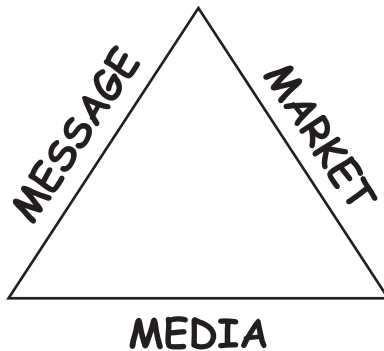


New Marketing Technologies



Some of the newest technologies offer tremendous opportunities for creative marketers. Here are my favorites.

The Nonthreatening First Contact

A prospective customer or client sees your ad or receives your mailing and is interested but, for one reason or another, still reluctant to call you directly and ask questions. Why not offer this person an option—a nonthreatening first contact. There are voice-mail services and systems

that will play recorded messages of any length and, if desired, take messages or, at the caller's option, which is indicated by pushing a number, transfer the caller to your main number.

Using one of these recorded messages, you can advertise that main number and give people the option of hearing additional details. Using recorded messages, you can make this information accessible 24 hours a day, 7 days a week. Using recorded messages, you can run smaller ads, thus saving money.

Let's take the auto repair shop owner who wants to advertise in the newspaper, but can't afford to run ads big enough to tell his story. So he runs this relatively small ad:

***BEFORE YOU GO ANYWHERE FOR AUTO REPAIRS:
FREE RECORDED MESSAGE REVEALS
FOUR SECRETS TO GETTING YOUR MONEY'S WORTH
CALL: 555-0000***

My client Craig Proctor, for more than ten years one of the top ten RE/MAX real estate agents in the entire world, pioneered the use of such free recorded messages in his profession, and today, thousands of agents use his ads and recorded message scripts. Successful users of my kind of marketing in many other industries—chiropractic, dental, carpet cleaning, home remodeling, travel, business opportunities—use free recorded messages as well. The leading vendor providing toll-free numbers, recorded messages, transcription of leads and related services is Automated Marketing Services (AMS); you can get the company's information at www.findmeleads.com.

Resource!

Automated Marketing Services has provided a lengthy report, "How to Attract and Capture More Leads, Prospects or Customers and Totally Automate Your Marketing," free to everybody enrolling in the free 12-Week Ultimate Marketing Plan Course delivered by e-mail, at www.UltimateMarketingPlan.com.

Tele-Seminars

For a number of years, people like me—speakers, business coaches, consultants—have routinely used tele-seminars or tele-conferences not just as a means of delivering information, but also as a highly effective and efficient means of selling products and services. But I’ve had considerable success encouraging others from diverse businesses to use them, too. Chiropractors, dentists, financial advisors, and many others periodically invite all their unconverted leads to an “informative” tele-seminar, where they present information, interview individuals providing testimonials, and answer questions.

Selling via tele-seminars has three great virtues. First, it’s very efficient: you can talk to fifty people at a time instead of one at a time. Two, there’s safety and anonymity for the listeners, so it is a much less threatening next step for them than is talking or meeting one-on-one. Third, it can even be automated; a tele-seminar conducted live can be recorded and replayed as if “live” again and again.

Smart Ways to Use the Internet

The Internet is a horribly overhyped area of opportunity. But I can suggest several tested, proven, practical, and almost universally valuable uses:

First, create a Web site for your business, not so much as a means of acquiring customers via cyberspace, but as a customer service, education, and information center. For example, I helped one manufacturer cut down incoming calls from customers with questions about assembly, use, and troubleshooting by nearly 40 percent (saving more than \$100,000.00 annually in staff expense) by putting answers to all the commonly asked questions along with diagrams, etc., on a Web site that is accessible free, twenty-four hours a day. You can even make a portion of your site “access restricted,” for customers, clients, subscribers, or “members” only, adding mystique to your marketing, and adding perceived

value for your clientele. A restaurant could do this with “secret recipes” and special VIP offers; a clothing retailer, with etiquette and fashion tips and special offers; and so on. Of course, you’ll also want a promotional area on your site designed for new customers, and you’ll then want to add your Web site address to your advertising and marketing materials.

