Video 8 - How To Generate

Unlimited Leads for Free

How To Send Direct Mail To 50,000 Qualified Prospects For FREE!

The key to successful marketing is repetition. It's mandatory that you position a compelling message with an irresistible offer in front of your prospects multiple times.

Because of the proliferation in marketing today, experts now say it takes between seven to twenty-one individual contacts or touch points to establish sufficient trust, respect and rapport to get a prospect to buy what you sell.

So how can financially strapped small business owners accomplish this seemingly impossible task? Most of them attempt email solicitations. That's a total and complete waste of time. Just look at your own response to emails. Most of you delete them without even opening them. The only exception to this rule is through the use of joint venture partnerships, and only then if your JV partner has an excellent relationship with their database prospects. Most of them don't.

Believe it or not, the vast majority of the "internet guru's" are reverting back to good old direct mail. Yes, it can be expensive if it's not laser-targeted at your specific ideal client. It's preferable to send out ten mailings to two thousand prospects than to send out one mailing to twenty thousand.

But even two thousand can seem daunting logistically and financially to a small business owner. However, if they're willing to devote a little time and effort to this direct mail marketing strategy, the cost for them to reach multiple prospects multiple times will be negligible.

First, discover your ideal client. This is the client that actually WANTS what you sell versus NEEDS what you sell. I need to have my dentist fill a cavity... but I certainly don't WANT it. On the other hand, no one NEEDS whiter teeth… but most of us WANT whiter teeth.

Can you see the difference in these two situations? Wants are based on emotion and needs are based on logic. Discovering your ideal client depends on your ability to discover the demographic (physical) traits as we as the psychographic (emotional) traits that make up your ideal client.

Second, you must then map out their decision making process. All human beings WANT the best deal. That doesn't mean lowest price, but it does mean the most VALUE for the price. Prospects will pay twice the price of your competitors if they see five times the value for the price you charge them. Prospects decide to buy based on value, so map out what your ideal clients consider valuable to them in their specific situation.

A daycare mother with a 6 month old infant will value a daycare that offers sufficient staff trained to show additional love, care and support for the kids they keep. On the other hand, a daycare mom with a 4 year old child will value a daycare that specializes in offering educational program for pre-schoolers. Wouldn't any daycare mom want her child to be reading at a first grade level prior to kindergarten?

It may be necessary for the business to create new "innovations" to their current business model in order to provide their prospects with value, but for the business owner who accepts that challenge and implements those innovations, they will eventually dominate their market.

Once the innovations are in place, creating a compelling message is the third step. This should be easy to do, since the innovations typically separate the business from all competitors. Writing a compelling message becomes as simple as stating the facts… listing the differences between you and your competition.

There are a multitude of Toyota dealers selling Camry's in a metropolitan area. Not only that, but their competitors also sell a similarly priced model as well. The Nissan Altima and the Chevy Malibu are just two of them. But what would happen if the engineers at Toyota cracked the mileage code and created a Camry that got 300 miles per gallon?

Would that separate them from all of their competitors? Would they be able to charge more for that car than all the others? Would that marketing message be hard to write? Hardly. It would be as simple as this… "we sell Toyota Camry's that now get 300 mpg and they're only 20% higher in price than our competitions comparable models. Want one?" See what I mean?

OK… you now know your ideal client, you know how they make decisions because you know what they value and you have created the innovations so that value can be placed into your compelling marketing messages.

Now use this strategy to get your message out to your ideal clients.

Create a list of additional products and services that your ideal clients favor. If you're a landscaper, your ideal clients would be interested in adding a fence to their yard, or perhaps a pool, stone work, a barbeque pit or a patio deck. They may want their home painted, their bathroom remodeled, their home inspected, install a security system and so on.

NONE of these are direct competitors with the landscaper, but they ALL should be targeting the same "ideal" client. Pick up the phone and call as many of each of these businesses as required until you find one of them (only one) from each type of business that would be willing to partner with you on a direct mail marketing program. You should plan to find a minimum of 10 non-competitive businesses to partner with.

Each partner is responsible for designing a 3 x 5 or a 4 x 6 "minimum-sized" postcard with a special offer listed on it for their business (think Valpak). You will agree to coordinate buying the prospect list from the list broker that fits your ideal client description, arrange the printing of all the postcards, getting the postcards to the direct mail house and scheduling the various mailings over whatever time frame the group decides is appropriate.

