

The Magic of Newsletter Marketing



The Secret to More Profits and Customers for Life

JIM PALMER – THE NEWSLETTER GURU

Praise for

The Magic of Newsletter Marketing

The Secret to More Profits and Customers for Life

Jim Palmer has put together a true masterpiece for those serious about their business. There is no more powerful way to build your business and consistently nurture your relationship with your customers than this. *The Magic of Newsletter Marketing* is a step-by-step blueprint to growing your business by leaps and bounds . . . no matter what is happening in the economy. This gives you everything you need to master the art and science of ironclad client relationships.

—Troy White
www.CashFlowCalendars.com

Jim has finally drilled down to the core of what most business owners don't understand: a high-value newsletter, as Jim explains it, is the glue that keeps your customers bonded to you for life. This book is not only timely to the changes now happening in our new economy, but it's a MUST-read for any entrepreneur who wants to create customers who stick for life!

—Ari Galper,
Creator of ChatWise www.Chatwise.com
and Unlock The Game www.UnlockTheGame.com

I didn't believe it either. But adding a hard copy newsletter to my business was the best thing I ever did. It increased my credibility, visibility, and profitability virtually overnight. If you don't have a newsletter, you're making a huge mistake by missing the opportunity to develop a deeper relationship with your prospects and clients for maximum profitability. *The Magic of Newsletter Marketing* is THE resource to start with. Jim is the undisputed Newsletter Guru, and his book lays out everything you need to know to start building your own newsletter TODAY. Don't miss out on what I call the biggest secret to building your business that you have probably never considered.

—Nick Nanton, Esq.,
The Celebrity Lawyer & Best-Selling Author
www.CelebrityBrandingYou.com

Jim's book is an incredible resource guide to producing a successful customer newsletter. The single most important way I grew my business in 2008 (yes, even in a recession) was through my newsletter. Jim's book gave me practical ideas that will help me get even more clients. Whether or not you've ever done a newsletter before, the secrets in this book are worth their weight in gold. *The Magic of Newsletter Marketing* is a must-have for every successful entrepreneur.

—Shannon M. McCaffery,
Chief Marketing Implementer
www.marketingimplementer.com

Jim presents you with a proven strategy that makes sense and is simple to use. Newsletters are one of the smartest marketing strategies any business can use, and Jim clearly and easily tells you everything you need to know!

—Susan Berkley,
Owner, The Great Voice Company
www.greatvoice.com

Jim Palmer presents you with a proven and easily doable customer-contact strategy that makes sense and is simple to use. As an internet marketer and Web site conversion strategist, all too often I see marketers and business owners who fail to pick the “low-hanging fruit” of consistent marketing and follow-up, which is a regular customer newsletter. Newsletters are one of the smartest marketing strategies any business can use, and Jim clearly and easily tells you everything you need to know! An absolute MUST-read!

—Adam Hommey,
The Website Surgeon™
www.thewebsitesurgeon.com

Jim Palmer is one of the most brilliant marketing minds I've had the pleasure of doing business with. He truly understands “Relationship Marketing” and details how to build a fence around your prized clients so they come back time after time WITH their friends! I am a BIG fan of Jim's and you will be too after reading this book!

—Eric Paul,
The “High Impact” Marketing and Presentation Expert

I wish a book like this was available when I was learning how to publish newsletters. Today I publish three monthly newsletters, and there were a lot of great tips in this book for me. As a beginner, this book would have made creating newsletters a lot easier. I recommend this book to any business owner

who's looking for a reliable marketing tool to generate new customers every month for your business.

—Robert Skrob,
CPA, President, Information Marketing Association
www.Info-Marketing.org

Jim presents you with time-tested, proven strategies that make sense and are simple to use. Newsletters are one of the smartest marketing strategies any business can use, and in *The Magic of Newsletter Marketing*, Jim clearly and easily tells you everything you need to know in his step-by-step formula! He has truly left no leaf unturned. We highly recommend this book to every business person—simple as that—because no matter what business you're in, you should be sending a client newsletter every month.

—Diane Conklin & Gail Saseen,
Complete Marketing Systems, LLC
www.completemarketingsystems.com

Jim's book is for important people to use as a reference and a guide to producing a successful customer newsletter. It's filled with practical ideas that will help you get your newsletter out the door and into your customer's hands!