Second, begin collecting and organizing the e-mail addresses of your customers and collecting the e-mail addresses of visitors to your site.

With this list, you can do virtually free, pushbutton marketing anytime you like, as often as you like. You can send out an e-mail newsletter to your customers, or other information, such as tip sheets.

Let’s say you have a rather ordinary business; heating and cooling repair, for example. Here are a few of the things you might transmit by e-mail to your customer list:

1. Prepare for winter/prepare for summer info
2. Insulation and energy efficiency tips
3. Long-term weather forecasts gleaned from Farmers’ Almanac
4. Special offers for seasonal checkups, maintenance plans
5. New-product information

Exhibit #13 is a simple example from Bill Glazer: a weekly e-mail sent to thousands of customers of his menswear stores. He keeps it brief and simple, in question-and-answer format.

Third, in seeking publicity from the media, being able to fax, e-mail, or mail *very* brief, provocative news releases that refer the recipients to your Web site for more information is very useful.

Everybody in the media is online. And, bluntly, they’re lazy, so if they can research a story without leaving their chairs, believe me, that’s the way they’re going to do it. If you go the route of writing articles for publication in your industry journals, you can even post a whole collection of them on your site, and invite any publication to download and use whatever it likes.

Exhibit #13

Kendra Jo Murphy

From: Gage Menswear
Sent: Thursday, October 14, 2004 12:32 AM
To: kendra Murphy
Subject: kendra, French cuff dress shirts....

Hello Again kendra,

Your weekly fashion Q&A and money saving opportunity from Gage Menswear is here...

Q: What does the Menswear Maven think about French cuff dress shirts? M.S., Severna Park

A: Don't miss the chance to add some intrigue around your wrists. French cuffs and cuff links they demand are an instant class transfusion. Unfortunately, most men wear them only at very formal or black-tie events where everyone else will be sporting them as well. Instead, break our from the herd and wear them when nobody else would dare. This doesn't mean at the PTA meeting: but the office will be just fine.

Join Our Repeat Rewards Program and Save Every Time You Shop!
Sign-Up For FREE-No Strings Attached
For directions and store hours click here:
<http://www.gagemenswear.com/>

Notice: You are receiving this e-mail because you requested notification of money saving opportunities at Gage Menswear or because you subscribed (or someone subscribed with your address) when you were in the store. We have the following information on file:

Name: kendra Murphy

Email:

Click the link below to stop receiving these tips and updates:

Here is a summation of my recent advice to most business owners about the Internet: Do NOT be seduced, do NOT buy into the hype and expect miracles or invest inordinate amounts of time or money. Do NOT let the Internet take away from your commitment to more reliable, predictable, results-measurable advertising and marketing media. But DO get involved. At whatever pace is comfortable for you, begin learning about the Internet, getting your business on the Net, and experimenting with practical applications like those I just described. Proceed calmly, deliberately, strategically.

With that basic advice dispensed, I've also provided you with a new bonus chapter following this one, from one of the most respected and celebrated experts in Internet marketing, Corey Rudl of the Internet Marketing Center. Corey has made millions via multiple online businesses, beginning humbly and simply with a site selling information about how to intelligently buy a car. At present, he attracts over 1.6 million visitors to his Web sites every month, and all of his Web sites and Internet businesses combined produce over \$40 million a year in revenue. I might mention that Corey rarely puts in any time in his office. In fact, it is in Vancouver, British Columbia, and he spends most of his time on the beach in California or traveling to race cars.

Thousands of entrepreneurs have launched online businesses and thousands more promote their offline businesses online following Corey's strategies. Step 13, provided by Corey, could prove extremely valuable and maybe even liberating!

Also, I've secured some advice for you about online advertising from my Gold/VIP Member Perry Marshall, the smartest person that I or any of my clients have ever found when it comes to Google AdWords.

