

Stay-in-Touch Marketing

Roadmap

Destination:
Happy Clients!
Wealthy YOU!



Presented By
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Destination: Happy Clients! Wealthy YOU!

Have you noticed that as soon as you buy a new computer or a new cell phone that it is almost immediately obsolete? It's the same with business in the 21st Century. Everything is moving at an incredibly fast rate. There's a new guru, a new method, a new gizmo coming at you just about every day. Just trying to keep up is making a lot of business people crazy.

With all of these changes that allow us to go to work in the room down the hall without even having to get dressed in the morning — I call it the one-minute commute — and our seeming 24/7 connectedness, you'd think that people would be happy with the extended engagement that these new tools bring, but people are actually more isolated than ever.

Which is why there is a sudden resurgence in people moving back toward the "old-fashioned" way of doing business:

- Hand to Hand
- Voice to Voice
- Heart to Heart

People have come to realize that there is a real live human being at both ends of a transaction and that making a personal connection, and building a relationship with those with whom you conduct business, means more satisfying success for both you and your customer.



People are enjoying in-person networking once again, getting out and speaking to groups of people all physically present in the same room and, organizing meet-ups so one can be in the presence of real people; not sitting behind some screen somewhere in spite of how easy Skype and Google Hangouts has made it for us to connect more personally online.

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People long for that human interaction, and no longer will doing business behind the anonymity of the Internet work as well as it used to. People want to know that the person they are doing business with actually cares about them.

Marketing today is all about building and maintaining relationships. We are returning to a time when people want to know with whom they're doing business. Clicking a button and interacting solely with a shopping cart just doesn't cut it anymore.

And because the market place is so crowded — not just with your direct competitors but with everyone else out there trying to get your customer's attention — the personal touch is coming back into vogue.

The overcrowded marketplace means that you have to reach out to your audience again and again, sometimes dozens of times before they even take notice of you, and dozens more times before someone might trust you enough to part with their money and give you some of it.

So staying in touch with your prospects has become an even more vital strategy for building the relationships needed to turn prospects into customers.

Stay in touch marketing will boost your brand, build goodwill, earn trust, build credibility and ultimately make sales.

Staying in touch on a regular and consistent basis using a variety of marketing routes creates a clear roadway between prospect and customer.

And staying in touch means that you must be diligent about where you put your focus and how you manage your time. You must know every week what you want your marketing to yield.



Establishing clear benchmarks for every marketing activity will help you stay on the road to meet your goals every 30 days. How many sales do you want? How many new clients do you want? And where are those clients going to come from?

Who are you trying to reach?

Know thy audience. Today, knowing the demographics of your audience — their age, their sex, what they enjoy doing in their leisure time, whether they have children or not and so on — is more important than ever.

Younger folks — the under 40 crowd — are more likely to be tuned in to the electronic world and will likely respond best to digital marketing.

While older folks are very tech savvy and tuned in to what is available electronically, they will likely respond best to more

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traditional forms of marketing like print media, networking, and face-to-face interaction.

In this ebook we're going to explore the 3 routes to effective Stay-in-Touch Marketing:

- ✦ Digital
- ✦ Voice
- ✦ Print

While you should be spending time traveling along all three of these routes, when it comes to marketing your business and staying in touch, you may find that you favor one route above the other or that one route brings you closer to your destination than another.

Your destination, of course, is getting a paid client or customer.

So you'll need to decide how much mileage you'll need to navigate along each route toward creating happy clients — and a wealthy you.

If your audience typically responds best to digital media, you will likely want to spend most of your time marketing to them online. Perhaps 60% of your marketing will be devoted to your online efforts, with another 25% being devoted to voice communication, and 15% being devoted to traditional print media marketing. But you get to decide.

Digital/Electronic Marketing includes:

- ✦ Your Website and/or blogsite
- ✦ Email
- ✦ Social Media
- ✦ Video

Voice Marketing includes...

- ✦ Phone
 - “Start something big”
 - Following Up
 - Cold Calling vs Warm Calling vs Hot Calling
- ✦ Networking
- ✦ One to one conversations
- ✦ Speaking/Presentations
- ✦ Referrals

Print Marketing includes...

- ✦ Newsletters
- ✦ NewsCards
- ✦ Postcards
- ✦ Brochures
- ✦ Flyers
- ✦ Mailers
- ✦ USPS Every door
- ✦ Personal Notes
- ✦ Letters
- ✦ Bumpy Mail

Today's digital printing presses allow for a high level of individual customization and personalization. It is the best combination of both the worlds of digital media and traditional print media.

The key to success with your stay-in-touch marketing strategy is in using multiple routes to get to the same destination: a paying client or customer.

All the marketing in the world won't make any difference unless it eventually turns a prospect to a *paying* client.

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Developing a Stay-in-Touch Strategy

Let's start with a quick overview of how to stay in touch with a prospect once they've raised their hand and said "I'm interested, tell me more."

Of course, you're going to need to attract your perfect-fit clients to you in the first place. Much like the signs along the roadway that let you know what services and products are available at the next exit, you'll employ a number of marketing strategies and tactics to get folks to notice you, then grow to know you, like you, and ultimately to trust you.

It's the conscientious and consistent use of stay in touch marketing that will create the type of relationship that will lead your prospects from when they first learn about you and what you do, all the way through knowing you, liking you and trust-

ing you and up to the point where they give you their money. But your marketing doesn't stop there.

Once a prospect has turned into a paying client, even while you're delivering your service or product, you'll need to stay in touch with them because once a prospect has become a client, it will be much easier to sell again to him or her than it will be to try to attract another client to take their place.

The money is in the follow-up.

Here's your quick stay-in-touch marketing strategy. We'll then continue afterward and talk more in-depth about each step along the way.

1. Meet a new *warm* prospect.
2. Get all of their contact information.
3. Enter their contact information into your database.
4. Send them a personal email saying how glad you were to meet them and reminding them of who you are and where you met. Do not try to sell anything or arrange a meeting in this email.
Special Note: Do not ever — under any circumstances — add a new prospect to your email marketing list unless you first ask them if it is okay to do so. Sending a personal email is okay.
5. If appropriate, and you are comfortable in doing so, call them on the phone within 48-hours of meeting them. Again, do not try to sell anything or arrange a meeting with them (unless they are actually a HOT prospect and not just warm). Defenses are always up at this point.

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Special Note: It is a good idea that when you call a prospect on the phone for the first time that you are calling not to sell them something but rather to establish a connection with them. Find out more about them and, if appropriate, ask them who their ideal client is and let them know you'll be happy to give them a referral at some future time should you meet someone who meets their criteria for a client.

6. In the meantime, send them a personal note on your customized stationery or note cards. You'll stand out when you send a personally hand-written note because so few people bother to do this these days.
7. If you promised to send them something in the mail (and we'll talk about why this is a good idea later) then be certain that you put that item in the mail at the earliest opportunity.

People have short memories and are extremely busy, so you can't allow much time to pass from the time they meet you to when you follow up with them, making the next connection as soon as possible.
8. After you've sent something in the mail is a perfect time to follow up with a phone call. You can chat about what you sent them, field any questions they might have, and see if you are good fit for working together. But don't call them and put them on the spot by saying, "Did you get the package I sent you? Do you have any questions?" If they got the package they will know what you are talking about and if they did not, they'll tell you.
9. Drop a copy of your Evergreen Newsletter or NewsCard in the postal mail to them.

10. Follow them on social media or ask them to friend you on social media. You don't want to be creepy about this or become a stalker, but lots of folks are on social media of all types these days and if you know that your prospect likes a particular social medium, following them is a great way to learn more about them.
11. When appropriate, arrange to have a meaningful conversation with them either by phone, Skype, or in person. An afternoon coffee date is likely better than a lunch or a breakfast meeting just to keep things light and not feeling too "salesy."

Now, most of your prospects will be of the "warm" variety meaning there is some interest there on your part and theirs but not an urgency or a need to move things along at a faster pace. However, if a prospect really needs what you're offering then by all means phone calls and meaningful conversations are required immediately.

I was at a networking mixer one evening and met a man who was very interested in what I was offering and asked me on the spot if we could meet at his office early in the week. I took out my phone and scheduled him on my calendar right there on the spot.

Another time I was introduced to a woman who said she needed me immediately. She said she had come to the meeting that night to meet someone who could solve her problems and, being a big believer in the Law of Attraction and setting an intention, she just knew it was meant to be. Two days later she was my client and we've been happily working together ever sense. No follow-up was needed but you can bet I stay in touch with these clients even though they've hired me already.

How to add a prospect to your email marketing list without making them mad.

As mentioned above, you never want to simply add a prospect to your email marketing list and start blasting them with emails begging them to buy from you or even sending them your soft-sell ezine.



While contrary to popular belief, it is not against the law to add someone your email marketing list without their permission, but it is in bad taste. (What the law clearly states is that you must provide a way for a recipient to opt out of your list if they no longer want to get your emails.)

Remember, when you add someone to your email marketing list without their permission, while you are not breaking the law, the definition of SPAM is any unwanted email and you may find that that warm or hot prospect reports you as a spammer anyway, and they'd be well within their right to do so.

So here's what you do instead...

Simply invite them to join your emailing list. Ask in a personal email (and when I say personal I mean use your regular business email address one-to-one just like you would send an email to anyone; do not use your autoresponder. Go back and re-read the paragraphs above. Provide them a link to your squeeze or landing page at your site and let them opt-in to your list if they are interested.

In your email, and this should be a second, third or even later email, let them know about the benefits of being on your list

and that you'd like to use it to stay in touch with them, and then provide the link where they can click to add themselves to your list.

If, on the other hand, you've got them on the phone or you're talking to them in person, ask them if you can add them to your list telling them why this is a good idea and assuring them that you won't waste their time with unnecessary emails. Then if you get their verbal okay, add them to your list immediately and be sure to send them an email telling them that you've done so.

Done right — and if the prospect really is a right-fit for what you offer — you should be able to close a sale within 90-days or less. But, depending on what you offer, and the immediacy that the prospect feels for getting their problem solved, you could make the sale almost immediately. And, it could take longer. Every prospect is different.

Don't let them forget who you are!

The key is to stay in touch on a regular and consistent basis.

Don't let them forget who you are! When the time is right for them to buy, you'll know exactly when to ask. Done right, they'll likely ask you before you even have the chance.



How to stay in touch without being pushy, annoying or too “salesy”.