—Jim Gillespie,
America's Premier Commercial Real Estate CoachSM
www.RealEstateSalesCoach.com

In today's economic reality, smart business owners know strong customer relationships are critical. Jim Palmer knows this, and his book should be required reading for anybody who wants their business to thrive. Do not dismiss this book as something only "newbies" should read. Jim offers wisdom and specific strategies for anybody who calls themselves an entrepreneur.

—Mike Capuzzi,
Inventor, CopyDoodlesTM
www.CopyDoodles.com

This book has the three essentials for any successful business person: It's easy and quick to read, it's easy to implement and use, and it has a super high return on investment in the book and on your time. Jim Palmer knows how vital a newsletter is for any business, and now you can have customers that stay with you for the price of this book.

—Dave Frees
www.successtechnologies.com

The Magic of Newsletter Marketing is a must-have resource for every entrepreneur and business person. Jim has crafted a step-by-step guidebook that is loaded with expert advice to grow your business. No other marketing tool can demonstrate expertise, establish credibility, and engender loyalty. Better yet, by investing in this resource you bring Jim to the office with you!

—Angela Pipersburgh,

Christian Chamber of Commerce,

Shaddai Marketing and Communications

This easy-to-read book is packed with practical, useful information to help you leverage the power of newsletter marketing to grow your business and gain customers for life. It's a must-read for entrepreneurs.

—Christine Kloser,

Author, *The Freedom Formula*

www.TheFreedomFormula.com

If you're looking for more profits and customers for life—even during a tough economy—then read *The Magic of Newsletter Marketing*. Jim's insight and willingness to share his knowledge are a breath of fresh air in the marketing community.

—Bobby Deraco,

President, Synapse Print Management

www.synapseprint.com

The Magic of Newsletter Marketing is a gem of a book. It has taken our newsletter marketing efforts to a whole new level and the best part is- we're getting great results! Jim Palmer not only tells you how to create a powerful newsletter, he gives you the "whys" as well. This book should be a part of every business resource library!

—Angela V. Megasko, President

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www.marketviewpoint.com

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The Magic of Newsletter Marketing

The Secret to More Profits and Customers for Life

By Jim Palmer
The Newsletter Guru

With a Foreword by Rob Berkley and Debbie Phillips

CUSTOM NEWSLETTERS, INC.

The Magic of Newsletter Marketing
The Secret to More Profits and Customers for Life

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This book is dedicated to my family,
Stephanie, Nick, Steve, Jessica, and Amanda

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Foreword

For nine months of the year we live and work on Martha’s Vineyard. As you can imagine, living and working on an island, no matter how beautiful, peaceful, and inspiring, has its challenges. The population is small, local sources of clients are few, and services can be limited. For anyone to visit takes a concerted and focused effort on his or her part. Plainly, we are off the beaten path.

That said, each year our clients travel from around the world to our island to work with us on Vision Day®—personal, strategic planning days for their work and lives, relationships, and businesses.

We also coach the owners and leaders of public and private companies. Each of us has been doing this work for, well, more than ten years.

The relationships we have with our clients are paramount and extremely important to us. Ours is a very personal business. Our clients are sophisticated, educated, and very resistant to pressure, anything “salesy,” or anything inauthentic.

One of the key pillars of our business marketing is our monthly publication of a simple, one-page, two-sided newsletter.

In fact, we have found it to be the single, most effective tool in helping us build and sustain our business. The Vision Day newsletter allows us to communicate with our community in an authentic, clear, and non-promotional voice. From our many readers’ enthusiastic responses, we know they read the newsletter, are inspired to work with us, and then remain a part of our community, often referring others.

When we first started publishing our newsletter, we were surprised when people—including former clients whom we hadn’t heard from in months or years—called to work with us. Today, we’re no longer surprised. Our newsletter recipients frequently tell us that they had been reading our newsletter all along and something in it inspired them to move forward. This is more the rule than the exception.

Our newsletter allows us to keep our community close, and gives us a forum to highlight our clients’ successes. Among many other positives, our newsletter helps them understand our points of view about life and work.

Best of all, our newsletter is both fun and easy to write, and we love getting the feedback that people enjoy reading it and find the information useful.

Our success with our Vision Day newsletter is one of the reasons why we were so excited and honored to write the foreword to this book.

Jim Palmer’s book, *The Magic of Newsletter Marketing: The Secret to More Profits and Customers for Life*, is the first one to reveal the philosophy, strategies, and tactics for effectively marketing with newsletters to build your business.