Every day, half a billion—that's billion, with a "b"—searches are done on the Internet, each one a specific request by someone trying to answer a question or solve a problem. The number one search engine used is Google. And you can advertise on Google. Here's how it works:

Let's say you sell cordless phones. Go to www.google.com, click on "advertising programs," and open an AdWords account. You write an ad, then pick a list of keywords that trigger the ad to appear—such as "cordless phone." You set a bid price, which is the maximum price you'll pay for a "click" on your ad. Ten minutes later, your ad starts to appear, driving traffic to your Web site.

Resource!

Perry Marshall offers a free tutorial on Google AdWords, which teaches how to use this medium, how to reduce costs, how to do market tests, and common beginners' mistakes to avoid. You can sign up for this free tutorial at www.perrymarshall.com/google.

Underneath this simple explanation, there's a very sophisticated game of keywords and bidding strategies, and the rules seem to change daily. There's also terrific opportunity to quickly and cheaply test different ads and offers. That's where Perry Marshall comes in. He's a consummate player of this game, optimizing response for his clients and teaching others how to do it for themselves.

One of the most interesting aspects of Google advertising is how small changes in these tiny, brief ads make big differences. Here are actual split-test examples provided by Perry Marshall:

Ad #1—0.5% response

Active Summer Camp: Kids develop learning skills in a fun filled learning environment. www.SuperCamp.com

Ad #2—2.0% response (400% improvement)

Active Summer Camp: kids develop learning, listening and communication skills at active camp. www.SuperCamp.com

Another, for business-to-business:

Ad #1—0.1%

Popular Ethernet Terms. 3 Page Guide—Free PDF Download.
Complex Words—Simple Definitions. *www.bb-elec.com*

Ad #2—3.6%

Popular Ethernet Terms. Complex Words—Simple Definitions. 3
Page Guide—Free PDF Download. *www.bb-elec.com*

In this case, in Ad #1, the “thing,” the offer, was first, the benefit second. In Ad #2, the benefit was first, offer second.

The third, and last, example:

Ad #1—0.8%

Simple Self Defense For Ordinary People. Easy Personal Protection
Training. *www.tftgroup.com*

Ad #2—1.3%

Simple Self Defense For Ordinary People. Fast Personal Protection
Training. *www.tftgroup.com*

The only difference: easy versus fast.

One of the truths about marketing, and certainly about direct marketing, is that the best answer to any and every question is: test! Perry’s methods coupled with Google AdWords offers a fast and cheap testing ground for a lot of marketing messages.

More Will Listen Than Will Read

As a consultant, I’ve developed “audio brochures”—promotional audio-cassettes or audio CDs—for franchisors and business-opportunity marketers, service businesses, ad agencies, investment counselors, newsletter publishers, planned-community developers, politicians, and

dozens of other marketers. In the multilevel marketing industry, more than 2 million copies of the audio brochures I've created have been distributed. A well-done audio brochure offers a number of important advantages, notably these:

1. Many More People Will Listen Than Will Read

Right now, about one-third of all adult Americans are functionally illiterate, and that number includes both blue-collar and white-collar workers; both dropouts and college grads; both men and women. I once worked on a TV infomercial starring *Lethal Weapon* actor Danny Glover promoting an adult literacy course and have had the opportunity to talk with many illiterate adults as well as some of the experts in this field. I can tell you that this is a problem no marketer can afford to ignore. There's also a convenience factor at work here: We are a very busy society and many people will not invest their time in reading a solicitation. They will, however, listen.

2. High Perceived Value

Recipients value an audiotape or CD—it is not “junk mail” or just another brochure. People are unlikely to discard it without listening.

3. Control of Your Presentation

It's difficult to skim an audio presentation. Most people listen to it from beginning to end. You control the order in which they get your information. You can deliver it with voice inflection, enthusiasm, and even music and sound effects.

