is stopping. He's resting. He is a wimp."

Eventually he loses because the gentleman stopping, pausing and going into the shed was sharpening the saw.

You definitely want to make sure you take the pressure off yourself. The first way to do that is to put together a draft marketing plan.

A lot of people won't start things because they want to finish them in perfection. Well, let's start in perfection with a goal to finish in perfection because a draft is nothing more than a presentation of your opinion, even if it is to yourself, to move forward.

Try and take on that psychology plus maybe having a fine glass of your favorite wine or drink while you are doing it.

First thing you really need to do is define the results you are seeking. I can't emphasize enough: start with the objective in mind.

You want five new clients today. You want 20 new leads a month. You want \$50,000 more in gross sales each month. Define the qualitative and quantifiable results.

Next, list all the resources available to you. This is where you should uncover those hidden resources. Who are the people that you know? Who are the people that know the people you know? It grows through networking and your science of networking, those centers of influence.

Do you have special resources of staff or contractors working for you? Not necessarily resources but skills, abilities whether it is HTML or phone skills and customer service.

If you belong to an association, go back to that association Web site or call the association and review all the rights and privileges that you have. Do you have an ability to post a free ad on their Web site? Do you have access to be a contributor to their newsletter?

If you are paying an association \$500 a year to belong to them, why aren't you maximizing your investment? If you belong to even a sports club, do you have the ability to have one of their meeting rooms? Can you hold a live seminar there where you invite your existing customers to upsell them other products and services?

Often when I go through this inventory list with customers they have access to things like that, a free room in their condo building or their social club to make a presentation, and they have never done a live presentation.

They haven't leveraged testimonials. They have a customer base of 200, but they have not collected more than a testimonial or two or they have only been passive. Those are the hidden resources I'm talking about.

List all of them: You time, your network, your physical resources (computers, laptops, whatever it is), your Web site, your link partners, your affiliate program, your affiliate network.

All of these things are resources. If you really sit down, pause, and start writing that creative list of potential power that you have, you will surprise yourself.

Before we go to the marketing battle here we need to identify our weaknesses. What are we not best fitted for? You want to grow your business in a way that best suits your personal style.

If you are not into selling over the phone, then why would you be encouraging people to call you, unless you are going to outsource to people that are trained then that's not the type of marketing you are going to do.

I'm saying use video on your Web site. Well, if you are not happy with yourself or you don't want to be the spokesperson or you don't want to be featured on there, then don't be. Find other ways to do it.

If you do it and you didn't want to do it, it's usually not as effective. People can sense your commitment, your passion through your own marketing, and if you appear in marketing that isn't you and you have that toned down energy because you really didn't want to be there, then don't use that marketing.

Customer Catcher Tip: Get feedback on your marketing, your marketing ideas and your campaigns from a mastermind group that you belong to. If you don't belong to any, I suggest that you find one.

List all the different ways you can market yourself. Go through your own mind map. You don't have to get the software to do that. I believe there is a free trial if you want to do that at <http://www.MindJet.com>.

If you don't want to use the software, still draw mind maps offline. It's a lot more creative process as I'm sitting out on my deck having that fine Merlot and brainstorming on my next marketing campaign.

Break down each mind map into a one page project. If I'm going to do an article, I'm going to outline that article on a single page. I make each tactic a single page project with a time to be finished, a time to be delivered, and the expected results for each map.

Finally, in respect to time, draw a timeline whether you do an Excel spreadsheet or whether you actually draw a linear timeline and write some dates on it. The most useful timeline I use is a monthly calendar where I can actually picture each month versus a full day because then I get myopic and too focused.

Tie in the activities on the timeline. Usually with any technical development like Web sites and so on, things take twice as long, sometimes three times as long as you think they are going to take. This has been my experience for me as well as for my clients.

Draw a timeline and double the length of time for technical aspects. If you are committed and motivated and passionate about what you do, then you are going to be able to hopefully beat your own deadline.

