

February 2008
Volume 3, Issue 2
Price: \$99.00



Information Marketing

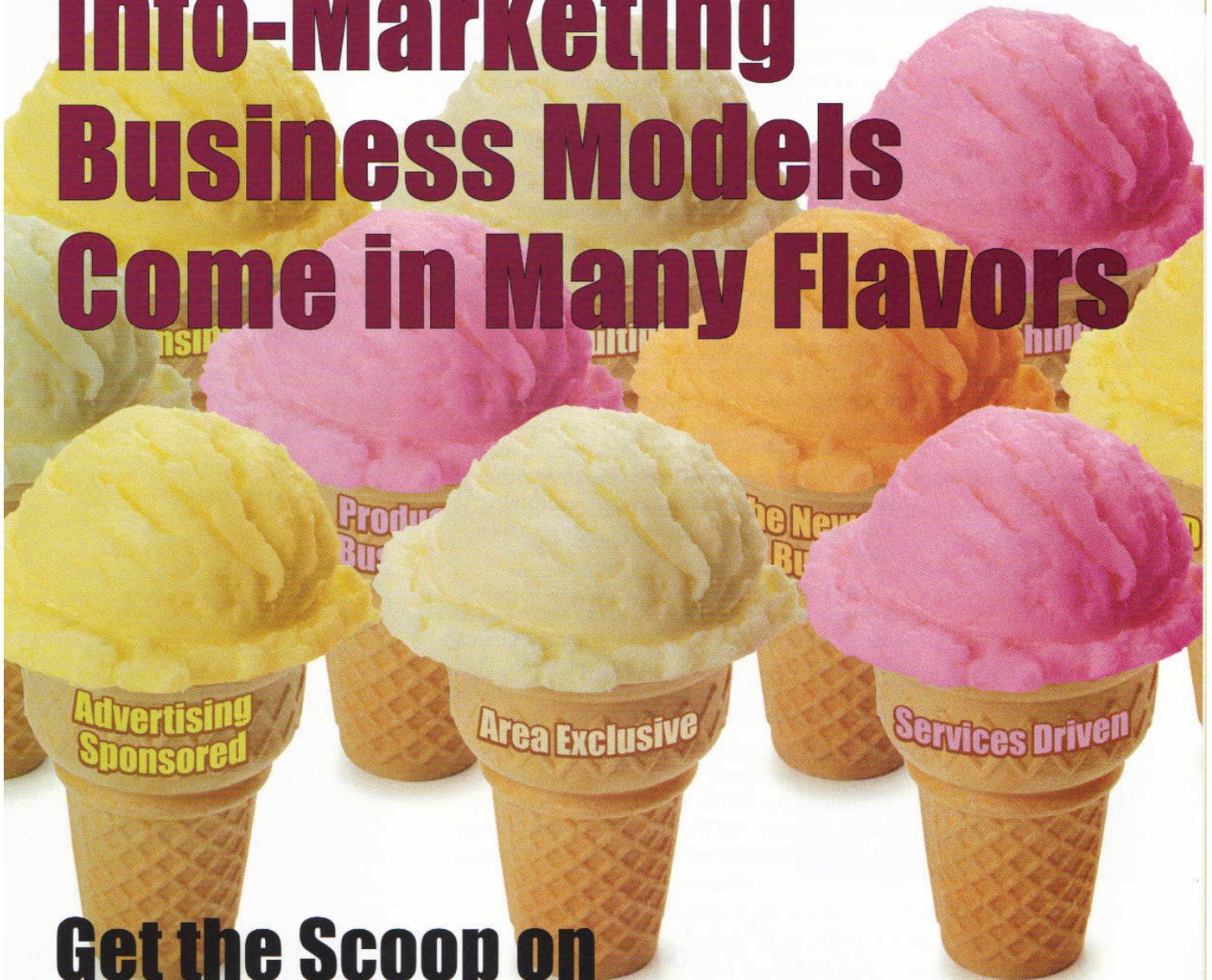
Insiders' Journal

INFORMATION MARKETING
ASSOCIATION

The latest on the information marketing business • The official publication of the Information Marketing Association

BEST BUSINESS PRACTICES OF THE MOST SUCCESSFUL INFO-MARKETERS AROUND THE WORLD

Info-Marketing Business Models Come in Many Flavors



Get the Scoop on Three Examples Inside

INFO-MARKETER PROFILE: Jim Palmer – The Newsletter Guru

The 'Newsletter Guru' Sets Up a "No Hassle" Way to Produce Customer Newsletters

Jim Palmer was 22 years old, a new dad and working as a manager in a bicycle store. He made money when the store made money, since he was paid a bonus on profits. "Bikes have very low profit margins," Jim explains. "The highest profit margin is in bicycle clothing, but in 1982, the only people you saw wearing those tight, black bicycle shorts were either serious or aspiring racers, because it just wasn't popular. But everybody wears bike clothing now."