4. Ability to Deliver a More Complete Presentation

An audio brochure can deliver about 250 words a minute; that's 2,500 words in ten minutes, and 7,500 words in thirty minutes. Prospects will listen to ten-, twenty-, and thirty-minute audio messages—it's much tougher to get them to read 2,500 to 7,500 words!

5. Repetition

Our own experience and that of our clients indicates that many prospects listen to an audio brochure several times and then respond positively. You might say that they are getting themselves sold, at their own pace.

A good audio brochure can be professionally recorded and produced for under \$1,000.00 in nonrecurring costs, then duplicated for sixty cents to \$1.00 each.

Video Brochures and Infomercials

The most powerful medium on earth is television. Want proof? Monica Lewinsky's two-hour TV interview by Barbara Walters not only shot Monica's tell-all book to the top of the bestseller lists, but in a rather odd demonstration of this media's influence, it made the brand and shade of lipstick Monica was wearing the number-one selling lipstick in America overnight.

HBO had a comedy series called *Dream On*, in which lead character Martin Tupper thought in soundbites and images from all the TV sitcoms and movies he watched while growing up plunked in front of the set for hours each day. He responded to just about every event by seeing and hearing a clip from one of the old shows. It was a clever premise and a very funny program, but it is also a powerful reminder of just how much we are influenced by television.

Because we are conditioned to watch talk shows for information and entertainment, a unique advertising medium—the thirty-minute-long infomercial—has turned into a multibillion-dollar industry relying on the talk show format to sell everything from self-improvement courses to car polish.

I've been involved with the production of nearly a hundred of these infomercials, many featuring Hollywood and sports celebrities, and can attest to their incredible power. Shows I've worked on, such as those for Acne-Statín and Proactiv, which are both acne treatments, have literally created huge brands and businesses that have reach far beyond the TV screen.

There are opportunities for smaller businesses, too. For local or regional marketers, infomercials can be aired on local broadcast stations, local cable operations, and regional superstations such as WGN. A local chiropractor has a show he produced for under \$10,000.00 that airs in a local market at \$500.00 to \$700.00 per half hour—with an average payoff of two to three times his media cost in new patients. I produced an infomercial for an Arizona gubernatorial candidate who aired it repeatedly on local broadcast stations throughout the state to get his message out—as well as to raise funds directly via an 800 number advertised on the show. While I can't claim it got him elected—he lost the primary—it did garner a significantly larger vote than he would otherwise have gotten, and it did raise funds. It's now my conviction that given a less controversial, less damaged candidate, such a show would have paid for its media time in direct contributions, dollar for dollar, thus giving the candidate free advertising. I believe you'll see infomercials growing in use for political campaigning. My friend and colleague, Lee Milteer, has played the host in a series of infomercials produced and aired by a group of Virginia Beach cosmetic surgeons, and the shows have created so much business that they can be aired only in short spurts, then rested. Car dealers, travel companies, charities, and an ever-increasing variety of marketers are finding ways to profit from infomercials.

The infomercial duplicated as a video brochure is also proving immensely successful as a recruiting tool for multilevel or network marketing companies, and as a sales tool for car manufacturers, computer companies, health-care practitioners, seminar marketers, and a seemingly endless variety of other businesses.

Resource!

If you are serious about producing a highly effective video brochure or infomercial, I invite you to contact me personally for assistance or referral to appropriate experts and vendors. Turn-key budgets that include my involvement in writing and producing the infomercial or video run from \$100,000.00 to \$300,000.00, depending on specifics, and whether or not a celebrity host is utilized. To contact me, fax 602-269-3113.

One such video brochure that I produced for a client is an infomercial-format presentation for a company that builds, sells, and installs backyard sheds, The Shed Shop, in northern California. The video itself features testimonial interviews with different shed owners, at their homes, showing off the sheds and the different uses they make of them—a pottery workshop, a home gym with exercise equipment, an artist's studio, and, of course, storage. Sending the video out with the other literature mailed to prospects responding to the company's advertising has produced not just one, but three positive results: improved response, measured by the number of prospects who come into show rooms; two, improved conversions, measured by the number of prospects converted to buyers; and three, support for higher prices.