In it, he shows you clearly both why and how to use newsletters to retain clients, get new clients, and boost client loyalty. Whatever business or industry you are in, this book will help you produce a newsletter that you can be proud of and use to build your business. Even if you don’t think you can write one, his strategies will help you create and publish a newsletter that will inspire your customers and clients.

Jim is a living genius in the business of newsletter marketing, and he can teach you how to get and keep more customers and significantly increase your profits.

When it comes to newsletters, Jim is truly the “Newsletter Guru” and has been a great coach, friend, and mentor to us. In fact, he was pivotal in helping us to launch our Vision Day newsletter,

and his organization continues to help us produce it every month. After nearly two years of monthly Vision Day newsletters, we can attribute a return of 600 percent on our investment! No other form of marketing we do even comes close to the effectiveness of our Vision Day newsletter.

We urge you to take out your highlighter and, with pen in hand, use this book to map out your own successful newsletter strategy. There is no better way to get the true “Newsletter Guru” to sit by your side and help you create a newsletter that will help your business grow by leaps and bounds.

—Rob Berkley and Debbie Phillips

Rob Berkley and Debbie Phillips are pioneers in the field of executive and life coaching, as well as noted authors and speakers. They created and developed Vision Day ®, the one-day, strategic planning day for your life. Debbie is the founder of Women On Fire™, an organization dedicated to helping women live their dreams through inspiration, strategies, and support. Vision Day and Rob are featured in the book Speaking of Success, with Stephen Covey and Brian Tracy. Debbie also is the author of Women on Fire: 20 Inspiring Women Share Their Life Secrets (and Save You Years of Struggle!)

Rob and Debbie live and work on Martha’s Vineyard, Massachusetts, and in Naples, Florida. You can visit them at www.visionday.com or on Facebook.

Acknowledgements

A Personal Thank You . . .

Like starting and running a business, writing a book takes considerably more time and effort than first planned on. But also like running a successful business, the end result is very rewarding—it is a real feeling of accomplishment, even before the first book is printed!

First and foremost I want to thank God. His love, patience, wisdom, and the grace He shows me every day is a true blessing. I want to thank my wife, Stephanie, for being my best friend and supporting my dream of owning my own business. She has heard me say more than once, “Next year will be better!” To my children, Nick, Steve, Jessica, and Amanda, thank you for bringing incredible love, joy, and purpose to my life. No matter what else I achieve, nothing will ever mean more to me than my family.



(L-R): Steve, Stephanie, Amanda, Nick, Jessica, and me as we gathered in June 2008 to celebrate my 50th birthday.

I want to thank my parents, Jim and Barbara Palmer, and my in-laws, Cynthia and Anatole Bredikin, for being great role models of what a happy, committed, long-term relationship looks like. Both couples have been married more than fifty years, and that is just too rare these days—way to go! I also want to thank my dad for showing me that you can achieve success in business while

also balancing a large family. I have enjoyed and learned from our many conversations about life and business.

I have been blessed with many great friends and mentors. I hesitate to mention names for fear that leaving someone out will be seen as a slight. However, I must mention a few friends who have been instrumental in the growth and success of my business.

I thank Mike Capuzzi for his friendship and never-ending and remarkably insightful marketing and business advice. Mike introduced me to Dan Kennedy and Bill Glazer and played an instrumental role in reshaping my “corporate business” mindset into that of a fast thinking, action-oriented entrepreneur. The countless hours Mike and I spend together masterminding each other’s businesses are both a source of inspiration and a great joy.

I met Bobby Deraco in 2004 when he became the print sales rep for my first business, Dynamic Communication. He took meticulous care of my account and we became good friends and subsequent business partners. Bobby introduced me to a revolutionary new print system and then spent nine months working closely with me to develop what would become my second business, No Hassle Newsletters. Bobby’s energy, integrity, and unbelievably savvy entrepreneurial vision are a constant source of inspiration to me.

My company would not be successful without a skilled and dedicated support team. Thank you to Adam and Darbie for keeping my many Web sites and shopping carts working. Thank you also to Wendy, my assistant; my No Hassle Newsletter production team, Sara, Roz, and Jennifer; Mike for being the genius IT guy that he is; Chris for being a talented and hardworking graphic artist who somehow always meets my ever-growing demands and production schedule; and a special thank you to Tammy Barley for doing a magnificent job editing this book.