When most business people think about staying in touch with their prospects and clients they immediately think about email marketing. And while email marketing is still a valid and important way to stay in touch, it is but one way of doing so.

In the following pages we'll discuss a variety of ways that you can stay in touch with prospects and clients alike where you will be seen, as Dan Kennedy so famously said, “as the welcome guest, not an annoying pest.”

As you take off on your journey of attaining your destination of getting a paying client, you'll discover along the way that many of the roads and paths that will take you there criss-cross from time to time.

Every stay in touch marketing strategy and tactic you employ must work in concert together to achieve your goal. You may be metaphorically taking a car, a bus, a van, or maybe even a train or a plane to get there, but all roads lead to same the place: paying clients.

So your company branding needs to show up on whatever vehicle you are using to reach your prospects, whether that “vehicle” be your blog, or your email marketing messages, or social media or your business card or your voice mail. Consistent branding and messaging is vital.

Good Advice

“Major change in digital marketing: Those that pitch are becoming ignored. A little bit of selling here and there is great, but those marketers who do nothing but sell, sell, sell, are gonna get ignored, dismissed and overlooked by consumers and prospects. Get cracking folks, it's time to actually care. That means dedicating more resources to things that are harder to track, like answering customer questions and providing more value online.”

<http://www.toprankblog.com/2014/05/digital-marketing-2015/>

— **Mike Stelzner @Mike_Stelzner** —
CEO, Social Media Examiner

Digital Stay-in-Touch Marketing

Websites & Blogsites

These days your website and your blogsite are probably the same thing. There was a time where you had an HTML website and then a separate blogsite.

But then along came Wordpress and effectively changed all that. Websites today just have their blog built right into them so there's no external linking needed or no need for a separate URL.

Blogging as a means of staying in touch with your prospects and clients is not only a great way to share information, or to get some SEO love for your site, but is the best way to show off your authentic self. Blogs are a little less formal than much of the writing you might do and gives you the chance to “let your hair down” so to speak and let the real you shine through.

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If you are on social media you want to make sure that you let everyone that follows you there know when you've posted something new to your blog. (Be sure to include a link.) And it is always a good idea to link the main article of your ezine back to your blog so that you can invite readers to go to your post and comment on it.

Having a blog and posting to it on a regular basis is important not just for staying in touch purposes — be sure to invite your blog readers to subscribe to your RSS feed too — but for SEO purposes as well. Google and other search engines love new content and posting regularly and frequently ups your chances of showing up high in organic search results.

Having a squeeze page is more important than having a website.

But really, having a website or even a blog is not 100% necessary for staying in touch with your prospects and clients. There are other things that are more important, like a "squeeze page" or a landing page so that people can get on your email list. We'll discuss email marketing in great detail here shortly, but don't let having a full-blown website stop you from communicating with your followers, or those that want to follow you.

The squeeze page is mis-named these days but like so many other things, the name has stuck. There was a time when a squeeze page was designed to do exactly that. To prevent someone from visiting a website for more information without first entering their email address as a means for unlocking the info they wanted. It was literally "squeezing" their contact info

out of them. As you can imagine, this didn't last long, as it soon became evident that people were not going to be forced into handing over their contact information without some really good reason for doing so, and since there were websites aplenty to choose from, they were off to find what they wanted somewhere else. But the name stuck.

Today, a squeeze page is still used to collect email addresses for marketing purposes and it is useful because the focus of that page is entirely on getting that contact information.

Rather than hold a website hostage, the squeeze page is designed to offer some irresistible gift of such high perceived value that the price to get it is to enter their name and email address and thus, giving you permission to add them to your list so you can send marketing messages later and at will.

If you did not have the budget for a full-blown website or blog, but you could afford to get a single squeeze page created, then the squeeze page is your best bet. You can always add a website later on.

I cannot stress enough the importance of capturing email addresses of potential site visitors the very **first** time they come looking for you. If they leave without doing that, you'll likely never hear from them again and will have lost any opportunity to reach out and touch them with the hope of eventually making a sale.

The squeeze page is more likely to make that happen than your website. On your site are all kinds of distractions, but on the squeeze page there is just one thing: sign up and get the gift.

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Now, you're probably thinking, "but no one asks anymore for a brochure they ask if you have a website." And you are right about that. But not to worry. You simply send people to your squeeze page until you get the website ready.

I can't tell you how many people I've talked to who still haven't gotten their business off the ground because they are either waiting on their website to be finished (which it never is) or they're waiting until they can afford to have one.

Listen to me: You don't need a website. You need a squeeze page. And most folks in business can at least hustle the money together to pay for that.

One quick note here that I must say: You really cannot start nor operate a business without some money or availability to credit. I'd rather see you use real money for everything but if you have to rely on your credit card to get you started, then do that. But don't do it unless you are 100% certain that you'll be able to start generating an income pretty soon so that you don't become dependent on the credit card and run up impossible to pay balances. I want you to sleep at night. And debt like that will keep you awake.

The squeeze page will allow you to build an email marketing list and you'll get a head start on being able to make money. Money that can then be used to pay for that nice website or to put into your own bank account. You've heard the expression, I'm sure, that "the money is in the list." And that couldn't be more true. Work on building a responsive list.



Of course, it does no good to build a list if you don't have something to sell them. So be sure that you have something to offer as you build your list. Even if it is just a \$7 ebook, that will allow you to test out your list to see if they're willing to buy, and if they are, then you can start offering more expensive items, like your programs or your coaching services.

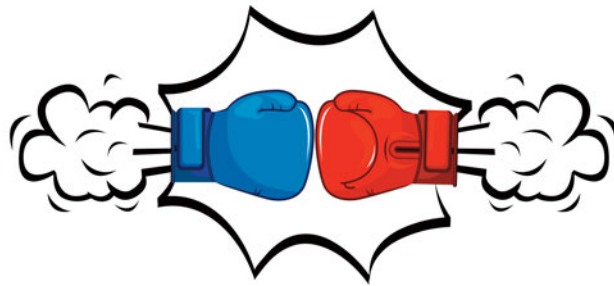
If you are going to stay in touch with your prospects and keep them warmed up until they are ready to buy, you need to build and grow an emailing list.

The size of your list doesn't matter. What matters is that it is a responsive list. I know a web designer who has made an excellent living for many years with a list of about 300 people. These are "responsive" people who buy from her on a regular basis. She doesn't need to grow a big list.

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Most likely your number one resource for staying in touch with your prospects and clients and generating revenue for your business will come from email marketing. But there is a faction of marketing “gurus” out there telling people that email marketing is dead and that other media, like social media, is the way to go.

I want to caution you that using just one media to stay in touch with your perfect-fit clients will not be as effective as will be using a variety of media to reach out and touch those whom you hope will buy from you. It is not the **ONLY** medium you should be using to market your business, any more than using just social media, or the phone, or print would be as your *only* marketing medium.



Email vs. Social Media

The key to having a loyal and responsive email list is in first knowing who you want to have on your list.

It used to be that the goal was to have as many people on your email list as you could possibly get. The idea being that the

larger the number the more likely that at least a sufficient number of those people would buy whatever you were offering.

But today it is imperative that you know exactly whom you want to reach and who will most likely want to hear from you.

Every time you write an email marketing message you want to be writing as if you are writing to just one person. Who is that person? They are your perfect-fit client.

Take a look at your favorite client or clients. What is it that you love about working with them? Write those qualities down along with their age, their sex/gender, occupation, etc. and you'll soon discover exactly who it is that you will want to “target” in all of your marketing messages across the several routes you'll be taking to reach them.

And as your subscriber's inboxes are filled to overflowing and more and more email marketing messages wind up getting trashed or sent to the dreaded “read later” folder, you really must work to attract *only* your right- and perfect-fit prospects to your list.

It is those perfect-fit prospects that will pay attention when you send a message and be eager to not only hear what you have to say but to buy from you as well. And they'll do that regardless of how many other messages are in their inbox.

Once you know who your perfect-fit client is, the road to profit will be much smoother.

People today are overwhelmed — I call them “inbox weary” — with the sheer volume of email they receive on a daily basis.

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Perhaps you find yourself in that position. No longer are you just competing with another company that offers similar services to yours but you're competing with every other message in their inbox.

Messages from family and friends, work and business related messages, along with every other commercial marketing message, including yours, plus a deluge of SPAM messages.

So is it any wonder that people are beginning to question the value of email marketing and are turning instead to what they hope will be a better solution like social media?

At a business and marketing event I attended recently the speaker asked the audience "who had checked their Facebook account before coming to the event?"

There were about 100 people in the room, it was not yet 9:00 am, and a few hands went up. She then asked how many had checked their LinkedIn account and only a few hands went up. She asked how many had checked their Twitter account and a scant few raised their hands.

Then she asked how many had checked email already that morning, maybe more than once, and virtually every hand in the room went up.

While social media is a great way to network and make connections with the folks you want to attract, and certainly has a place in your marketing mix, when it comes to communicating and staying in touch with your prospects, email is still, hands down, the better method.

Here's the big problem with using social media as your only way of reaching prospects and clients: You do not own any of the contacts you make there, nor do you own the content you post there. If you are depending on social media, like Facebook, to keep you top of mind with your perfect-fit prospects you run the risk of losing them all if Facebook decides to cancel your account for some reason. And this happens all the time, especially to marketers.

By building your own list of targeted prospects you always have ownership of that list and can send a marketing message to them at any time you want and be assured that it will at least reach their inbox.

Another problem with social media is that the messages go by so fast, and if your prospect is not online in their social media account at the time you send your message, they likely won't ever see it.

And these days, more and more, unless you are willing to pay to have your message seen by more people, it likely won't be seen by anyone at all. Using social media as your only marketing medium is a crapshoot at best.

While using social media as one of your marketing strategies is a great idea, depending on your audience, of course, you must make sure that as you engage with people through social media that you have a way to capture their contact information into your email marketing system. All of your social media interaction from Twitter to Facebook to LinkedIn or any other media should lead your prospects to your email sign up page.

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Email Marketing Best Practices

Just like with traffic laws we must obey while traveling over the roadways, commercial email marketing is a marketing practice that is also governed by law, not just in the United States but in all countries throughout the world.

You know you must obey the traffic laws or you suffer the consequences and it's no different with emailing laws. You must be absolutely 100% sure that you are meeting the letter of the law so as not to get in trouble. You may think to yourself that you are just a small business and who would notice, but the consequences can be real for violating the law no matter the size of your operation. And it could be the very people on your list who could "turn you in."