Jim helped that trend along by starting a newsletter for bicycle enthusiasts. He gathered the mailing lists of all of the bike clubs in his area. "It was a long time ago, way before I had ever heard of Dan Kennedy," he smiles. "I wrote the newsletter in a very conversational tone as if I were talking one-on-one with a customer."

Maybe it was the influence of being a new dad, but Jim connected with his readers and convinced them that they should wear those skintight shorts with those big pads in the back: "It may feel like you have a diaper on, but you are going to ride for four hours instead of 20 minutes," he explained to everyday bike riders.

Jim's no-nonsense, casual tone won people over—and sales of bike clothing went through the roof. "In 1982 or 1983, the typical bike shop might have sold around \$8,000.00 a year in clothing, which is what we did, but a few years later, we were selling \$100,000.00 in clothing."

Some years later, Jim went to work for a national franchise, producing the company's newsletter in addition to other marketing and operational responsibilities. He rose through the ranks and was promoted to director of franchise operations.



Jim Palmer learned how to use monthly newsletters to generate sales. Now, he uses that knowledge to publish monthly newsletters for a variety of business niches. His customers can benefit from Jim's years of experience without having to learn how to create and publish newsletters themselves.

"My promotion to director was conditional," Jim laughs. "The last thing the CEO said to me was, 'Jim, I have one prerequisite of you accepting this position. You have got to keep doing the company newsletter.' Of course, I said yes!"

Jim used the newsletter to help promote franchises. "Our company spent \$100,000.00 to \$150,000.00 a year prospecting for franchisees in *USA Today*, *The Wall Street Journal*, *Entrepreneur* and other business publications. Every prospect that called got our brochure and went into our normal franchise marketing funnel, but I also put them on our mailing list, so they started

receiving our monthly newsletter," he explains.

The normal sales cycle on a franchise is about six to nine months. "They either decide to do it by then, or they just disappear," Jim says. The story of one of Jim's prospects highlights the value of using newsletters to follow up with leads over an extended period of time.

"We had one guy who was very interested. He came out for a visit, and we did a little preliminary site work," Jim recalls. "It looked like it was going somewhere, and then he just disappeared. Well, about eight months later, he re-contacted our company, and we ended up

opening a franchise for him. I asked him why it took him so long to move forward. He said, 'Jim, I really wanted to be in the bike business, and I thought your company was good and all, but I just was not sure about how stable it was, so I held off.'

It turns out this guy was reading our newsletter month after month. On the front cover, I listed number of stores open, number of stores in progress and total stores. When this prospect saw those numbers growing each month and read articles about franchisees that were opening their second and third locations, he said, 'I want to be part of this success train.'

The newsletter actually sealed the deal for him. "Other directors in the company thought the newsletter was a big waste of time for me to spend two or three days writing that newsletter," Jim says.

"If there was ever a fire to be put out, the first suggestion was 'get rid of the newsletter; it takes so much of Jim's time.' It was all I could do not to jump up and run around that office building holding the newsletter and yelling, "This just sold us a franchise!" So whether you are selling a \$20.00 pair of bike shorts or a \$150,000.00 franchise, a newsletter is an awesome marketing tool," Jim says.

With several years' experience under his belt, Jim decided to go out on his own, and he opened [Dynamic Communication](#) in 2001.

"I was going to do some marketing and some consulting, but I would also produce newsletters as a way to generate instant cash," Jim says. "The newsletters took off so well that I started growing that part of my business, producing newsletters for associations, nonprofits, chambers of commerce and

private companies."

Success can have its downside, though. "Dynamic Communication was growing so much that I had no free time at all to market or to sell or to spend time with my family. I was making good money, but I was writing and ghostwriting and providing content for a number of my corporate clients. I was writing 90 percent of the presidents' columns for my clients, and it just got to be a huge, huge deal. I realized I was never going to be able to take time off or keep growing," Jim remembers.

Right about that time, Jim's printer invited him to a seminar where he learned about some new printing software and Jim thought that he could adapt it to work with newsletter templates, fill them with good content and give his clients space for their names, logos, pictures and monthly personal messages.

"I would never have to work directly with these customers, and I would have no accounts receivable because clients would pay for the newsletters online," Jim marvels.

"It took me about a year to customize the software and develop the system to make it work the way I wanted. While I was working on getting this new process going, I met Mike Capuzzi, in early 2006, and he introduced me to marketing guru Dan Kennedy."