I also want to thank Dan Kennedy and Bill Glazer for always being willing to pull back the curtain on Glazer-Kennedy

Insiders Circle to teach me and tens of thousands of other entrepreneurs and business owners how to run and grow a successful business. Their newsletters, CDs, DVDs, books, and the value-packed seminars have given me more of an education in a few short years than perhaps my last thirty years in business!

Last but certainly not least, I want to thank the countless customers and clients who have entrusted me with their customer newsletters and newsletter content, and trusted my company's ready-to-use newsletter templates and consulting services. As most entrepreneurs would attest, running your own business, finding ways to continuously deliver more value, and helping others succeed bring immense joy and a great feeling of accomplishment and satisfaction. So much so, that getting paid for it is merely icing on the cake!

To Your Newsletter Success,

A handwritten signature in black ink, appearing to read "Jim Palmer".

Chapter One:

Why Newsletters Are Great Marketing Tools



Marketing Today Is Tougher Than Ever

How many marketing messages bombard you every day? In 2007 the research firm Yankelovich, Inc. set out to answer that question for people who live in New York City. The answer was five thousand messages a day. Every day. That's the way the world is today—you have to compete for attention.

It's getting harder and harder to stand out from the crowd and get your message through to your customers and prospects. The same Yankelovich study tells us that thirty years ago the number of messages was only two thousand per day.

Ads are everywhere. They're not just in newspapers, on billboards, and on radio and television. You can find ads on video screens, in elevators, and in the back of taxicabs. CBS has even put ads for its shows on supermarket eggs. It seems that if there's a free space anywhere in your life, there will be an ad on it soon.

There are more marketing channels too. There are ads on the Internet, of course, and e-mail messages that fill your inbox with marketing. There's affiliate marketing and viral marketing. And it all means more competition for the scarce attention of your customers and prospects.

That's the bad news. The good news is that newsletters are a simple and cost-effective way to cut through the clutter and tell the people you want to reach all about you.

The Magic of a Customer Newsletter

Newsletters are not perceived in the same manner as a postcard, a flyer or other forms of direct mail marketing. When people receive these or anything else that has a sales and marketing feel to it, their guard goes up and they think, “Uh-oh. What are they trying to sell me?”

Newsletters tend to be informational, making them more welcomed when they are received. As such they have higher readership than other forms of advertising. People also tend to be more receptive to what you have to say in your newsletter because newsletters aren’t meant to be sales tools. Rather, they are designed to be a resource.

In one of his No B.S. Marketing Letters, Dan Kennedy put it this way, “People are conditioned to be less resistant to reading information, such as articles, than they are advertising.” Since people are conditioned to be less resistant to reading information, which is exactly what a newsletter should be, most people read a newsletter with their guards down.

A customer newsletter is the strongest marketing and business building tool available—bar none.

Newsletters open doors.

That is the magic of why newsletters are such an effective marketing tool—people don’t realize they’re actually reading something that’s going to cause them to buy . . . *if* the newsletter is done correctly. That’s the big caveat here. And that’s what this book will help you to do. It’s the wand that will open doors and bring you customers.

How I Got Started in the Newsletter Business

I discovered the amazing marketing power of newsletters when I ran a bicycle store in the early 1980s. As store manager, a percentage of my income was based on a simple profit system. When the store made more money, I made more money.

I quickly figured out that selling a higher quantity of bicycles was not the best answer to increased earnings. Bicycles generally have a low profit margin and take time to sell, assemble, and service. We needed to concentrate on selling something else, something with a high profit margin. So I did some research.

What I discovered was that of all the items sold in the store, the specialty bicycle clothing had the highest profit margin. I'm specifically talking about the helmets and the fancy jerseys, shorts, gloves, and shoes. The only problem was the lack of demand. In the early '80s a casual bicycle rider did not necessarily want to be seen in the colorful jerseys and skintight black shorts that are commonplace today. In those days many cyclists simply wore regular shorts.

To prove my case, and at the risk of some embarrassment, I present to you a picture of me heading off to work *before* discovering the advantages of special cycling clothing (left).



Yes, I am wearing (short) cut off jean shorts and tube socks!

I rode my bike a lot, and on weekends I rode with my son, Nick, in his bicycle trailer. By the time the second photo was taken (right) I had—thankfully—learned the benefits of wearing the padded gloves, padded shorts, hard-soled shoes, and so on. This clothing made cycling much more enjoyable.