In short, you're going to create your very own Valpak business consortium, with you at the helm. Before you contact any potential partners, check out the costs for all of these services and arrange for bulk discounting with the printer and mail house. Know what your costs are for everything. Be sure to look online as there are a multitude of reputable online printers and mass mailers offering bulk pricing.

Typically, you can send out direct mail postcards for around seventy cents each… but that's when you send them individually. You're going to send ALL of your partner's postcards… as well as your own in a single mailing. So if you target 10,000 homes in your area that are your ideal clients, the total cost to mail those prospects one time may be in the area of $5000 to $6000, including purchasing a multiple use mailing list. Naturally prices will vary depending on your location, etc.

By the way, that price should also include the printing and mailing of YOUR postcard as well… and your postcard is NOT going to be a "minimum-sized" 3 x 5 or a 4 x 6. YOURS will be a 6 x 11 full color postcard so it stands out from all the others.

Please note that your partners may also create this same sized postcard, but by stating they are to provide you with a "minimum-sized" 3 x 5 or 4 x 6 card, they will automatically request that size for their mailing. They can always upgrade in the future if they so desire. Most won't, and yours will stand out from the others when prospects open the mailer.

Gain all the partners agreement that you will schedule a minimum of 10 separate mailings for a total cost of $50,000 ($5000 per mailing times 10 mailings). That's only $5000 per business owner, and they can pay that on a per mailing basis.

Ten separate mailings may take 5 months to complete, so that's a $1000 per month marketing budget. Realistically, every business in this consortium could easily expect to gain a minimum of 10 new clients (that's one tenth of one percent ONLY). This is an EXTREMELY conservative figure. Many of these direct mail campaigns average one half of one percent, which would mean an average of 50 new clients. And that's after a single mailing… this is a total of ten mailings. WOW!

By the way, look at YOUR investment in all of this. All you have invested in this entire process is your time and organizational skills and your oversized postcard should pull two to three times more clients than your partners. The partners have covered all costs involved and you have certainly earned your free ride by coordinating this entire process and driving qualified clients to them in droves.

This is a true win-win scenario, especially for business owners with zero marketing dollars.

But here's a second version of this that a friend of mine has used successfully. See what you think.

First, you find out how many people live in your trading area. What you want are the number of residences. The post office will show you how to do a "Dear Resident" mailing. The post office will deliver your "Dear Resident" postcard super cheap if you are trying to hit every household in a certain zip code or set of zip codes.

If you'd like to personalize the carrier envelope, just look in the Yellow Pages under the category "Mailing Lists," and you'll find a list of local companies that can help you. Or if you want one of the big mailing list companies, you might use **Melissa Data** (**www.MelissaData.com**). They're a great company and will help you reach whatever target market you're looking for.

Let's say you find out that there are 55,345 residences in the trading area you want to reach. What you then do is approach other businesses that would also be interested in reaching these same people with a postcard advertisement. Ask these businesses if they would like to spend, say, 5 cents instead of 40 cents or 50 cents to reach a potential customer in their target market.(Only approach businesses that are not competing with yours). Send a letter or email to these businesses that says something like this:

*Dear Mr. Jeweler:*

*I'm sure you know how costly it is to mail a marketing letter to your target market. Even a simple postcard mailing will cost you 35 cents or more for each postcard you send out. And if you mail a letter in an envelope, you'll spend at least 50 cents per letter, even if you mail it at the bulk rate.*

*What I'm proposing is that we conduct a "co-op" mailing. I'm looking to find 12 businesses (none of which are in competition with each other) to share the cost of the mailing. All of our postcards would go into the same envelope.*

*This mailing will be hitting 55,345 homes in the (City), (State) area. But instead of paying a minimum of $20,000 to mail into all these homes with just your mailing, you can put your postcard ad in my mailing for just about $2,250 per mailing (estimate based on current out-of-pocket costs to me). So you'll be hitting a home in the (City) area for less than a nickel. All you then need to do is give me your postcard, or what you would like it to say, and I'll print it for you.*

*I have found this to be the most cost-effective way for me to reach my target market, which is the (City), (State) area.*