This is another reason that you want to attract to your list only those people who are the right- and perfect-fit client for you. You will be using email as one of the ways to build an on-going and, hopefully, long term relationship with them.

To make sure that you comply with the law without having to ever worry about whether you are doing so is by using an Email Service Provider (ESP) also known as an autoresponder system to collect email addresses of subscribers and to send out your marketing messages.



There are so many moving parts, rules, and legalities involved with commercial email marketing that using a service to send and manage your messages is a must.

There are just too many downsides for trying to do this from your desktop, not the least of which is the potential for being blacklisted as a spammer for sending too many messages at once through your desktop email client, like gMail, Yahoo, AOL or Outlook.

Once blacklisted, you likely will never get the privilege back for sending any kind of email. Not even to your friends and family. It is not worth that risk no matter how small your list, nor how much money you save.

Handling new subscribers, and unsubscribes, and complying with the law is just too complex and time consuming for you to do that yourself.

An ESP like Aweber, MailChimp, iContact, 1ShoppingCart, Constant Contact, Drip, or Infusionsoft will handle all of the things necessary for you to be able to easily and legally be able to send your commercial marketing messages.

Your ESP will handle capturing the email addresses of your subscribers, sending them a welcome email, and any following messages automatically, plus will manage any unsubscribes, and will ensure that you have met all the legal requirements for sending your messages.

And it will do all of this automatically no matter what time of day or night your prospect shows up to your squeeze page.

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So let's spend a few minutes here talking about some of the **best practices** you can employ for having an effective email marketing program working round the clock to bring you more prospects and more clients.

"From" line and sending email address – If you look in your email client — that's where you read your email — like gMail, Yahoo, Outlook or AOL — generally, along the left hand side you'll see the names of all the senders in your inbox.

You probably recognize most of them but from time to time you may see an email from someone you *don't* recognize. You may open to see who it is or you may simply delete the email without ever opening it.



The "from" line is like that sign you see just before the exits on freeways and Interstate highways that tells you what you can expect to find at that particular exit. You'll see familiar names for services and products and can decide if you want to get off at the exit or keep going. Your readers will do the same thing with your from line. If they recognize you, they are more likely to "get off at that exit", open your email and read it.

You want your prospects and clients to always recognize your emails when they come in to their inboxes so you don't run the risk of being deleted. You want to be sure then that whatever

shows up in that "from sender" space on the left side will immediately strike a chord of recognition with your reader.

Putting both your name and your company name or some other identifying information is the best route to take. For example, the readers of my emails have come to expect to see this in the "from" line for my emails:

Marty Marsh | Soul Proprietor

If I just put Marty or even Marty Marsh, they may not remember who I am, but by adding the Soul Proprietor part to it, they immediately think, "oh, this is that soul proprietor business guy I signed up to get emails from."

Never use just your first name in the "from" line either as most folks won't remember who "Bob" or "Mary" actually is because they probably know a lot of Bob's and Mary's. Always at least include your last name. And even if your name is uncommon, most folks don't want to have to work so hard figuring out who is who in their inbox. Tell them! One exception I find is that one of my mentors is named "Neville." And since Neville is a rather unusual name, he just simply uses that as his from name. It works for him. It may work for you, too.

Why is this so important? Well, you want all of your emails to be opened. And people are just too selective these days when it comes to which emails they will open or not. If they don't know who is sending to them, your email will likely head to the trash.

Another way, of course, to get your emails opened is by using a subject line that entices them in. We'll talk about that later.

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Since you aren't a big company who doesn't care about your clients, you also don't ever want to have your "from" line show up with the words "no-reply" which basically screams "We really don't care enough about you to hear from you."

As a small business or practice owner I'm sure you care very much about your clients and that you want to hear from them, otherwise, why would you be sending an email in the first place? Just like social media, email marketing is also a two-way street. You communicate, someone responds, you respond and you're off creating a fabulous relationship before you know it.



So another email best practice is to make sure that you use a live "reply to" email address as your from address. So while your name and company name may show up in your "from" line, underlying that is an actual email address. You want to make sure that if someone wants to respond to you that they can simply click on "reply" and their email will get to you.

So underlying my "from" name, Marty Marsh | Soul Proprietor, is the email address, marty@martymarsh.com. If someone click's reply in my email, their email will not hit a roadblock but will come straight to me.

Use a professional email address – gMail, in particular, has become so popular these days that most everyone I know owns

at least one gMail address. Other popular email accounts are Yahoo and AOL — and the worst of all, Hotmail. And the reason for this is that they are free. But using one of those emails as your professional business email address is a big red flag that you may not be as professional as you'd like people to think.

You can still *manage* your email through accounts like gMail but the email address that your buying public sees should include some form of your website domain URL — even if you don't yet have a website.

So again, in my case, since my business name and my domain name are actually my name — Marty Marsh — my email address is marty@martymarsh.com. So yours would be: yourname@yourdomainaddress.com.

You also want to use your first or first and last name together before the @ sign in your email address and not some generic word like info@ or support@. People want to know they are dealing with another person, not some "entity" or some impersonal thing like info or support. Remember: you are in the people to people business, and words, certainly in this case, matter.

Confirmed Opt-In a.k.a. Double Opt-In vs. Single Opt-In

When it comes to someone subscribing to your list, you will need to make a decision about whether you want to use a subscription process known as Confirmed Opt-In, also known as Double Opt-In, or to use only a Single Opt-In process.

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The important thing is that you allow people to opt-in to your list, rather than just adding them willy-nilly. Having every subscriber “opt-in” to your list is the best insurance you have against SPAM accusations that might crop up from time to time.

Single Opt-In: This is where your subscriber enters their contact info into your form and when they click the SEND or SUBMIT button, they are immediately added to your list without any further action on their part. Typically you will send them directly to a thank you or download page so they can collect their irresistible free gift and they'll get an immediate, warm welcome email from you sent by your ESP.

Confirmed Opt-In: Also known as Double Opt-In, confirmed opt-in is a two-step process that removes all doubt that someone wants to get on your list. Your subscriber submits their contact information but rather than be immediately subscribed to your list, they must first *confirm* that they really do, indeed, want to get on your list.

So they are automatically sent an email with a message asking them to click on the embedded link to “confirm” their desire to join your list. Once they do that, they are added to the list, are then taken to the thank you/download page, and receive your warm welcome email.

While some ESP's make it sound like that the law dictates that people must opt-in to your list and further, that they must *double-opt-in* to your list, that is simply not true. If an ESP has a double opt-in or confirmed opt-in rule in place for using their service, it is to protect them (and you) from potential spam

problems. Contrary to popular belief, it is not the law that demands that but the individual email service providers that make it a requirement.

What the law *does* require is that you provide a way for people to opt-OUT from your list, in other words, unsubscribe from your list.

Now, it is inevitable that someone will, one day, report you as a spammer. It's generally because they are too lazy to use the actual unsubscribe process, but sometimes it is indeed because they are upset or disappointed in you and they want to make a point that you know it. Or that they have forgotten that they actually signed up for your list and think that you are simply another spammer trying to separate them from their money. This often happens if you mail too infrequently.

So long as that subscriber has opted-in to your list, either through single- or double-opt-in, then you have nothing to worry about. Generally, you won't have anything to worry about anyway if someone reports you as a spammer, because random complaints don't make much difference in the grand scheme of things.

To have the best insurance against any kind of complaints, however, it is a good idea to use the double opt-in process. If everyone has confirmed they want to be on your list then you never have to worry about complaints. If your whole list has been confirmed as you build it, it also becomes much easier to move your list to a new email service provider if you decide to do that in the future.

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One decision you *will* need to make when deciding on the provider you will use to send emails on your behalf is how you are going to want to add people to that list.

If people will be signing up for your list strictly online, then just about any service provider will be good for you. But if you are going to be speaking at events, and having people ask to join your list by completing a form on a piece of paper, which will later need to be manually input into your system, then that will make a difference with the provider you choose. So be sure to check what a provider's policy is about adding manual subscribers and what happens once you add them.

Don't be a SPAMmer

The definition of SPAM is any **unwanted** email sent to someone via email whether they requested the email or not. If they perceive a message as unwanted, in their eyes, it is SPAM, period.

The reality is that you *will* get SPAM complaints from time to time, guaranteed. It's the way of the world, and whether warranted or not, it will happen. Do not despair. The email service providers all use a ratio of numbers of emails sent compared to the number of SPAM complaints that come in. If you get a complaint or two you'll be alright. Nothing to worry about. If, however, you were to get a sudden rash of multiple complaints, you'll likely have some explaining to do to your provider.

Subject Lines

Now that you have everything else in place to make sure that your emails get delivered and recognized, it will be job of your

subject line to actually get the email opened. Unless people are opening your messages and taking the action that you request, there won't be any sales being made. And remember, the whole point of sending email marketing messages is to, ultimately, make a sale. Either directly, or indirectly.

So your subject lines must match the content of your email message. You'll lose all trust with your readers if you "fool" them into opening the email and then they find an incongruent message inside.

Don't do these things...

As mentioned above, don't "trick" your readers with a clever subject line that has nothing to do with what you are really writing about. Most folks seem to think that they have to come up with some clever subject line in order to get people to open.

But the reality is that, if you've done a good job of always providing value in your email messages, even when making an offer, that people will open your emails almost regardless of your subject line so long as they have grown to know, like, and at least trust you a little bit. Greater trust comes with time.

So your subject line can just be very straightforward, no tricks or clever play of words needed. It is quite okay, however, to have fun with your subject lines. It may be the very thing that endears you to your prospect.

Don't use Re: as a way to make your readers think that they've received a reply to an email that they themselves may have sent. Sure it might get opens but it will more likely just piss them off

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if they've been "tricked" into opening. A better way of getting them to open your email without resorting to the "Re:" trick is to ask, in the subject line, if they saw your earlier email. Your ESP will generally allow you to send emails only to people who have not opened, say, your last campaign. You can send to these people who did not open your email without annoying those that did.

Unless your reader's house is on fire or the their kid has just broken his leg, there is probably no reason to ever use the word URGENT! in your subject line. Just because your event registration is closing tonight does not make that an urgent event in the life of your reader. Better to simply say, "Don't miss out!" or to be straightforward and say "Reminder: Event registration closes in 3 hours" or something like that.

Pay attention to the various subject lines from folks you like coming in to your inbox and see which ones make you want to open the email and which ones do not. You can learn an awful lot from just paying attention to your own gut reaction to things you see and read, and know whether your own readers might respond the same way you do.