This is me cycling with my son, Nick, in beautiful Lancaster County, PA. My father-in-law, Andy Bredikin, is on the left using my bike pump to fix a flat tire.

As an avid fan of cycling, and with real world practical experience, I found that when I explained the advantages of bicycle clothing to customers in the store, they too quickly saw the benefits and purchased the bicycle-specific clothing.

Seeing how well we sold clothing face to face, I knew that if I could simply tell (educate) a lot of people about the advantages of bicycle clothing, we would sell much more, which would increase the store's profits, and ultimately my paycheck.

The best way I thought of to communicate with a large audience at one time was to write a newsletter and send it to our entire list of customers.

I typed it out—yes, on an electric typewriter! I explained the advantages of the special clothing, using descriptive language that clearly painted a picture of benefits to the customer. For example, instead of simply writing a headline such as *Monthly Special: Bicycle Shorts*, I wrote a headline that said *The Secret to Riding Four Hours Instead of Forty Minutes*.

I wrote the newsletter in a conversational tone, just the way I would talk to a customer in the store, and I mailed the newsletter to every name we had on the store's customer list. I also used the newsletter as a prospecting tool and distributed it to the members of the various bicycle clubs within an hour's drive of our store.

Newsletter Guru Nugget: Mail your newsletter to everyone on your database. Do not waste time trying to decide who “deserves” your newsletter based on how much they spend or when they last made a purchase. If you have their name and address, send them your newsletter!



Did it work? You bet! Before I started sending the newsletter, our annual sales of clothing were about \$8,000 to \$10,000. A few years later, we sold \$100,000 worth of clothing! In just a few short years I was sold on using newsletters as an effective marketing tool.

But wait, the story gets better.

Several years later, I advanced in my career and became Director of Operations for a national bicycle store franchise called Bike Line. As part of my job, I handled much of this company's marketing efforts, including producing their monthly newsletter.

When a prospective franchisee contacted our company from a lead generation ad, in addition to sending them the typical franchise information

packet, I also had their names added to the company's mailing list. I remember one prospective franchisee who inquired about a franchise and was initially very excited about opening a store, but then seemed to lose interest. Over several months there was little contact between the prospect and our company. However, since he was on our mailing list, he continued to receive our monthly company newsletter.

Then, nearly eleven months after seemingly losing interest, he recontacted our company and said he was ready to move forward and open his own franchise. That's right, he ultimately decided to purchase a franchise—which was about a \$150,000 investment plus royalties!

When our new franchisee came to corporate headquarters to begin his two-week training program, I met with him on the first morning and asked about his initial hesitation to invest with our company. He told me that while he was originally very interested and excited about our company and the prospect of opening his own business, he wasn't 100 percent convinced of our company's stability. That seemed like a fair statement, so I asked him what eventually changed his mind. His answer? While he was reading our newsletter every month, he was learning about our company's



A typical Bike Line store.

continuous growth, reading about various franchise success stories, and how some franchisees were opening their second and third locations. It was after several months of reading about our continued growth and success in our newsletter that he ultimately made the decision to invest in our company.

That is a story with a very happy ending. The end result was a large initial investment plus an ongoing revenue stream for at least ten years.

Newsletter Guru Nugget: Whether you sell a \$20 pair of bike shorts or a \$150,000 franchise, a monthly newsletter is an amazing marketing tool that can significantly contribute to your growth and profits.



My belief in newsletters as an amazing—almost magical—marketing tool is so strong that in 2001 when I decided to go into business for myself, I knew that newsletters would be my main product offering. And what a ride it's been!

Before we get down to the details of creating a great profit-building newsletter, I want to explain an important marketing concept.

Build a Fence around Your Customers

You want all of your customers to remain close to you. You want the relationship you have with your customers to grow, and you obviously want more repeat business. In addition, every business owner wants their current customers to refer other customers to them.

Being in regular and frequent contact with your customers is known as “Building Your Fence.” Your fence is designed to keep your clients and customers *in* and the poachers *out*. A poacher is anyone who is trying to steal your customers. It could be a direct competitor, but it could also be another company that is targeting

the same dollars that your customer uses to buy your product or service.

To remain strong and effective, a fence must be properly maintained. If you are not in regular and frequent contact with your customers and clients, your fence will begin to deteriorate, losing one slat or whole sections at a time. Either way, the result is the same. As your fence



Every month that you do not mail your customers a newsletter, your fence loses another slat.