Can you gain from having a clear and concise marketing plan with deadlines? Can you get excited about the sales process and benefit to your lifestyle, to your family, to those around you using as much as possible an automated marketing plan but certainly a strategic marketing plan?

The power of technology, the presence of the Internet, Web pages, e-mail marketing is still significant as well, if you use that ability it should give you that confidence to move forward. Set your priorities and go forward from there.

Appendix One

P.U.M.P. Marketing FAQs

Q: Will you explain what social proof means?

A: Social proof is when a customer might ask “Can I phone other customers that purchased this? Can I talk to other people who have worked with you before?”

They want social proof. When you are flying over a city and you’re coming in for a landing, for example outside of L.A., you see a lot of houses with a pool. That is social proof—keeping up with the Jones’s. It is the same in the buying process. People will do what others do.

Q: Do I have to create everything such as articles and e-books, by myself?

A: You don’t have to do the work. You can find something that’s pre-existing and very easily create something related to your product or service that educates the customer. You can find an expert in the area and interview them. An e-book can be made from the transcription of the interview.

Q: I want things to be “perfect” before I get started. What is your advice?

A: Commit to progress, not perfection. Choose one thing. It always sounds simple when you say these things. But it’s just like, “I’m going to write that email today, that one email. I’ll go to bed happy tonight if I get that one email written.”

Sometimes it is the slightest thing. But it’s just like a log jam in the river in the old days where they used to put logs in the river; one log can jam everything up. You really want to release that log jam.

Q: How do you balance between not overstocking and having a ready supply chain?

A: There is no simple answer to the question. The answer is it depends. Generally most people don’t track well enough to know. One answer is to find a manufacturer who has supply and demand and meets your flexible requirements.

The other thing you can do flexibility wise is have different pricing structures and offer discounts to people who are willing to wait. Not everyone wants it overnight.

Q: How do I go about getting the copy out of my computer and into an e-book?

A: There are people online who you can get to do that kind of work at www.Elance.com or www.RentACoder.com or there is software you can get that is e-book authoring software.

Q: Where do you get a list to send your press release?

A: A service like www.PRWeb.com has a list. They have a free service. The difference between the free service and the paid service is the number of places they send it. Almost all press releases today are sent digitally.

Q: If you interview an expert and you're making an e-book, do you need permission from this person to be quoting them?

A: Yes. But generally speaking, especially academics, they're born to share. They're born to serve the world. You get a Release signed. Generally the release says, "We can do whatever we want with this content once we record it."

Appendix Two

Resources

Article Syndication. <http://www.EzineArticles.com>

Ask Database <http://AskDatabase.com>

Buzz Booster <http://www.BuzzBooster.com>

Customer Catcher TV <http://www.CustomerCatcherTV.com>

Direct Mail Postcards <http://www.CustomerCatcherCards.com>

E-zine Articles <http://www.EZineArticles.com>

Fleming, Shauna <http://www.AMillionThanks.org>

Free IQ <http://www.FreeIQ.com/unlimitedaccess>

Godin, Scott. *Free Prize Inside: The Next Big Marketing Idea.*

Goldmine Software <http://www.Goldmine.com>

Google Groups <http://www.Groups.Google.com>

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Do You Want BIGGER Prospect Lists, More Sales and Constant Cash Flow?



Martin Wales helps you get customers “until you beg him to stop!”

If you’ve been looking to attract more traffic and increase your income using the most effective and affordable strategies and tactics today, then you have to meet Martin Wales.

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Martin’s company, **Customer Catcher Media & Communications**, was selected as a **Bull Marketer** by Seth Godin, well-known author of *Permission Marketing*, recognizing providers of unique and outstanding marketing for their clients. Martin’s media & publicity expertise is featured in *The Success Secrets of the Online Marketing Superstars* and *Guerrilla Marketing From The Front Lines*, both #1 Best Sellers on Amazon. You’ll also find him in *Walking With The Wise Entrepreneur* along with coauthors Suze Orman, Robert Kiyosaki, T Harv Eker, Harvey Mackay and Donald Trump.