By the same token, from time to time, take a look at the SPAM messages going into your junk folder and check out the subject lines being used there. These are the subject lines you do NOT want to use. Learn by observation.

Your subject line is probably the most important part of any email message you send out and you should take great care in crafting what yours is going to say. Often, in the process of writing your message you'll discover your subject line.

Advice given over the years says that you should spend 20% of your time writing the message itself and 80% writing the subject line. It's that important.

Pay attention to your analytics. Every ESP gives you access to statistical data that will tell you how many (and who) are opening your emails, how many (and who) clicked through on any links in your email, and other data that you may find useful.

The true measure, though, of how well your campaign is doing is how many sales you get. And if you paid attention to nothing else but sales, that would be the best measure for how effective your campaigns actually are.

Unfortunately, the data that comes back about open rates can be quite misleading because it is not a truly accurate measure of who actually opens and who does not. You may find that some people open a particular message over and over again, and that will skew your open rates. Not everyone who sees your message may necessarily register as an open. Some folks view their emails without actually "opening" them.

So when you hear someone bragging about their open rates, don't be too impressed, because it is not an accurate measure at all. But it is useful in that it gives you an idea about what kind of reach you're getting and if you will take the time to write down each of the various parts of the data provided by your ESP you can get a great idea about how well you are doing and then make decisions accordingly. Once you start keeping track then you'll be able to monitor trends and then be able to decide what part of your email marketing needs attention.

Social Media

People are spending an inordinate amount of time on social media these days. So for many, it only stands to reason that this should be a great place to market your business. And, in fact, it may BE a great place to market your business with a few considerations.

While Social Media can be an integral part of your overall stay in touch marketing mix it should not be your *only* marketing strategy and too many folks are relying on it without results.

The key word in social media is the word *social*. People are not engaging in social media because they want to see yet another marketing message. They are there to engage with friends and family and to share their heart and soul with those they care about.

And yet, it appears that social media is becoming little more than one big marketing medium. It should be called “social marketing” instead.

Lately I’ve been hearing from a number of marketers that they are giving up email marketing (and most other marketing activities) and are devoting all of their time to marketing on social media.

And why not? There are plenty of gurus out there telling them that they can get rich just by promoting more on social media.

What I suspect is happening, however, is that they’ve found a way to spend their time doing something they are already consumed with for many hours a day — engaging on social media



— and calling it “marketing.” They can’t be wasting time if they’re on there every hour of the day “marketing” can they?

It’s been said that those who love social media in their personal lives will also love using social media to promote their business. But you have to ask yourself this important question:

“Are the people I am trying to reach — my perfect-fit clients — hanging out on social media and will they be interested in hearing marketing messages from me?” And most importantly, will they be online at *just the right time* to see my message?

No matter how much you yourself love social media your target audience may not. So any time you spend there “marketing” will be wasted because the people who need to see what you offer won’t be there in the first place.

3 big problems

There are three big problems with using social media to market your business but each can be managed if you are willing to spend some extra time and some money.

1. The first big problem is that the nature of social media is that it is fast moving. You post a message and it zooms past in a flow of never-ending posts. Just like your prospect's inbox, your message is competing with every other message in that data stream. Unless you are willing to pay to boost your message — something called "paid amplification" — these days they aren't likely to see your message at all. And even by paying there is no guarantee that the people you want to reach will ever see what you are saying.

2. You have no control over when the people you want to reach are going to be on social media so that they will see your message. So it is just by chance that they'll be there at the right time to see what you post. Even if you are posting constantly, catching them at just the right time is nearly impossible.

3. You don't own your followers' contact information. In fact, you probably don't even have their contact information at all, just their presence as a follower or as someone who has "liked" a page or a post of yours. And you run the risk that at any time and for any reason, usually without explanation, the powers that be running the social media sites can shut you down completely if you unknowingly violate their terms of service in some way. Poof! Your avenue of contact can be gone in seconds.

So, if you are going to use social media to market your business you are going to want to create ways to work around those challenges.

How to use social media to market your business

While making direct sales is not likely going to happen with social media there are two very good reasons to use social media to get the word out about your business: Networking and Customer Service.

Building goodwill and a network of people who like you and want to engage with you is a great asset to your business. People who get to know, like and trust you through social media can become some of your best raving fans and advocates and over time may become some of your best clients.

First, you must find out which social media platforms your people are engaging with...

Plan your strategy as to how you will use the chosen social media platform to reach them...

And plan the content you will post.

There are lots of social media platforms to choose from, but sticking with the top four or five will probably be your best bet.

Master one or more of these and you can then move on to adding other media as you discover more and more of your audience embracing the new services. But the following Big 5 are where you are most likely to find your audience.

The Top 5

Facebook

Facebook is becoming less and less a good place to market your business unless you have a relatively large budget to pay for amplification of your messages or to buy ads. Facebook is excellent for engaging people and for getting known so you'll first just want to pay attention to what your reach actually is — *without* having to pay.

Then, if necessary, you can boost your posts for a wider audience. If you're going to spend money on boosting posts, however, you may find that buying ads on Facebook gets you more bang for your buck.

The beauty of buying Facebook ads is that you can highly target just the people you want to reach. A huge advantage any time you engage in any form of advertising, whether online or off.

Twitter

Twitter is an excellent way to build brand awareness for your business and Twitter can also be an easy way to manage customer service issues — but you've gotta be paying attention, 'round the clock. Rather than deal with you directly through your normal support channels, some buyers will want to engage with you on Twitter if they have a customer support related issue. Often, people will do this to see if they can get a "rise" out of you, to see if you are paying attention to them, and to, sometimes, shame you. (People are funny.)

If you are going to actively promote and use Twitter as your *only* customer support medium it is vital that you (or someone) be paying attention at all times. Day and night. 24/7. 365 days a year. These days, all it takes is one dropped response to create a twitter war against you. Justified or not.

LinkedIn

If you are primarily trying to reach other business people, LinkedIn is definitely the way to go. Success with LinkedIn comes from doing several things well, first of which is having a descriptive profile and using the right words you use to describe what you do.

How you ask for connections and how you follow-up with connections is key, and active participation in groups helps you stand out.

A great resource is LinkedIn for Business by Ted Prodromou. Just be sure you get the newest **SECOND** edition just released in March of 2015. Any of his books older than that are way out of date and won't get you very far.

YouTube

YouTube is the second most-used search engine helped by the fact that YouTube is also owned by Google, the number one search engine. Posting videos on YouTube is a great way to engage and stay in touch with your followers. And the more funny and entertaining the videos are, the more likely someone will share them with others.

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Google+

Some say that Google+ won't be around for long, but because it is owned by Google, I doubt that it will be going away any time soon. You may know very few people who are actively using Google+ right now or if they are, aren't really sure why they are doing so. One of the biggest challenges to using Google+ is in figuring out how to use it. It's not a very intuitive program but we hope that that will change soon.

One advantage to using Google+ is that it is favored by its parent, Google, in search engine rankings above other social media platforms. For that reason alone you may want to have a robust Google+ presence — if you can figure it out. Again, there are books out there to help you but at this writing, I don't know enough to recommend one to you.

What about all the other social media platforms like Reddit, Pinterest, Instagram, and others?

This is where you must *really* know your audience and where they hang out on social media. If you are a person interested in crafts, then Pinterest is a great place for you to be if your audience is other crafters. Same goes for people interested in cooking, fashion, graphic design and other categories.

You'll need to do some investigating on your own, and perhaps some experimenting, before you decide where you want to be in social media and how much time you are willing to devote to it as a marketing tool.

I hope it goes without saying that if you are not on social media

during your workday to market and promote your business, then save your social media time for your off-work hours.

Beware the Social Media time suck

You may want to have a wide-ranging presence on social media but you have to be cautious that social media doesn't become a time consuming thing to the point where you have little time for anything else.

So you need to choose what percentage of time you will devote to each one. It also may be a good idea to choose just one or two platforms where you can devote all of your social media time.

So if you are in a business to business marketing situation, where your potential clients are other business people, then you may want to devote the majority of your time to the LinkedIn platform, say, 70% of your social media time and effort. You could then post at Twitter another 20% of the time, and use Google+ the remaining 10%.

Or, depending on your audience, you may decide that putting 100% of your time into Facebook is the best strategy for you.

It really all comes down to where you will find your audience and your own availability to engage on social media.

Paid amplification

Marketing messages that are entertaining will get more notice from your followers and generate more likes and shares. Any message with a photo or a video will get more notice than just

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plain words. This is why images with quotes are so popular. So to get more notice, images are a must. Even for paid posts.

And while folks will “like” your image quotes, they aren’t likely to share them that much. But give them something that really makes them laugh or engages them in some way and they’ll not only like but they’ll share as well.

Recently I posted some items at my Facebook business page and was dismayed to see that I only reached a maximum of nine people. But that little notice was also accompanied by a message from Facebook asking me if I wanted to “boost” the post. In other words, pay them to get more people to (hopefully) see it.

It has become more common that in order to get any reach at all with your Facebook posts you are going to have to pay to have that happen. But just boosting posts is also not getting the reach that most folks want.

As I mentioned earlier, your best opportunity for reaching the right audience is through paid Facebook ads. And it appears that Facebook is doing everything they can to force you into buying ads if you want any reach at all. The reality today is that you are far more likely to experience more direct sales using an ad than a post. Test and see what happens.

You must be present to win

With the advent of social media being used for marketing, it didn’t take long for a variety of apps to become available to make it easy for you to upload a bunch of messages to

distribute randomly around the clock. You can have a social media presence no matter what time it is where your reader is engaging with their social media of choice.

This in itself is not a bad idea. It makes perfect sense that since you can’t be around 24 hours a day (or at least I hope you are not) to post messages, having a tool do it for you is a stroke of genius — or so it would seem.



Here’s the deal, though. Social Media is really a form of *engagement*. It is not a one-way street of communication and you really must be available to add to the conversation that you start, or what’s the point?

This is why I don’t advocate using applications to automatically post for you. Since you aren’t around to know what’s been posted nor *when* it posted, you can’t respond in a timely way.

Say you are hard and fast asleep at 2:00 in the morning and your automatic post goes out on Twitter. Someone halfway around the world, or a night owl in your own neighborhood, sees that tweet and responds to it. And then there’s nothing from you.