If you are not in regular and frequent contact with your customers your fence will deteriorate and eventually be useless.

becomes weaker, you will lose customers and profits.

Let's be practical for a moment. You have probably invested a great deal of time and money growing your business and building your customer list.

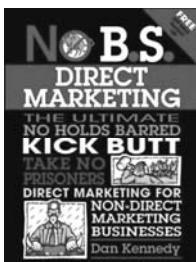
Don't let your hard work, and the hard-won relationships you have with your customers—and the profits they bring you—slip away by being lazy and not communicating with them.

One of my mentors, marketing genius Dan Kennedy, actually coined the phrase “fence building.” One of the best pieces of marketing advice comes from Kennedy’s book, *No B.S. Direct Marketing*. “My single biggest recommendation is the use of a monthly customer newsletter. Nothing, and I mean nothing, maintains your fence better.”

Commit right now to starting (or restarting) your monthly newsletter. Dollar for dollar, newsletters are the most effective marketing tool available. Plus, customers who read your newsletter are usually in a good position to do business with you again and recommend your product or service to others.

Every time you mail your monthly newsletter you make your fence stronger. Think of this as adding another slat.

No B.S. Direct Marketing



Before we continue, let me just say that in addition to listening to what I have to say in these pages, I strongly encourage you to pick up and read Kennedy's book, *No B. S. Direct Marketing*. I am a voracious reader, and many books have helped me grow my business. But when I speak, I almost always give credit to this book (I also give away a copy to someone in the audience) as being *the* book that opened my eyes to a different way of marketing and growing a business. If you do not have this book in your library, get it. Once you've read it, you'll kick yourself for not getting it sooner!

It was a great pleasure to meet Dan Kennedy at the 2008 Glazer-Kennedy Insiders Circle Super Conference in Nashville, Tennessee where my company was exhibiting as one of Glazer-Kennedy's preferred vendors.



*Marketing legend
Dan Kennedy and
the Newsletter Guru.*

Chapter Two:

Seven Secret Benefits of Producing a Newsletter



So far you've seen that newsletters are proven marketing tools that help you to build an all-important fence around your customers or clients. But how exactly does producing a newsletter benefit you and your business?

Here are the seven secret ways newsletters bring sweet success.

Secret # 1: Newsletters Help Keep Customers

No matter what business you are in, your current customers hold the best prospect for future growth. According to research from Bain and Company, getting business from your current customers costs about a fifth of what it costs to acquire a new customer. Not only that, the longer they are customers, the larger their average order is likely to be and the more products or services they're likely to buy.

The 80/20 Rule of Marketing

The 80/20 Rule of Marketing says that 80 percent of a company's profits come from 20 percent of its customers. However, this is backwards from what most companies, especially small businesses, do. Most businesses spend the majority of their marketing time and resources trying to acquire *new* customers. That makes no sense. It is so much easier and quicker to sell to your current customers.

So the right thing to do is to spend 80 percent of your marketing dollars continuing to grow and nurture these existing relationships.



If you'd like to see a short video of me presenting Jim Palmer's 80/20 Rule of Marketing, please go to www.TheNewsletterGuru.com/media.

You already have an established relationship with your current customers, and they have already purchased from you. This means they find value in what you're selling and they trust you. This is a huge hurdle that we all have to overcome when we are prospecting for new customers—a hurdle that you've already overcome with your current customers.

A regular newsletter helps you stay top-of-mind with your current customers. Your newsletter arrives and instantly your customers are thinking about you. After receiving your newsletter on a consistent basis, your customers actually begin to look forward to receiving it—it's a welcomed friend—and they are curious to see what tips you are sharing with them this issue.

Issue after issue, your newsletter reinforces your relationship with your customers. It makes your fence stronger. It also gives you a way to tell current customers about products and services you provide that they may not know about.

Secret # 2: Newsletters Help Get New Customers

You want your newsletter to help you get more new customers. Good, informative articles give your newsletter what marketing pros call “pass-along value.” Since your customers value your products or services, they'd like to tell other people

about them, but most of them just don't know how. Your newsletter makes it easy.

When a customer passes along one of your newsletters to a friend or colleague, two wonderful things happen. First, you get a referral. Referrals are great for you because people believe and trust their friends and business colleagues more than they believe any marketing message. The second wonderful thing is that customer doesn't just hand over the newsletter. He or she usually points to a specific article or information item and says, "You should look at this. I do business with this people." Now your newsletter is in the hands of a prospect, and it's more than a marketing piece. It's been customized by the referral to tell your prospect about a specific product or service.