He’s a respected author, columnist, Talk Radio and TV personality. He’s the Executive Producer of *PayPal Radio* and hosts Microsoft’s *Your Business*. He’s an original host of the *Entrepreneur Magazine E-Biz Show* too. His expertise has also been featured in *Business Break* and *Catching Customers* on network television.

Martin’s not just a media personality – he’s well versed in sales and business development and continues his work as a corporate advisor and consultant. Starting as a salesman, he quickly became VP Marketing of a \$26 million communications technology firm within four short years. Since then, through his private consulting and coaching practice, he has handled and succeeded with budgets both large and small.

Martin has helped thousands of entrepreneurs, business owners, internet marketers and independent professionals like you. His expertise is published internationally and in MBA programs. Media from national newspapers to leading business magazines seek his insights on today's hottest topics.

For more FREE tips to quickly grow your business today, go to www.CustomerCatcher.com.

"(If you want) ... Personal Positioning that is going to change your career as a professional from good to phenomenally good and make you an independent contractor that is going to have **money gushing in, clients that are raving fans and you're going to have a waiting list practice**. Listen to Martin Wales."

Mark Victor Hansen
Chicken Soup for The Soul coauthor and MEGA Marketing

"Forgive me for doubting you. I **raised my price to over 300%** from what I originally thought it should be. Then I made the offer for my product the way you told me to. Out of 40 callers on the phone, **100% purchased my product**. Martin, you are a marketing genius. Thank you so much."

Rhea Perry
EntrepreneursAtHome.net

"Thank you. Thank you. Thank you! I never thought that within 48 hours, we could set up my teleseminar and present the program! Not only that but also to have the web site and shopping cart ready to go with autoresponders and everything. Your personal touch, along with your expertise, professionalism and ecommerce system, were all critical for me to successfully collect **over \$12,000 in sales from my first introductory teleseminar!**"

JacQuaeline
IntuitionPower.com

"Martin, we now have the killer sales tactics and mindset we needed. By incorporating your ideas, I was able to take my pipeline **from next to nothing to near \$300,000 with 60 days.**"

Kim Hines
TELUS Communications Corporation

"Even in the face of limited budgets, your **innovative methods were very beneficial** to us. As we grew to become a multi-million dollar technology company with three divisions, I remained impressed with your skills.

Your strategies were welcomed and **multiplied our success** with some of the largest computer distributors in the world. Your varied talents allowed you to lead the development and production of our marketing communications, trade shows, interactive CD's, Web site and direct mail campaigns."

Paul Wright, President & Founder
Simplified Telephony Inc.

Martin Wales is one of the brightest minds working on the Internet today...Wildly Creative.
Extraordinary ideas. "

Michael Port
Book Yourself Solid

"Thanks Martin, please let me know when and where your own tape will be available - I'll be the first one there! In the mean time, I'll *'make do'* with Jay Abraham or Tony Robbins."

Marcia Barhydt
Willowtree Customer Service

"Martin's personal energy and creativity were very beneficial to our company in attacking and solving many business issues. His marketing efforts were **key to our success in major North American distribution channels** and in our direct relationships with our Value Added Resellers and dealers. He also contributed to the team in our expansion into international markets.

Martin concentrates his **focus and efforts to maximize results**. This meant effective sales and marketing programs, whether it was an advertising campaign, product launch or distribution event. We were always more than satisfied with the bottom-line results he could achieve with existing resources and sometimes within challenging budget constraints."

Charles Shong
President, Banksoft Canada Inc

"I attended Martin Wales' seminar on "Internet Secrets of a Customer Catcher™ - The **most effective methods to build your business** using the Internet" and found it informative and enjoyable.

Martin presented an information-packed seminar in his usual high-energy, humorous style. The presentation was well organized and covered all the topics that an Internet business needs to know.

This is an **excellent starting point for anybody wanting to grow their business** using the power of the Internet. Definitely, highly recommended!"

Peter Allen
Chairman, ConsultNet