Their assumption, and rightly so, is that you are right there at your computer and your lack of response appears rude. They could just ignore you at that point, but some folks will get their dander up and tell the whole world what a jerk you are. So if you can't be around to respond, do not post anything to any media — social or otherwise.

But, you may argue that you have something that is so important it must post at a certain time, but, you've got an important meeting or something else to do during that time so why not use the bot to do the posting at that optimal time?

Think about this, if it's important enough to send at a certain time then it must be important enough to be there for the execution of it and for the response to it.

Another danger when using apps to do your job...

The polite thing to do, it seems, is that when someone follows you on say, Twitter, that you respond to them with a "thanks for the follow" message. There have been times in the past where people who are using automatic follow-up thank you messages after getting a new follower mess up and send multiple thank you messages. Sometimes dozens or hundreds of them.

Besides the irritation of receiving so many messages, it is then painfully obvious that a machine, not you, is doing the work, and then your follower feels like they are just another number to you in their follow count and that you don't really care whether they're following you or not.

Just keep in mind that social media, when at its best, is used when you are present in the moment and that not being present is contrary to the whole philosophy of stay in touch marketing and building relationships. A machine can't do that for you.

I have to reiterate: Social Media is an excellent way to raise awareness about you and your brand, to network with people from all over the world and most importantly, a great way to stay in touch with family and friends and clients and customers.

But it should NOT be your sole method for attracting clients. It is just another tool to use in your marketing roadmap, not the only car on the road.

Keep that in mind when planning out your digital stay in touch marketing strategy and you'll be at your destination in no time.

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Video

It wasn't very long ago that someone made the prediction that before too long the Internet would not have written/printed words but would only be made up of pictures and videos.



At the time I heard that I thought, no way. But now I'm thinking they may not have been too far off-base. It appears that video has taken the Internet by storm.

As a stay-in-touch marketing tactic, video is about the closest thing you can get to being live and in-person with your prospects without being live nor in-person. Video is an excellent stand-in for being face to face.

Remember, people love doing business person-to-person and the video allows a more personal connection. People respond better when they can actually see someone, get to know their personality and the quirks, and experience them way beyond what can be achieved with the written word.

A caution: People's attention spans are very short these days and long videos just won't cut it. 2-3 minutes is ideal for a stay-in-touch marketing video. 5-minutes is pushing it, 15-minutes or more is just too long.

A very prominent author who also teaches folks how to write and produce best-seller books has a series of three free videos that he uses to promote his paid program sold for several hundred dollars. And he is absolutely on the right track in using

video this way, but unfortunately, the first video in the series more than an hour and a half long, the second one is "just 20-minutes" and the third is 45-minutes. And while the information he shares is good, one still has to buy his program — even after investing more than two and a half hours of time — to get the answers you need to follow in his footsteps. Of course! It is a marketing tactic to sell more of his programs!

But he probably loses a lot of sales because the average person today just does not have that kind of time to invest in watching promotional videos.

Better to produce something that is quick to view, makes one to three points, and allows the viewer to get on with their life. Those who have been the most successful with video marketing are the ones who have created something that is unique, funny, short, and shows off the personality of the creator, but who also puts up a LOT of videos. Not all of your videos are likely to be great, but some of them will be, and it will be those that entice the viewer to watch more and more until they just love you so much they are dying to work with you.

After Google itself, YouTube (which is now owned by Google) is considered to be the second largest search engine that people are using to find the information that they want and need.

Consider the impact that video could have on your business. Don't stress about the need for fancy equipment. If you've got a smart phone with a camera in it you've got pretty much all you need to get started making videos. There will be time for improvement later. Don't let lack of equipment keep you from getting started.

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Luckily there are a number of great resources online — er, you might want to check out YouTube — for how to utilize video in your marketing as well as to learn all the ins and outs of video production. In the meantime, keep driving forward, and let's talk about using your Voice to stay in touch with your peeps.

Using Your Voice to Stay in Touch

Pull your cell phone out of your pocket or pick it up off your desk. It's pretty light isn't it? Now, start to dial one of your prospects to talk to them about working with you. That same phone probably feels like it weighs about a hundred pounds now doesn't it?

Small business owners and coaches, and other folks in the holistic healing professions — all of those folks I call Soul Proprietors — want to do everything in the world they can to market their business and to ask for a sale — except for picking up the phone and calling someone.

You don't want to be seen as someone trying to sell something. Well, the fact is, you ARE trying to sell something. But it's the way you go about that that makes the difference. If you don't want to be seen as salesy then don't be salesy.

How NOT to be salesy...

When people think about using their phone for selling, they are generally thinking about the dreaded cold call. There are some times where cold calling may be absolutely necessary. The problem is that most small business owners don't know how to cold call properly. There are any number of good books on the market that

will help you learn all the ins and outs of cold calling if that's what you need to do so. A great book for learning all the ins and outs of using the phone to market your business — not just cold calling — is: **Smart Calling** by Art Sobczak.

There's no way, in this short report that I can tell you everything vital you'll want to know about using the phone to stay in touch with your prospects and clients, so I highly recommend reading the book mentioned above, as well as others you might find.

“If you want that extra edge, then come out from behind the cloak of technology. The personal connection seals the deal every time!”

— Joanne S. Black, author of *Pick Up The Damn Phone*

The key to successful cold calling is in being prepared. The mistake that most marketers make in cold calling is just in calling people at random, hoping that by playing the numbers game they'll have some success. And you might, but not likely. If you've done your research and know for certain that (1) whomever you are calling has a need for what you are selling and (2) that you are calling and talking to the right person. Otherwise, cold calling becomes a total waste of your time.

Warm Calling is better. If someone gives you a referral or if a prospect has signed up to your marketing list or otherwise expressed some interest in you, then it makes it a lot easier to place a call to that person because they are expecting you!

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That's why it's called a "warm" call because the prospect is already "warmed up" to the idea of possibly engaging with you. This is a much easier call to make and is always preferable to just calling people at random.

I still suggest though, that even with a warm call, you do not come in and aggressively start trying to sell on your first call with the prospect. You want to build a relationship with them, and explore the possibility of working together. Even a warm call may take time to turn into something valuable.

Now, the only thing better than a warm call is a...

Hot Call. This is the easiest call to make of all because the prospect is so perfect for you that it is practically a no-brainer that they will choose to hire you and not someone else. But the call still has to be made, the conversation started, and it, too, perhaps will take some time to "close the deal."

A hot prospect is one who is so motivated to get their problem solved and since you have the solution, your call will be welcomed to get things moving forward.

Call your clients. You may be surprised that you can get additional business from existing clients because often, our clients really don't know about or understand all the things we can do for them. Picking up the phone and offering new or additional services from your range of offerings may be the very activity that puts you in the black this month.

Call previous clients. Any client that you've worked with (successfully) in the past would be a good call to make. They know

you, like you, they have already put their trust in you once and may be in a position that they need your help again. And if they don't need you themselves, they may know someone who does. Or at the least, by calling and reaching out, they will appreciate hearing from you and it may spark the start of something new with them.

What I discovered, and was quite surprised at, is that the people on your list likely have put you on such a high pedestal that when you reach out and touch them on the phone, they are surprised and extremely pleased, and likely flattered. When I reach out this way I am thanked again and again that I would even consider calling them. You'll find the same to be true with your potential clients. If nothing else, you'll make someone's day.

I have to remind myself of this every time I pick up the phone or when I am hesitating to pick up the phone.

Start something big. By picking up the phone you can actually "start something big." Depending on what you sell, of course, you can call someone, and using these words — Would you be open to having a conversation about us working together? — and they either say yes or no. You don't take it personally, you simply thank them, make note of their response, and call someone else.

Of course, using this technique will only work with someone who has had some prior experience of you or a knowledge of you. This is a great strategy to use after you've given a speech or a talk somewhere where the person you are calling has had the opportunity to hear you and knows about you already.

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Using the phone to follow-up. You've probably also heard the adage, the fortune is in the follow-up, and nothing could be more true than that!

Most of us think that following up only occurs after you've met someone at a networking event. And, of course, given the right circumstances and a real sense that there is something to be gained from pursuing a relationship with someone you've just met, is a very good reason for making that phone call. But go back and re-read the sections above about using your Voice to connect and go back to page 6 and re-read the section about following-up before you pick up the phone for the first time.



The book, *Smart Calling*, that I mentioned earlier, has a whole section devoted to what NOT to say when making calls to follow up and is well worth the price of the book just for that section alone.

There are lots of other opportunities for following up and how you handle those can be the key to your success in everything you do.

How many times have you bought a program or a product or engaged someone in a service, and once the money changes hands and the goodies are delivered you hear virtually nothing back from them? Most of the time I'll venture to say you don't hear *anything* back from anyone.

What is most likely to happen is that — taking the idea to heart that it is easier to sell again to someone you've sold before — you'll get a barrage of marketing pitches for something else that may not even relate to what you bought before. No, the follow up engagement I'm talking about is that phone call you make to make sure that the client is satisfied, to check to see if you can answer any questions and to let them know that you are available if and when they need you.

These kinds of phone calls are rare and you'll get a feather in your cap just by making the effort. It is a great opportunity to instill trust.

Another time to make a follow up phone call is you've given a refund to someone. I offer a variety of programs in the course of my business, some are self-study and some are live teaching events and I rarely get a request for a refund. But I did get one once that stands out because the woman had signed up for one of my self-study programs and realized it was something that she would never use. So she asked for a refund and I gave it to her. She was so impressed that I did that without a fight that she vowed to tell everyone how great I am.

In a situation like that, you can build great good will not just by giving the refund but by following up to make sure they got the refund okay. A phone call, even if you just leave a message will go a long, long way to cementing trust in you.

Just about every business situation you find yourself in is cause for a follow-up call. Be sure you know the intent of your call and what you are going to say. Being prepared to speak, often with an answering machine, will ensure your good reputation.

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There are other ways to use your voice to market your business, build relationships, and to stay in touch. One of those ways is to get out and “network.”

You may be one of those who have tried networking but gave up on it as a waste of time. Many of my colleagues believe that networking is something you get out and do when you are getting low on business and need to get some clients. That, of course, is the absolute worst time to go out networking for a variety of reasons. The least of which is that you’ll come across as needy and desperate. You don’t want that.

It’s a good idea to scope out different networking venues to discover the two or three where you will most likely find your target audience also attending or where you are most likely to gain referrals.

There are more formal networking venues like leads clubs that meet for the express purpose of exchanging leads or for promoting each other by giving referrals and groups that meet more informally by hosting mixers for members and non-members alike.

