

CHICHESTER
PRINT

**MARKETING
MOMENTUM
MANUAL**



**TEN EASY TO IMPLEMENT
MARKETING MODULES TO GIVE YOU
MOTIVATION & MOMENTUM**



My story

Hi, I am Steve Wilson and I thought I should tell you a little bit about me and why I feel I can help you make a difference to your business promotions.

I want to be clear here, I'm not a business coach, or a mentor, or offering to show you 'My 5 step plan to business success!' – I'm just here to help you with ideas, motivation and momentum for your marketing efforts!

I have become something of a serial networker over the last 20 years or so. I like people, I buzz about business and when the two mix together I'm in my element. Not only am I a regular face at many business network events, but I am best recognised for creating the **First Friday Network** which currently spans locations across the south coast and is now moving onwards and upwards into the rest of the country, as well as a growing online community!

I was recognised for my contribution to the local business scene at the Chichester Observer Business Awards for three years running, winning **Business Personality of the Year** in 2009 and runner up in 2008 and 2010.

When I'm not out and about introducing business folk to one another or spotting potential collaborations between them, I'm busy running my design and print businesses in Chichester, where I have been based since 2001. Before then I ran my business from London for 20 years.

My companies, **Wilson Design Associates** (WDA) and **Chichester Print**, produce creative design, web and print solutions in the corporate, marketing and promotional sectors for both national and local clients. Over the years we have designed for Kew Gardens, The National Gallery, Serco, Rentokil Initial, BP, Womens Institute, Southern Rail, Chichester District Council, Chichester Cathedral and the Health Education Authority. Major publishing companies, such as Dorling Kindersley, Conran Octopus and Walker Childrens Books, have also used our services.



Being interviewed by Fred Dinenage at the 2008 Chichester Observer Business Awards ceremony



Energy and enthusiasm flows into local activities too: I have been Chairman of the Chichester branch of the South Coast Design Forum, board member and guest speaker of the Chichester Education Business Partnership, judge and guest speaker for Young Enterprise and an active member and promoter of the Chichester Chamber of Commerce.

A change in mindset

I have been a self-employed designer all of my working life and had always thought of myself as a *designer running a business*. But that changed when I joined Nigel Botterill's Entrepreneur's Circle in 2012.

On the journey home from my first meeting in the Midlands, where they are based, **my mindset changed** to being an *entrepreneur running a design business* – seems like a simple change in the order of words but it changed the way I thought about *everything* I did.

Obviously I still provide the great design service we offer to our clients but I started to approach getting clients and looking after my clients in a completely different way. I created another company called Chichester Print to capture all of those clients that bought print before design, or indeed just required the print element of the project. You see I've been buying print for my design clients for over 30 years – I know what I'm doing but I had never sold print directly – you'd think that was an obvious thing to do wouldn't you, but I'd never done it before! It's worked well, bringing in many new clients, most of whom need our design service as well as the print.

I also started to realise that I have a **wealth of experience** in business having worked for both very large organisations and micro businesses – I know how to adapt marketing messages and materials to the right audiences – I know how to help clients work out what they need to do, and then help them implement it.



Far left: With Nigel Botterill at EC headquarters

Left: In 2012 I won the award for Entrepreneur of the Year in the South Sussex region of the Entrepreneur's Circle



Above: With my wife, Kia, at the 2009 Chichester Observer Business Awards ceremony

I had been doing it for my clients anyway, but it took that **change in mindset** for me to start talking about it openly. I've met many business coaches and been to many seminars and read lots of business books and I have a wealth of knowledge and many, many contacts who can support and help the businesses I work with, so now through my design and print companies and the First Friday Network I supply a **complete marketing service**, providing clients with whatever they need to move their businesses forward.

If there is anything you want to ask I'm always at the end of the phone, or send me an email and I'll do my very best to help you.

I look forward to working with you.



Above: With Brad Burton of 4Networking at The Business Networking Show



Left: With Stefan Thomas, author of the Business Networking for Dummies book, at the Business Networking Show

Above: I have written several articles for local business publications on networking and the small business scene



What is in the Marketing Manual?