*But here's a hidden benefit of having 12 postcards arrive in an envelope. The postcards bundled together are heavy and kind of land with a thud when the envelope is dropped on the kitchen table. This is attention-getting, and actually improves the response to the mailing significantly over what you would receive if your postcard just showed up in their mailbox by itself.*

*So if this is a program that interests you, just give me a call at XXX-XXX-XXXX. I'll be happy to answer any questions you have and give you all the details.*

*I encourage you to call me right away if you're interested, because I'll need your postcard ad by [date] in order to keep to the mailing schedule.*

*Sounds pretty simple, doesn't it?*

*It is. In fact, there are a number of companies that will provide this service for you. They're called "card deck" mailings. Just type "card deck mailing" into Google, and you'll see all kinds of companies come up in the listing. They will do your card deck mailing for you. Your card will be ganged in with all the other merchants.*

*But you can save a lot of money doing these mailings yourself. They're very easy to do. And I believe in the saying that "if you want it done right, do it yourself." It's always best to control the process yourself. You especially want to control who is getting your mailings. Often, the "card deck" mailing companies hit a big geographical area (folks outside your trading area) and they typically include too many merchants in the mailing. So, consider doing it yourself so you can be certain you're only paying to reach those people you want to reach.*

*Also, you can gang together more than just postcards in an envelope. You can also send fliers, letters and other advertising materials. Also, most "card deck" mailings arrive in clear shrink wrap. It's better if your mailings arrive in envelopes.*

*But whether you do it yourself, or use a company that specializes in card deck mailings, this is a very cost effective way to advertise a business if you're trading area is local.*

*But there is one key you need to be mindful of to make this kind of a mailing work for you. You need to make sure your message stands out from the other messages (postcards and ads) in the package.*

*I recommend that you say something like this on your postcard:*

*Dear (City) Neighbor,*

*I have a way for you to buy a home in Pittsburgh with no down payment and at a low interest rate.*

*If you'd like to learn more, just call****XXX-XXX-XXXX****to listen to a free recorded message that will give you all the details. You can call this recorded message hotline any time of the day or night, 24/7.*

*John Jones*

*Your Friendly Realtor in (City)*

Now this postcard will really stand out in your co-op mail package. Most of the other postcards will be produced by, frankly, moronic ad agencies. They'll have the four-color art. They'll have the starburst graphic that says "10% discount if you bring in this card."

**But not your card.** Your card will stand out because your card will be in simple black and white. And you will use a courier font. All the other cards will probably use four-color art and will be created by a graphic artist. Some of your co-op partners won't have an ad agency. They'll just create their own cards, and their cards will certainly be a lot better than the cards produced by an ad agency. But their cards still won't be as good as your card because you now know the trick of how to make postcard mailings work.

It should go without saying that you should not offer this opportunity to your competitors -- only those in other businesses who want to reach the same people in your trading area.

You can now actually make money in two businesses.

You will make money on the business you're promoting in your mailing -- that is, with your own postcard. And you can make a lot of money selling postcards to your co-op mailing partners. Just mark up the cost 15% or so -- not so big a mark-up that your co-op partners resent your profit. A 15% mark-up to compensate you for your work and initiative is certainly reasonable, and you'll still be under-pricing the big national "card deck" mailing services.

You can start mailing these co-op mailings once a month, and then maybe move to once a week. I think you can see how you can make some great money at this. If you've got some ambition, working this system up to a point where you're mailing 100,000 card decks and other co-op mailings per week is no big leap.

I know people who are organizing co-op mailings like this that are mailed to millions of people every week.  You can do the math on what you could make on this if you just mark up the cost 15% to your co-op mailing partners.

Of course, nothing will work if you don't work it.

I don't promote "too-good-to-be-true, get-rich-quick" schemes. Getting this system up and running will take a little oomph on your part. So go out there and grab the brass ring.

At a minimum, use this little trick to conduct direct mail marketing campaigns for no cost to you.  It's not at all hard to find 10 to 12 businesses that will be more than happy to jump in with you.

When you become a member of The Profit Catapult Business School, here is what you will have access to:

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* Overcome any financial distress you're presently experiencing
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* Develop & then apply the proven marketing fundamentals that build multimillion-dollar businesses
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The only thing left to do was to price it so all small business owners could easily afford it…even financially distressed business owners. So, I did exactly that:

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