I find that going to mixers is the least productive kind of networking that I do but it can be an ideal way to mix and mingle with a variety of people, getting to know them and what they do, and they, in turn, getting to know you and what you do.

Get involved. One of the best things you can do, especially if you find it a little hard to engage strangers in conversations at networking events, is to volunteer to be a diplomat or an ambassador for the group.

A diplomat or an ambassador is usually given a badge to wear identifying themselves and their job is to greet people as they come in, direct them to where they need to go, let folks know where the restrooms are, and other duties.

These duties get you off the sidelines and into the action and it is so much easier to engage with someone when you are basically “doing your job” in your role of the diplomat.

A good way to engage with someone is to ask them if there is someone there that they would particularly like to meet, or if there is something specific they need at that time. You can then take them and introduce them or find someone in the group who either can help them with what they need or who will know where to find what they need.

And I can guarantee that when you are this helpful to folks they will take notice of you, they will remember you, and they will want to find out more about you and what you do as well. It is just a common courtesy to reciprocate in that way.

As a diplomat in the group to which I belong, one of my “jobs” is to engage with anyone whom I see that is standing alone or looks like they are feeling out of place or otherwise are being ignored by everyone else. You can be their rescuer and hero and they’ll be grateful for your kind attention.

Of course, the very best way to engage with people at networking events is to always do your best to be interested rather than try to be interesting. There are a variety of ways to start a conversation with someone at an event, and simply asking them, “So what do you do?” is not one of them.

Good and Bad networking...

You've probably been taught that having an elevator speech at the ready whenever someone asks you what you do is a good idea and there is definitely a time and place for using that speech but at a networking mixer is not really one of them.

Better to ask them something else like what brought them to the mixer that evening, or what do they enjoy most about their work or their business. You could also ask them how they got into their business or what drives them to succeed.

Not only will they think you are a fascinating conversationalist but you'll learn a whole more about this person than just asking the standard what do you do question.

Most importantly, it will give you the opportunity to really hear whether there might be a business connection there for you, or a clue as to whom you might connect them with or give them a referral for.

Also, listen for a common connection. If what they are talking about reminds you of something you both have in common, like a trip you took, you can tell them about that connection. It will make the conversation livelier and more productive.



If someone asks you first, "so what do you do?" tell them a story rather than use a canned pitch that always sounds canned. But if you can, turn the conversation back to them. You'll still get to expand on what you do but they'll like you a lot more if you put the emphasis on getting to know them first.

At a networking mixer I had the opportunity to talk with a guy who was a mortgage broker and I must admit my first thought was, "oh no, not another one" but imagine my surprise when he told me how much he loves being a mortgage broker. That got my attention so I asked to hear more and he told me that he loves helping people get *exactly* what they want. But he also went on to say that every situation was different and that kept it interesting for him. Every day

he had a new challenge and a new opportunity to help people get what they wanted. He was inspiring to say the least.

Hopefully, you know by now that a networking event is not a "business card grab" — going around the room and gathering as many business cards as possible or worse, going around the room and giving your business cards to everyone there.

That same evening I had the great conversation with the mortgage broker, I had an equally bad encounter with a guy who was new to town and was offering guitar lessons. As I was asking him about who his ideal student would be, he said, "Hey, man, I'd love to stand around here and chat with you, but hey, I gotta get these business cards out there. That's what we're

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here for, right?" And with that he was off handing a card to every person he encountered. I've never seen him return to one of our mixers because, I'm quite sure, "it didn't work for him."

One more networking horror story and then we'll get on to other things.

At another event where I was the ambassador I had the chance to just step back and watch folks for a few minutes and I noticed a guy doing that same thing with the business cards. He wasn't engaging anyone in conversation, he was just "working the room" by giving a card to everyone he came across.



I managed to avoid him all evening as I engaged with different folks — in fact, I got a new client there that evening so I'll never forget that night — and after we all began to leave, and as I made my way to the exit door, there he was, still handing out his card to everyone who was leaving and some even held up his card to indicate they had already been hit up.

Now this guy runs a window cleaning service and in his mind, everyone who has windows needs his services. And he assumes that everyone has windows. But that, of course, is not true. Apartment dwellers doubtfully need his services and many folks might either choose to do their own, to save

money, or may not be able to afford his services, or, based on his behavior at the mixer, might just not like the guy. Unfortunately that's the case for me.

So as I headed out the door myself, the guy stops me and puts his card right up to my eyes so I can't see and says, "You need this." I just walked away, shaking my head in disbelief.

And while I've heard some of his customers sing the praises of his good work, I'd be hard pressed to want to hire him myself just because he turned me off so at that mixer. I've seen him in action at other events as well since then and this is what he still does. Maybe it works for him. I don't know.

Networking is a tricky business for sure. Make sure that you are armed with the right way to network. A good resource is the book, *Kill the Elevator Speech* by Felicia J. Slattery. I suggest you read every word and take it all to heart before putting it into action at your next networking event.

Engaging on social media is another form of networking and there's good and bad networking that goes on there all the time, too.

You may have friends that are constantly trying to get to you either Like their own page or asking you to like someone else's. This is all well and good but just remember that when you like something it shows up in your feed, and all your friends see it, too.

This can become quite annoying. So just choose only the sites you really, really, really like to actually, well, Like.

The lost art of the one-to-one conversation

I'm beginning to believe that today we've lost the the ability to have true one-to-one conversations. So many of our conversations take place in public view on social media — along with the snark and the rudeness that goes along with that — that just talking to someone, and just them, is becoming less and less common.

Keep in mind that if you're selling an intangible service, such as coaching or consulting, you will probably need to have a conversation with your prospect at some point before money will ever change hands.

I call these conversations, *meaningful* conversations. You may simply call them a "sales conversation" because that's really what you're doing.

Once the conversational dance has ended and everyone has agreed that the two of you are a good match, then it's time for the sales conversation. Too many marketers today — and especially soul proprietors — want their website or their sales page or an email to stand in the stead of a good one-to-one meaningful conversation because those conversations can be so hard.

Here are some things to think about if you are absolutely terrified to ask for the sale...

Most of us hate asking for the sale because we know that we don't like to be sold to. What we're really saying is that we don't like being talked into buying something we either don't

want or genuinely feel like we can't afford. We hate that pressure put on us by fast-talking salesmen (or women) and have so often regretted buying something, especially when we bought on an emotional high.



This is what happens at these glitzy events put on by promoters who are selling big, expensive programs, like big expensive year-long programs that sell for upwards of \$10 grand and more. People too often buy on an emotional high; sign a contract and find that they are stuck with a program that they can't afford and that really doesn't serve them well.

I will state right now that I have done this myself — bought while on an emotional high — and I am opposed to it. I don't want it happening to you, and I don't want you to think that's the way to go get your own clients. It will feel good for awhile until the complaining starts.

But you aren't doing that. You know that what you sell can solve the problems for the right people. And you never want to sell to the wrong people. You must be certain that the person you are selling to actually wants what you are offering.

That is why it is so important that you have a one-to-one meaningful conversation with your prospect so that both of you are certain that this is the right decision for the two of you to work together. The higher the ticket price, the more need for this conversation.

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In my business I say that I operate, Hand to Hand, Voice to Voice, Heart to Heart. Keeping this in mind it's easy for me to know how I will stay in touch with the people that I want to do business with in the future and with the people who have chosen to work with me already.

Using your voice is probably the most powerful way to connect with other people. Sadly, in this day and age of the Internet, where people can lurk online completely anonymously, actually having a conversation with someone is a fairly uncommon thing.

It used to be that all business was conducted face to face and voice to voice. If you wanted something you usually had to go get it from someone and probably had to talk to them at the same time.

But today it seems that people want to do everything they can to sell their goods and services without ever having to talk to someone. We hide behind email, we hide behind our blog posts, and we hide in plain sight on social media.

We don't want to pick up the phone and call someone because, heaven forbid, they might think we want to sell them something. (You do, by the way.)

It's amazing what can happen when you reach out and actually talk to someone, but be prepared for when you do so. Write yourself a script, then learn it well enough that you can repeat it without it sounding like you're reading. Yes, practice does make perfect, or nearly so. Make a commitment that you will call at least three prospects or clients every day.



Speaking

All the time I have clients ask me, "Marty, what is the fastest way for me to get clients?" And they rarely like what I tell them: get in front of as many people as you can and speak to them as the expert that you are.

Seriously, getting yourself in front of the people who might hire you, live and in-person is one of the best ways to overcome having to spend any extra time on the know and like part of the old formula of, you know — know, like and trust.

When someone experiences you first hand, they get to know you and they decide whether they like you or not right on the spot. You'll even win some points in the trust department too although you'll probably need to demonstrate your trustabil-

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ity over time following your talk or presentation. That's why following up is so important.

Following-up becomes doubly important after you've spoken live to a group of people, whether it was a small or a large crowd. And you'll probably have to take into your own hands the ability to actually follow up afterwards.

If your talk is relatively short, say, 20 minutes to an hour, you may do best by making sure that you collect business cards from everyone in attendance.

The easiest way to make sure that you get at least most of the people in the room to give you their card is to offer to send them something after the event is over. Ideally, you'll want something that you can mail to them because, as you will see later in this ebook, it is really valuable to have a postal mailing address along with an email address and other contact information.

You may have to do a little research after the event is over to find postal mailing addresses if the address is not on their card, but I assure you that if they really want whatever you are offering to mail them, they'll be sure you get their postal address too.

When I give longer workshops, especially free ones, I always have a drawing for a bundle of paperback business books that pertain to my topic of the day. This way you can have people fill out a drawing form which you will be sure has their email, phone and postal mailing address on it.

Some folks will tell you that you always want to make an offer during a speech and I find the offer of giving something away

for free to be better than offering a program or something they have to pay for because this way you get to follow up with everyone, not just those who buy from you.

Sure it's great when people buy after you speak, but many will not for a variety of reasons, and often it's because they don't feel they have enough information to make a good decision or the timing is bad for them.

So you get all of their contact information and then start implementing the follow up process discussed earlier in this ebook. You'll likely make a lot more sales over the long haul.

Too afraid to speak?

A lot of people have used that excuse to not get up and speak even when they know it would improve their business and lead to clients. But fear of all kinds gets in our way and the fear of public speaking is one that is right up there with dying.

The truth is, you want to be a little nervous when you're speaking because you'll actually do a better job. And your audience wants you to do well. They don't notice when you mess up, if you do, because they probably don't *know* you've messed up!