No wonder friendly pass-along is one of the best ways your newsletter can help you get new customers. But it's not the only one.

Because people read newsletters as a publication and not a marketing piece, a newsletter is a great way to tell potential customers about your business in all kinds of situations. Here are some ideas:

- Mail your newsletter to all current and past customers, as well as to any prospects that have requested information about your company. Include any other marketing materials that may hook their interest.
- Your salespeople should hand out copies of your newsletter when they make sales calls. Integrate the newsletter into the sales process. Point out special articles or news items that your customer will be interested in.
- Place a stack of newsletters at businesses frequented by customers. This can turn into a simple cross-promotion. One golf coach I know places her newsletter in a chiropractor's waiting room and hands out the chiropractor's newsletter as part of an information packet she gives her clients.

- Put a stack on the information table at community events.
- Place copies in the information rack at the Chamber of Commerce.
- Give out your newsletters at trade shows and exhibition booths.
- Post a PDF copy of your newsletter on your company's Web site.
- Put them in the envelopes with your checks when you pay bills.

Secret # 3: Newsletters Help Build Credibility

Newsletters help you build credibility because when people read your brochure, they treat it as a piece of marketing literature. But when those same people read your newsletter, they read it like a publication.

Your newsletter also gives you the opportunity to tell people stories about what you do and how well your products work. You can illustrate the benefits of your product or service with statistics and with customer testimonials.

Secret # 4: Newsletters Help You Stand Out from Your Competition

Because you are deciding the direction and content of each newsletter, you are differentiating yourself from others—especially the larger businesses who typically do not produce customer newsletters.

Secret # 5: Newsletters Are an Excellent Way to Enhance Your Reputation as an Expert in Your Industry

This is extremely important for this reason: Your customers may not be ready or need your product or service today, but when they are, they want an experienced professional. And through your newsletter, you've been able to build a relationship and the reputation of an expert. People want to do business with someone they trust, so when they are ready for what you offer, they'll turn to you.

Secret # 6: Newsletters Help You Build Your Brand

Branding is the art of making people aware of who you are, what you do, and how you're different from and better than the competition.

Many marketing authorities cover the subject of branding with a lot of mumbo jumbo. Here are the basics, plain and easy: You want to have a little bell go off in people's heads when they hear your name. You want them to say to themselves, "Oh yes, they're the people who . . ."

Establishing this brand recognition is pretty much a numbers game. How many numbers depends on which expert you choose to listen to.

Marketing expert Dr. Jeffrey Lant says you should contact people seven times in eighteen months to make your brand stick. In their book *Marketing Boot Camp*, Arnold Sanow and Dan McComas put the number at nine times in eighteen months. Other marketing research suggests that once a month is a good frequency.

I've been doing customer newsletters for almost thirty years. I've read the research, and I've seen the results clients get with different mailing frequencies. My research and experience tell

me that to get the best results from a newsletter you need to send it out, like clockwork, every month.

If a decision maker gets your newsletter every month, he or she will remember you and what you do. That's because of the ways newsletters are different from other marketing materials. (What comes on an infrequent basis? Junk mail.)

Thing about some of the magazines you receive—*Time*, *Redbook*, *Readers Digest*, or some other publication. These magazines are delivered to your home on the same two to three days each month. This helps cement a higher value to the magazine, and it becomes a welcomed guest and not an annoying pest.

The same can be said about your newsletter. When it is delivered at the same time each month, it will build up that same level of importance. It will help build your brand.

Secret # 7: Newsletters Have a Longer Shelf Life than Other Types of Marketing

Think about this. Newsletters can be taken anywhere. They are received at the office, but are taken home, on a plane, to the kids' soccer games—everywhere. And when the newsletters are informative, fun, and easy to read, they are not thrown away. They are kept and referenced. Plus, newsletters are often read by multiple readers. People pass along newsletters to friends, business associates, or even their neighbor. This is a *huge* benefit of producing a newsletter.

Don't Just Take My Word for It

You don't have to take my word for all of this. You can listen to what other experts have to say about the benefits of newsletter marketing.

As mentioned previously, Dan Kennedy is one of the most widely respected marketing experts in the world. I mentioned this

earlier but it warrants repeating. In his book *No B.S. Direct Marketing*, Kennedy said, “My single biggest recommendation is the use of a monthly customer newsletter.”

