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IN NEW BUSINESS
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You're about to read what may be the most important information you'll read this year about growing your business, boosting your profits, and getting (and keeping) more customers for life. I also guarantee that you'll find this report both enlightening, entertaining, and, perhaps life changing!

Based on my 30 years experience marketing and growing businesses with customer newsletters, both for my previous employers and my hundreds of clients in eight countries, I'm 100% confident that if you follow my advice and suggestions, and choose not be a newsletter pansy, you will see more profits and customers for life in your business – no matter what business you're in!



PANSY ALERT: There's one thing that you need to know up front about newsletter marketing. It is not a quick fix. You cannot simply send out one newsletter and expect your business to transform overnight. Based on my extensive experience, and the anecdotal evidence of my hundreds of customers and clients, it takes between six and nine months to see positive results. However, once you begin to see the positive impact newsletters will have on your business, I know you will not stop.

In fact, you won't be able to stop! I boldly and confidently predict your monthly customer newsletter will become your most powerful marketing weapon! So please don't be a 'newsletter pansy' and stop after sending only two or three monthly issues. You'd be better off not starting at all.

If you think my claim about a monthly customer newsletter being your most powerful marketing weapon is outrageous, just listen to what my good friends, and clients, Rob Berkley and Debbie Phillips, say about their 'Vision Day' newsletter.

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.

Rob and Debbie are perfect examples of smart, savvy newsletter marketers. From the moment they began sending their Vision Day newsletter they kept at it and are now reaping big rewards. smart, savvy newsletter marketers





Let Me Share with You More of What I Call The Magic of Newsletter Marketing

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 work well because they tend to be read as 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. This is a HUGE marketing advantage. When your customers’ guard is down, they are open and receptive to what you have to say!

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

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.

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Now I want to share with you just seven of the many proven ways newsletters will help your business grow.

Secret # 1: Newsletters Help Keep Customers

Your current customers hold the best prospect for future growth. Plus, the longer they are customers, the more they are likely to spend with you.

A monthly company newsletter helps you stay top-of-mind with your current customers. When your newsletter arrives, your customers start to think about you. Issue after issue, your newsletter reinforces your relationship with your customers and gives you a way to tell them about products and services they may not know about



“The single most important way I grew my business in 2008 (yes, even in a recession) was through my newsletter.”

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

Secret # 2: Newsletters Help Get New Customers

You want your newsletter to help you get new customers. Informative articles give your newsletter what marketing pros call “pass-along value.” Your newsletter makes it easy to pass on the information.

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.

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Secret # 3: Newsletters Help Build Credibility

When people read your brochure, they treat it as a piece of marketing literature. But when they read your newsletter, they read it like a publication.

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

Credibility is a huge benefit of a monthly printed newsletter. Listen to what Nick Nanton, The Celebrity Lawyer & Best-Selling Author of *Celebrity Branding You* says, "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."

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

Since you decide the direction and content of each newsletter, you can differentiate yourself from others—especially the larger businesses who typically do not produce customer newsletters.



“Using monthly newsletters to stay connected to your prospects and clients is one of the best business growth strategies out there.”

**Melanie Benson Strick
Million Dollar Lifestyle Business Coach**

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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.

You want to have a little bell go off in people's heads when they hear your name. You want them to say, "Oh yes, they're the people who..."

When your newsletter is delivered at the same time each month, it will build up a level of importance. It will help build your brand, which will help your business grow.

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

Newsletters are portable; they go everywhere. Newsletters that are informative, fun, and easy to read are not thrown away. People pass along newsletters to friends, business associates, or even their neighbor. This is a huge benefit of producing a newsletter.

The question many people ask is, "Why publish a customer newsletter every month?" If nothing I have written so far makes any sense, let me give you a little straight talk. The reason that you mail your customers a print newsletter every month is because it works! It works BIG TIME!

To ignore this reality and do anything less is being a newsletter pansy and potentially harming your business.

Publishing a customer newsletter every month is simply the right thing to do for your business. Just like changing the oil in your car every three thousand miles. It's the right thing to do. When you change the oil in your car, you don't see or feel any immediate gratification—you do it because it will make your car last longer and serve you better.

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It's like that with a newsletter. You publish a newsletter every month because it's the right thing to do for your business. Much of the time you won't see any immediate gratification. Customers may not mention that they like your newsletter, and you may not hear your cash register ring more often immediately after mailing it. But it is the right thing to do for your business and doing so month in and month out, like clock work, is the surest way I know to boost your profits and get more customers for life.

Here's what I know about newsletter marketing from thirty years of experience. The companies that publish a monthly newsletter, month in and month out like clockwork, will have stronger, longer lasting relationships with their customers and clients. And, as history has shown, they will have more repeat and referral business. Again, publishing a monthly customer newsletter is simply the right thing to do – so don't be a newsletter pansy!



Jim Palmer's 80/20 Rule of Marketing

No doubt you've heard of the 80/20 rule that says 80% of your profits come from 20% of your customers. I believe that and so should you, it's the truth. I contend that smart entrepreneurs and business owners should focus more of their marketing time and resources on nurturing and growing the customer relationships that they already have, instead of constantly trying to acquire new customers. It costs more and takes longer to acquire and sell to a new customer than it does to sell more to current customers.

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 more to your current customers.

So the right thing to do is to spend a majority of your marketing dollars continuing to grow and maximize the profitability of these existing customer relationships.

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.

So now that you've gone to the time, effort, and expense of acquiring these customers, the right thing to do for your business is to maximize the profitability of your customer relationships.



“In today’s economic reality, smart business owners know strong customer relationships are critical and a monthly customer newsletter is a must for every business.”

Mike Capuzzi
Inventor, CopyDoodles™
www.CopyDoodles.com

A monthly customer 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 and stories 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.

So there you have it—I simply can't say it any more clearly!

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Publishing a monthly customer newsletter is smart. Not doing so, no matter what business you're in, is simply being a newsletter pansy.

You may be asking, "If newsletters are such a powerful marketing tool, then why doesn't every business use one?" I'm glad you asked, that's an easy question to answer.

The fact is, newsletters can be difficult and time consuming to produce. That's why most companies that have a monthly newsletter only send it out ... three to four times per year!

When asked why they don't do it more consistently, the top two reasons given are..

1. They Take Too Long to produce, and
2. I'm Always Struggling for Content (what to put in their newsletter)

Perhaps this may be why you are not yet sending your customers a monthly newsletter - following the successful and proven path to growth and higher profits that so many before you have. Am I right?

And let's face it - as entrepreneurs, we're already wearing many other hats and when push comes to shove, the newsletter always seems to get pushed to the back burner or worse yet, completely off the stove!

If this has been your experience, and what's been holding you back, I have great news for you!

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About the Author

Jim Palmer is an entrepreneur, author, speaker, and coach to other entrepreneurs. 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 for maximizing customer relationships.

His companies and solutions include No Hassle Newsletters, Newsletter Postcards, The Newsletter Guru's Concierge Print and Mail on Demand Service, The Newsletter Guru's Entrepreneurial Success Kit, 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 thirty years, and has four grown children. He lives in Chester County, Pennsylvania with his wife, Stephanie, and their cat, Linus and dog, Toby. 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.DentistNewslettersNow.com

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