If speaking is one of those stay in touch strategies that is important to the growth of your business, there are ways to remedy any doubt you have about your speaking ability. And one of the best ways to do that is to join a Toastmaster's group or find a Dale Carnegie training group in your area. Both of these have helped me become a much better speaker today. It will be something that will serve you throughout your life, not just for business.

Referrals

Referrals must be earned

The biggest mistake most sales people make is in asking for a referral too soon. You see this happen a lot in the financial services and insurance industries, and the security industry, and these days, more and more, in the solar industry.

You know the drill.

You've just made a purchase of, say, insurance, or a security system, and the salesperson asks you to give him 3 referrals to family members or friends or associates before you even leave his office. Or before he leaves your house if he's sitting at your dining table.

At that point you've not yet had a chance to experience the service you just bought, and while you likely trusted the salesperson or you wouldn't have bought from him, you likely don't quite trust him *enough* yet to go out and refer him to everyone you know.

And besides giving a salesman a referral kind of makes you feel crummy doesn't it?

Asking for a referral is one of the most dangerous things you can do. Do you realize that any time you ask someone to give you a referral that you are putting them at risk?

You are asking them to put their relationship with whomever they refer to you at risk. And you are asking them to put their relationship with YOU at risk.

If it turns out that the client is not a good fit for you it could cause disappointment and ill will toward you from the person who gave you the referral, and if it's a bad fit it could cause the person who had gotten the referral to have ill will toward the person who referred you.

That's kind of tongue twister but read it again if you have to. Essentially, everyone is at risk!

So you need to be fully prepared to deliver on your fulfillment promise. You will want to make sure that any referred client gets stellar treatment from you and your staff if you have one.

And you have to be so sure of who your perfect-fit client is, that you will recognize right away whether the referral you get is really a good client fit for you. Better to say "no" right from the get-go if they are not a good fit rather than attempt to work with someone that is likely not going to be happy with you even if the person who referred you was hoping otherwise. That kind of sting does not go away.

People really do love to give you referrals. They just don't always know how or whom they should refer.

If you ask for a referral, or if they come up with the idea on their own, they would really, really love to give you a referral and they probably have good intentions to do so, but somehow the referral just never happens.

So you must be very clear about the kind of client you are looking for and be able to express that clearly to whomever you ask to give you a referral.

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So instead of just asking them if they know of anyone who could use your services to please tell them about you, be very specific so they know exactly how to give you a referral.

For example: "Do you know any first time mothers who are having a hard time getting their babies to sleep through the night? I would love to share my formula with them that guarantees sweet sleep for the baby and for mom and dad."

Depending on who you are talking to, right away they may know of someone. Or will think of someone later.

When you are clear it just makes it easier for them to help you.

Is it ever okay to "pay" for referrals?

Most of us who receive a referral, especially referrals that work out really well, often want to express our thanks in a meaningful way to the person who gave us the referral, but often we don't want to give the impression that you are *paying* for the referral. To most folks, right or wrong, that seems kind of tacky.

Some folks are quite squeamish when it comes to overtly offering something in exchange for a referral and rightly so. The person getting the referral may believe that the only reason you gave them the referral is so that you get something in return.

So I'm not a big fan of "buying" referrals in that way. However, giving a gift of thanks for a referral is a great idea.

Bear in mind that the value of the gift really should be com-



mensurate with the value of the referral. If you just got a referral that turned in to a \$5000 client, a \$5.00 gift card to Starbucks may not be a very good way to say thanks. But a nice dinner for two

at a favorite restaurant would be appreciated. The real estate broker who helped me buy my home gave me a nice dinner certificate after I referred another friend who also bought a home through him.

My dentist gives two free movie passes to a local theater to anyone who sends a new patient his way.

A client of mine offers \$20 gift certificates toward her services that can be used either by the person who gave the referral or they can gift the certificate to another person of their choosing.

No matter what, a thank you gift of some kind is always in order, and if it can be a surprise to the recipient, as opposed to something you actively promote for referrals, all the better. People are willing to give you referrals simply out of the goodness of their hearts and as a way of expressing how much they like and care about you. So the surprise gift for a referral is all the sweeter. Sometimes a simple hand-written thank you note is all that is in order.

The question arises, too, about the appropriate time to give a thank you gift for a referral.

Some folks only give a gift after a transaction is successfully completed. Still, others give a small thank you gift for any referral, regardless of the outcome.



So if you get a referral, but in the end you are not hired, a thank you gift might still be in order to the person who sent the referral your way. After all, they tried, and not every opportunity turns into a transaction.

There really is a science to giving referrals and one of the best sources of information about how to set up a referral program that feels good to you is outlined in the book, *Unstoppable Referrals* by Steve Gordon. It's

another book on my "Business Must Read List."

Most business owners will tell you they get most of their business from referrals, or word-of-mouth but almost always leave it to chance. You can make a plan for Word-of-Mouth/Referral marketing and tap into that with a solid plan.

Modern-day marketers seem to think that all marketing must be done online, forgetting entirely about the people whose lives don't actually revolve around their computers but may very well be their perfect-fit client.

But you've heard the old adage, "everything old is new again" right? Well, it's true. There is a resurgence in using what many consider to be "old-school" or "old-fashioned" marketing

techniques. So since you're a progressive thinker — at least when it comes to marketing your business, we're going to turn our attention to...

Print Marketing

Look around you. I bet your house and office is full of paper. Paper you may have printed out, but mostly magazines, newsletters, newspapers, mail, postcards, flyers, ad sheets, notepads, and books.

The next time you're out, also look around at all the printed marketing materials you see. Brochures, flyers, postcards, magazines, newsletters, and business cards. They're everywhere!

Printed paper is here for awhile and it remains a great way to market your business — even to drive people to your website!

There are a variety of effective ways to drive business your way by using printed materials...

Newsletters. The good "old fashioned" printed and mailed newsletter is still one of the best ways to communicate with your people. Newsletters don't usually get thrown away and they are best way to introduce new products and services and to promote specials and themes in a soft-sell kind of way.

The newsletter is a great way to stay in touch with your prospects, keeping them warm until they are ready to buy. People appreciate having something that they can stuff in a pocket or a purse to read later, or to take to the bathroom.

Newsletters also get a lot of “pass around” especially in an office or another business.

The biggest mistake that business owners make with a print newsletter is in thinking that the content has to be all about the business or the industry. A little of that goes a long way with readers. They like hearing what you’re up to so long as

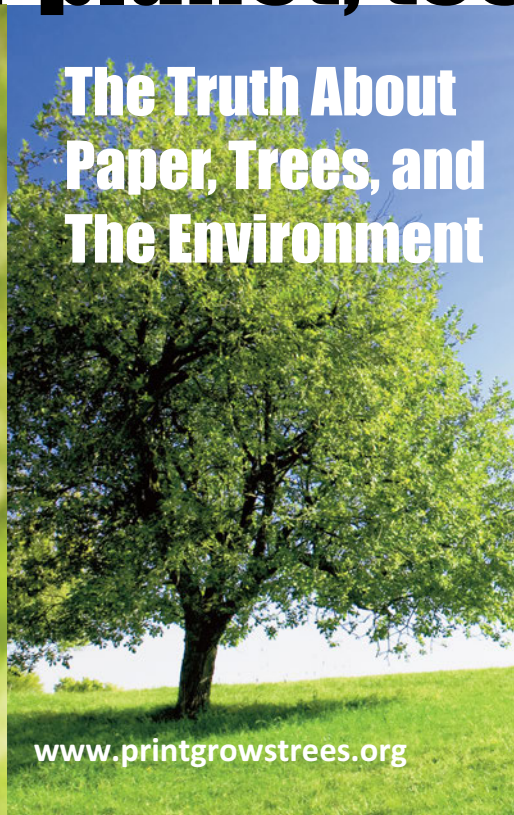
they can see a direct benefit for themselves, but they also enjoy trivia, jokes, and fun, lighthearted “news” and not just the educational stuff. All of it has a place in the newsletter.

If you can include testimonials and case studies about the successful work you’ve done with clients and feature them prominently in your newsletter, your readers will love it and

We love our planet, too!



The Truth About Paper, Trees, and The Environment



www.printgrowstrees.org

Fact: Paper is carbon locking. This means that paper retains carbon dioxide, just as if it was still a tree.

Fact: The paper industry plants more trees than it harvests. So without paper there would actually be fewer trees.

Fact: Virgin forests (naturally growing) are no longer used for papermaking. Only planted and farmed trees are used.

Fact: Only one-third of paper is made from cutting trees. Another third comes from sawmill waste, and another third comes from recycled paper.

Fact: The manufacturing and use of computers, e-readers, cell phones and other mobile devices is very damaging to the environment. Even Internet and cloud computing — the things we’ve all been told are the way to save paper and hence, save the environment — rely on vast arrays of servers that use a boat-load of power-sucking energy. (Not good.)

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hope that one day soon, they'll be the ones featured. Everyone loves seeing their names and photos in print.

The nice thing about a newsletter is that no one feels like they are being sold to even when there is a definite sales message included. It is truly soft-sell, and done right, and done consistently, the arrival of your newsletter will be welcomed like an old friend.



Consistency is key. So publishing a newsletter is not a task to be taken lightly. Ideally, you'll want to publish a newsletter at least once a month. But unlike ezines and other online promotions, the newsletter will incur some money going out the door — at least at first.

Even if you do everything in-house there will still be the investment of paper, printing, and postage. But it is a wise investment, not an expense.

If the budget doesn't allow, publishing every other month or once a quarter is still a good idea. You can always grow into publishing monthly because of all the business you'll garner from the newsletter working hard for you.

Because publishing a newsletter can be time consuming for staff, many business owners opt to hire a design company to produce their newsletters for them, leaving the writing, the design, the collection of photos and artwork, the layout, plus the printing and mailing in the capable hands of a specialist.

NewsCards. A variation of the newsletter, a NewsCard is exactly what it sounds like. It's a newsletter printed on, typically, an oversize postcard. Two or three short stories with a little artwork thrown in to make it look good and it can be printed and mailed for a fraction of what other newsletters might cost.

Just like a regular, multi-page newsletter, you can mail a NewsCard monthly or quarterly; whatever your budget will allow.

Here's what I suggest you do with a NewsCard as a stay-in-touch marketing strategy...

Create an Evergreen NewsCard that you always have on hand to mail to new prospects when you meet them and get their mailing info. By evergreen I mean that the articles, the content, is not time-dated. It is content that is as fresh and valid two years from now as it is today.