Jim's new business, No Hassle Newsletters, was actually born under a beach umbrella while the soon-to-be "Newsletter Guru" was on vacation.

"I have had melanoma twice," Jim says. "So when we go to the beach on vacation, I have to sit under an umbrella, out of the sun,

so I end up reading a lot. I read Dan's book, *No BS Direct Marketing* in August 2006, and it rocked my world.

I read it in one day; I could not put it down. I immediately went out and got *No BS for Wealth Attraction*, and I realized I had to start creating celebrity. One of my corporate clients a few years ago was so happy with his newsletter, and he said, 'Jim, you are the newsletter guru.' I figured that was it, my new moniker ... Like Dan says, you just anoint yourself; no one else is going to do it.

So I started marketing my new company as No Hassle Newsletters, because I completely take the hassle out of producing monthly newsletters for my clients."

Jim uses a long form sales letter on his website (www.NoHassleNewsletters.com) to teach the value of newsletters. He completely sells the concept of using newsletters up front before he even mentions templates or explains how his system works. And Jim's program works like a charm.

"Because the newsletter is a template, it can be used over and over again by multiple people," Jim explains. "My price for a two-page newsletter is only 99 cents, and my minimum quantity is 100.

Anyone can afford \$100.00 a month to get a newsletter produced for them, which includes mailing and postage. It is obviously a low, low margin on my side, but the model is built on high volume."

Jim creates that high volume by putting into practice marketing concepts he is learning through "investing in himself."

"In the last 14 or 15 months since I read my first Dan Kennedy book, I have spent easily \$8,000.00 on myself. I had to create a new category in QuickBooks, called professional development, to track my spending on books, CDs, seminars, and other products that are helping me grow my business, including my membership in the Information Marketing Association," Jim smiles. "I have never spent money like that on myself."

Spending that money has paid off. Using what he learned, Jim has launched a bi-monthly ezine and a blog with 50 or so articles that are driving traffic back to his websites. But it's his Mastermind group that has really made the difference in Jim's business.

About a year ago, Jim had a "huge halogen light bulb go off" when he decided to stop talking during a Mastermind meeting and instead listen to his colleagues. "I said, 'You guys know all about my businesses now, and I am not going to say another word for the next 28 minutes. I want you to tell me where I am missing opportunities to create wealth.'

Then all the sudden we started masterminding, and these ideas started flowing," Jim recalls. "One of the guys asked me, Are there other people doing what you do? Is this something you could license?' I about bolted out of my chair, and at the end of that meeting, I called my printer.

A few days later, we were in my attorney's office, drafting an LLC agreement for a new company we call No Hassle Marketing. We hired some Web developers, and that company launched in September 2007."

With No Hassle Marketing, small to medium sized printers pay Jim a monthly fee to promote

the newsletter service to their customers, which are primarily small or medium sized companies themselves. Most of those businesses couldn't afford to hire a newsletter writer and designer, and most printers wouldn't be interested in printing small runs of 100 pieces if they weren't going to get design or other services out of it. By promoting Jim's templates, these printers can offer affordable newsletters to their customers.

Like with No Hassle Newsletters, customers pay a small fee per newsletter, with a minimum of 100 pieces. "It's a whole new revenue stream for the printers, and it is designed exclusively for their clientele.

We give the printers sales templates and everything they need to generate more customers who publish monthly newsletters," Jim explains.

After a few "bumps in the road" in getting his marketing underway, Jim has 10 to 15 people visiting his website and asking questions each day. His target is to have 100 printers on board with the program in 2008.

Joint Venture Opportunities

Jim offers several options for info-marketers. He can produce a newsletter that is sent to the info-marketers' customers.

He also offers affiliates who endorse No Hassle Newsletters a 10-percent commission on all sales that come through the affiliate's link.

A third option is a private label program in which the info-marketer receives customized templates and a private labeled sales system to use independently.

In addition, someone already producing a newsletter for a particular niche can offer a customized version of that newsletter for others to use within the industry. For more information, go to www.nohasslenewsletters.com and click on joint ventures.

After conducting a survey of his subscriber list, Jim determined that one of the biggest hurdles that entrepreneurs and companies have is finding good content to fill their monthly newsletter with. To solve this problem Jim recently launched Success Advantage – his monthly newsletter of at least 10 pages. Success Advantage contains ‘a boat load’ of great content on a variety of topics that subscribers are free to use in their newsletters! Subscribers also get a monthly audio lesson from Jim on newsletter marketing. To learn more visit www.successadvantage.net.

Jim is also the author of a great book called *Newsletter Secrets Revealed – How to use newsletters to make your profits soar*. Get your copy at www.newslettersecretsrevealed.com