Telemarketing by Robot

One of the most exciting, productive, and low-cost media to have come along in years is voice broadcast. For pennies per delivered call, you can have what sounds to the recipient like a personal phone message, delivered to hundreds, thousands, or tens of thousands of customers with the push of a button.

These work best when they fool the recipient, so you have the service bureau deliver the message only to answering machines and voice mail; it hangs up if a human picks up the phone. Here's how it works. You come home at the end of the day and find four messages on your machine, light blinking. Here they are:

#1: Hi, this is Bob. I just got a satellite dish installed. Want to come over and watch every NFL game this Sunday? Call me.

#2: Hi, this is Charley. Can I borrow \$100.00 until payday? It'd really help out. I lost \$300.00 in a poker game and Carol doesn't know. I'll pay you back. I swear.

#3: Hi, this is Hal, your dry cleaner. Sorry I missed you. I wanted to let you know about a special sale just for our VIP customers, starting

tomorrow. You won't see it advertised anywhere. You can bring in drapes, bedspreads, furniture covers, throw rugs, anything like that and get one item dry-cleaned free for every two you bring in. This is only for you, and only tomorrow through Monday. Oh, and I've got a coupon for a free Subway sandwich for you, too.

#4: Hi, it's me. I'll be home late. Go ahead and eat without me.

Here's what's very important: You can't tell that call #3 is any different than #1, #2, or #4. You think Hal the Dry Cleaner called you personally.

A legal note: There are laws about this, as there are for all kinds of telemarketing, robotic or not. Generally speaking, you can make these kinds of calls to your established customers, and under certain circumstances, you can make them to prospects who've requested information from you, but you can't make them en masse, "cold" to people with whom you have no relationship.

One of the best users of these kinds of calls for a retail business is Bill Glazer. He's used calls in his voice, and then, as his customers caught on, began using celebrity-impersonated voices to deliver his calls as "Elvis," "Bill Clinton," and others.

Resource!

I've arranged for you to hear actual samples of a number of these voice broadcast calls at www.instantvoicepromotions.com. This is a great opportunity to learn more about a terrific marketing medium you may not have used—one that could be a key to huge sales increases!

Broadcast Fax

For the past handful of years, one of the most productive and profitable marketing tools the majority of my clients have been using is broadcast fax. Unfortunately, recent changes in laws, as well as instances of civil

litigation, have all but ruled this out as a medium for contacting people you lack relationship with or don't have permission from. However, most of my clients are still able to use it a lot with their own customers, clients, members, and with prospects they obtain permission from. You should check with your lawyer, with the Federal Trade Commission at www.ftc.gov, or with other resources about your particular applications.

Here are some examples of very productive uses:

- **Restaurants:** weekly specials and events calendar; seasonal promotions for holiday parties, catering, etc.; coupons sent to regular customers.
- **All Businesses:** an offer with an impending deadline. We've had great success with what I call "countdown faxing," which delivers a different fax each day, day after day, three, four, or five days from a deadline. Headlines saying "Only 5 Days Left," "Only 4 Days Left," "Only 72 Hours Left," "Only 48 Hours Left" are prominently emblazoned across the top.
- **Reminder Notices:** for people who've registered to attend a tele-seminar, seminar, or meeting of some kind. You can deliver a reminder notice precisely timed—the day before or the hour before the event.
- **Timely Information:** fast, even same-day response to current news events. For mortgage brokers and Realtors: an interest rate change. For a sporting goods store: a promotion tied to who won the Super Bowl or World Series, sent minutes after the game.

Resource!

Companies that can provide voice broadcast and fax broadcast services can be found in the expanded Resource Directory at www.dankennedy.com. The vendor most used by my clients is Automated Marketing Solutions (AMS), at www.findmeleads.com.