I keep my own evergreen NewsCard on my desk and as soon as I get back to my office after meeting someone new, I hand write their name and address on the NewsCards, put a first class stamp on it and off it goes.

It is part of my follow-up and stay-in-touch marketing strategy (as outlined earlier in this report) and it is always well received. In fact, when most folks see it, and understand its power, they want one of their own.



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When I make a follow-up phone call to a person who has received my NewsCard, they invariably will mention it and how much they like it.

Since I'm the creator of the NewsCard, and as a member of a local networking and business organization, I am able to mail to each of the business owners in that group a regular NewsCard which also has a soft-sell offer for the recipient to have me create their own version of a NewsCard. It has become a great marketing tool for me and others and it's what I've become known for, too. I'm that "NewsCard guy."

The beauty of the NewsCards for stay-in-touch marketing is that it keeps your name in front of potential buyers or clients, it is quick and easy to read, and there is no envelope that has to be opened. And in Direct Mail, getting the envelope actually opened is the biggest hurdle. The NewsCard eliminates that one big barrier to getting your message seen.

Postcards. Look in your postal mailbox right now and you might very well find a postcard from someone promoting something. Like a NewsCard, a postcard gets your message seen because there is no envelope to open, and your message may very well get read in its entirety on the walk back from the mailbox to their home or office.

Smaller postcards can sometimes get lost in the shuffle, so if you are going to use a postcard as a direct mailer, then opt for the larger sizes; 5.5 x 8.5 inches and up. You can get more information on a card that size and it will likely be noticed, plus it can be mailed for the price of a regular first class stamp.

Postcards work great for driving traffic back to your website where the actual transaction is likely to take place.

A good use of a postcard is as an invite to a program or to announce a special deal or new promotion going on at your site. Your postcard likely will never do any direct selling itself, but will create traffic to your site, or to your landing or squeeze page.

Brochures. You may be thinking that people don't ask if you have a brochure any more, they ask if you have a website, and you would be right about that.

But the time honored brochure still has its place and can be a valuable marketing tool.

Go to any hotel in the world, and close to the front desk or right in the front lobby and you'll find a rack of brochures promoting all kinds of things going on in the area. You'll even find racks of brochures in car wash lobbies, casinos, restaurants and especially in coffee shops.

Or go into any car dealership and see the fancy brochures created to sell cars.

But beyond being found in a brochure rack somewhere, the brochure can be used as excellent follow-up tool. If nothing else, it serves as a larger than life business card that carries all of your vital contact information along with enough space to tell a story and to extoll the benefits of using your products or services.



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A brochure, just like a newsletter or newspaper article, needs a “headline” in order to be truly effective — especially if your brochure is left for someone to chance upon it.

The big mistake most marketers make when creating a brochure is in putting the name of their company right at the top of the first panel. The name of your company, while near and dear to your own heart, likely won't mean much to someone seeing it unless it is very descriptive.

So instead, at the top of the first panel, put a compelling headline. One that will make someone take notice, want to pick up your brochure over all others and perhaps pay a visit to your website.

So just as the postcard is a great vehicle for driving people to your website, so is your brochure.

As a stay-in-touch marketing tool, it can't be beat. Like a News-Card, you can easily put your brochure in the mail as a way to reach out to a new prospect. When you're chatting with someone new, tell them you have something to send them in the mail and send your brochure.

Make sure your website URL is displayed prominently in the brochure because that's where you want people to go. If you have more than one brochure then you can use it to mail again later if the prospect has not yet turned into an active client.

Brochures come in all shapes and sizes so you are certainly not limited to the standard 3-panel brochure. In fact, if you can do something that has an odd shape, the better you'll stand out.

I am always seeking out ways to get a prospect's email address AND their postal mailing address so I can reach out to them in different ways. So, while you could take your brochure and put it on the table at the Chamber of Commerce meeting, a better use for it is to use it as a follow up mailing.

Of course, there is also some value in putting your brochure on that Chamber table, too. Test it out. Find out what the best distribution method is going to be for you.

Flyers. It seems like everytime I go to the grocery store I come out to find a flyer of some kind on my windshield. I also see dozens scattered about on the parking lot surface.



But the lowly flyer also has its place in stay-in-touch marketing, too. Similar to a brochure, a flyer is usually printed on a single letter size sheet, often on just one side, extolling the virtues of some time-limited offer.

People are not likely to keep a flyer around for long anyway, so it is best to have a time-limited offering so that anyone who gets a flyer will be compelled to act now rather than later.

You'll find flyers hanging on bulletin boards — often with little cut tabs at the bottom so someone can take the contact info and not the whole flyer — in grocery stores, libraries, lunch rooms, and break rooms. Anywhere your target audience might find it.

STAY-IN-TOUCH MARKETING ROADMAP

One caution about distributing flyers on car windshields:

Some cities and towns have ordinances that prohibit the distribution of any kind of literature like that in public spaces, including parking lots. So check first before papering a lot. You could be in for a nasty shock when you get a fine and a bill for the clean up.

Also, the owner of the parking lot may frown on having to clean up your mess since the risk of papering cars is that many motorists, uninterested in the offer, will just toss it on the ground.

You can use a flyer much like you would a brochure, mailing it to folks on your mailing list who are interested in what you offer.

USPS Every Door Campaigns. The United States Postal Service offers a service where they will deliver an oversized advertising postcard to every door in any zip code that you specify.

This works especially well if you offer something that has wide appeal and you can afford to hit every mailbox in a certain area. If you market only to businesses, the cards can be delivered to only to business addresses as well. Again, whatever you are offering has to have wide and broad appeal. For example, solar systems, heating and air conditioning, window cleaning, chiropractic, dentistry, food, restaurants, and home repair.

I wouldn't suggest using an Every Door campaign as a follow-up tool, but for staying in touch with a demographic that you might like to reach, it can be a very inexpensive way to reach a lot of people.

Personal Notes and Letters. In today's online-oriented world,

when someone receives a personal hand written note card or letter it is a special occasion. It really gets the attention of the recipient and you'll stand out from every competitor out there because most folks just don't take the time to do this.

I suggest you have a nice personal note card designed and printed and keep them on your desk (just like a NewsCard) so you can write one whenever you meet someone new. Just sending a nice, hand-written "nice to meet you" note will make you stand out.

Don't try to sell anything in this note, just reach out, remind them where you met and drop it in the mail.

You may want to do what I've done. I have a favorite quote of mine printed on a refrigerator magnet, business card size, and I include that as a little "gift" with my note. It's funny, most folks won't throw out a refrigerator magnet. They just put it on their refrigerator or stick it to the front of a metal filing cabinet.

The same goes for a hand-written letter. People love receiving mail, period, but they really love a hand-written letter. Even if the letter inside is typed, putting your real signature on it goes a long way, too.

A colleague of mine sends out a hand-written note in a black envelope with **gold** hand-writing on the front for the name and address. She reports that she gets an almost 100% open of those letters and a 100% response. People notice it and they love it.



STAY-IN-TOUCH MARKETING ROADMAP

Bumpy Mail. Remember how I said that half the battle with direct mail is getting the envelope opened in the first place?

Well, a way to entice people to open an envelope is if you make it *bumpy*. This means that you put something inside that makes the envelope bumpy and natural curiosity will make someone open it up just to see what's making the bump.

You have to make sure that whatever is inside the envelope has relevance to the content and the offer of the letter inside.

For example, I use several different bumpy mail promotions to reach my audience.

One is my worry doll letter. I buy these little hand-made worry dolls made in Guatemala that are just thick enough to make a bump in the envelope. People open up and discover a letter from me telling them that I'm worried about them because they might not be doing the kind of marketing that I can help them with and that I'm worried they are losing money because of it.

I also send out a **bank bag** typically used for carrying money and checks to the bank (back when we used to carry money and checks to the bank) with a letter inside that says that if the recipient will just hire me to help them with their marketing, they will have a lot more money to carry to the bank.



I've sent out **whoopie cushions**

(flat, of course) to let people know that they'll be shouting "whoopie" when they get more money because I've helped them create an effective marketing strategy. I try to send these around April 1st and people just get such a kick out of getting one. And no, no one has ever been offended.

I've sent little **rubbery sandals** with an offering for coming to "summer school" with me when I teach a program over the summer and mini mardi gras masks to promote a program going on around that time of year.

If you REALLY want to get someone's attention, send your letter in an overnight envelope delivered by Federal Express. No one will ignore a packet from FedEx. Don't use UPS or the postal service, use FedEx to get their attention.

The ideas are endless. You can either talk to me or get yourself a catalog from Oriental Trading Company and just see what little items catch your fancy. You can buy them in bulk at ridiculously low prices.

Now here's the thing about sending bumpy mail: It is not cheap. So I don't send bumpy mail to everyone on my mailing list. I carefully choose the people who I think might best respond to my message based on what I know about them personally and/or demographically.

You'll likely always pay a little extra for postage whenever sending something bumpy, but it can be totally worth it.

Did you know that you can send just about anything through the postal service so long as it is not dangerous? Anything!

STAY-IN-TOUCH MARKETING ROADMAP



Well, there you have it. My best strategies and tactics for staying in touch and following up with your best prospects and clients.

I hope you've enjoyed our little journey down the roadway of staying in touch. We had lots of stops along the way.

My suggestion is that you choose one to three of the strategies and tactics shared in this report and try them out. Test and test and test and see what happens for you.

But don't overwhelm yourself and try to do too much at once.

If you want to implement an email marketing strategy, that might be enough to keep you busy for a few weeks.

And if you want to start sending personal notes, have some printed and then make a plan that you will send at least one each working day to someone on your list.

If you know that public speaking is not your cup of tea, don't do that, at least not until you've been trained through Toastmasters and are comfortable with speaking.

One thing not mentioned in this report is to write a book. Once your book is written you can self-publish using Create Space through Amazon and have a few real, printed books with you in the back of the room to sell or to giveaway at events you attend. Or, when you meet someone new you can give them a copy of your book, with your business card tucked inside, or a special book mark you've had created and printed and tucked inside. Better yet, you can mail your book to your prospect. Be sure to sign it and autograph it to the person you are sending it to. A published author gets respect like no other and your authority status will go through the roof when you have a book to promote yourself and your business.

So bye for now. I need to get on down the road. Let me know how these things work out for you: marty@martymarsh.com





Marty Marsh

Transformational Business Design

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