“Well,” you might be saying, “he may be an expert, but that’s just his opinion.” Okay then, here’s a quote from Bank Marketing. You know how conservative bankers can be.

“Statistically validated and reliable surveys show that 75 percent of readers remember seeing an issue of their bank’s newsletter, and over 50 percent of them read every or almost every issue. Better yet, newsletters generate response and cross-selling opportunity—a full 24 percent of readers said newsletter articles led them to request more information, respond to an offer, or do more business with the publishing bank.”

You still might be skeptical. You might think that a strategy that sounds so simple won’t get results for someone like you. Fortunately, I’ve been helping clients use newsletters to improve their profit for almost three decades. That means I’ve got lots of clients and I can let them speak for themselves.

How about this from mortgage banker Ken Pitts? “Every time we mail our mortgage newsletter, *The Home Connection*, we get at least one new client by way of referral!”

Or how about this from marketing manager Rebecca Monroe? “Our President/CEO and VP of Sales/Marketing believe that the newsletter is one of our best marketing tools.”

I’ll share one last testimonial before we move on. Austin B. Meadows, president and CEO of Security Cubed, shared this with me about his newsletter: “I am in front of my customers every month. Many call me to say how much they enjoy the newsletter and thank me for sending them. I even have customers call me with their changes of address so they don’t miss an issue! Most important, my referral rate has increased significantly.”

If you still want more, there are lots of testimonials on my Web site, www.NoHassleNewsletters.com.

Now that you know just how a newsletter can benefit you, it's time to show you how to generate a magical, profit-producing newsletter.

About the Author

Jim Palmer is an entrepreneur, author, speaker, and consultant. He has been called the entrepreneur's entrepreneur. Jim is the founder and president of Custom Newsletters, Inc. and is known internationally as The Newsletter Guru. For many entrepreneurs and business owners, he is the go-to resource for smart, effective strategies that maximize the profitability of customer relationships.

His companies and solutions include Dynamic Communication, No Hassle Newsletters, Success Advantage, NewsletterPostcards.com, The Newsletter Guru's Concierge Print and Mail on Demand Service, and Super Affiliate Pages.

Jim has been writing and designing newsletters for nearly thirty years for clients in just about every industry.

Several years ago, one of his clients was so over-the-top happy with his newsletter and the results that he telephoned Jim and said, "Jim, you are truly a newsletter guru!" Jim took it as a great compliment and has been using it in his marketing ever since.

Jim is a cancer survivor, has been married for twenty-nine years, and has four grown children. He lives in Chester County, Pennsylvania with his wife, Stephanie, and their cat, Linus. Jim and Stephanie love to kayak, travel, and spend time with their family.

For more resources and information on Jim, his blog, and his companies, visit www.TheNewsletterGuru.com.



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Unlock the secrets to stronger and more profitable customer relationships. Discover how to make a customer newsletter your strongest marketing and business-building tool ever – one that fills your pipeline with more repeat and referral business.

"*The Magic of Newsletter Marketing* is a must for all entrepreneurs, business owners and professionals who want to stand out from their competitors and make a good, lasting impression on their customers, clients and patients. The book gives you the A-to-Z on everything you need and want to know about how to create a successful marketing tool."

– **Lee Milteer**, Millionaire Smarts® Coach
Author of *Success Is an Inside Job* and *Spiritual Power Tools for Successful Selling*
www.milteer.com

"Newsletter marketing has been the #1 way I've built my business into the multimillions. And Jim Palmer has written one of the best books I've ever seen on newsletters and newsletter marketing. The pages are filled with useful tips and ideas that will immediately help you build your business using low-cost newsletters. The book is also fun and easy to read!"

– **Ali Brown**, business and success coach for women entrepreneurs
www.AliBrown.com

"Using monthly newsletters to stay connected to your prospects and clients is one of the best business growth strategies out there. I learned many valuable tips in Jim's book, and it's a must read for anyone who is using any type of newsletter. Learn from the guru, Jim Palmer, and watch your profits roll in!"

– **Melanie Benson Strick**, Million Dollar Lifestyle Business Coach
www.successconnections.com



Jim Palmer – The Newsletter Guru

Jim Palmer is internationally known as The Newsletter Guru – the go-to resource for smart, effective strategies that maximize the profitability of customer relationships.

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