Modules and motivation such as:

Creating your ideal customer avatar

Goal setting

Producing a marketing plan

Postcards - a simple secret weapon!

Creating newsletters

How to produce lead magnets

Sending sales letters that work

How to get email marketing right

...and much more!



It's really difficult, isn't it?

When you know that you've got to do something, but you can't bring yourself to sit down, **focus** and get it done.

Procrastination, excuses, *social media!* – but nurturing existing clients and finding new ones should be your top priority – especially now!

The problem facing the small business owner who wants to grow, but is held back because they are the main 'doer' – the 'technician' as Michael Gerber puts it in *The E-Myth* book – is that they get too busy completing the daily tasks to focus on growing their business.

We understand how hard it is as a small business owner to find the time to work '**on**' the business as well as '**in**' it. One of the big issues for most businesses when it comes to marketing and promoting themselves is having to start with a blank piece of paper.

So we are doing the initial work for you – we're giving you the starting point and guiding you through the process so that you can get results quickly.

There is a saying that '*if you give a man a fish, you feed him for a day but, if you teach him how to fish then you feed him for life*'.

However, in a busy business you generally don't have the time to stand around on a river bank fishing – **so we'll just give you the fish** and some ingredients... and you can just cook and eat!

We'll give you some momentum!

Habit forming

Getting into a **regular habit** of working 'on' your business and doing something to **retain or obtain clients** should be at the top of your 'to-do' list, that's why we're encouraging you to **dedicate just 90 minutes a month** to building your business. If you can do more than that... GREAT! But at least commit to your 90 minutes, it'll be worth it.

While it might seem difficult to find 90 minutes out of the work day at the moment, once you've started you'll see the benefits that putting in the extra time can bring. Make it regular, schedule it, **book it in the diary!** Don't have the attitude that you'll do it *IF* you have time, make the time and commit to it.

We may be showing you some stuff you've seen before, or already know, but are you doing anything with it? **Are you implementing it regularly?** If not we'll get you motivated and help you build some momentum! It's not just knowing these things... **you have to DO them!** Every step forward in your business is a success... no matter how small! Doing your 90 minutes regularly will give you that **momentum to move forward** and build your business.

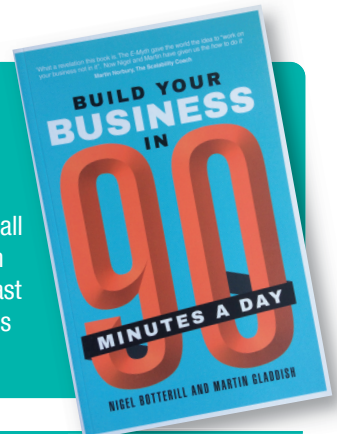
Making the move

If you look at your business sector you'll probably find that the **Pareto Principle** (the 80/20 rule) is at play! 20% of the businesses will be doing really well and 80% will be getting by or not doing that well at all. Where do you sit now? Where do you want to be? If your 90 minute marketing sessions help you move your business forward you'd be daft not to keep doing them... and perhaps make time to do a few more!

Do you make a goals list? **Do you have a plan** for where you want the business to be in a year's time? If not, perhaps you should dedicate some of your time to clarifying what you want to achieve for your business. Use the planning workbook we've sent you to map out your ideas.

The origin of the 90 minute session

As you will see in my biography I'm a keen student of Nigel Botterill and he has a superb book about the power of 90 minute sessions. I totally believe in the principal but as a small business I've always found it difficult to adopt his 'daily' session routine. So that's why I'm advocating a monthly session – at least to start with – as I know it can really help you and your business move forward to where you want it to be.



Defining your audience

Every business has **three audiences** that you need to communicate to:

Audience One: are your existing clients – people that know you and they've bought from you before.

Audience Two: are the people that know about you but haven't become clients yet – you may have sent them a quote or met them networking.

Audience Three: are the people who have no idea that you even exist – the hardest group to crack!

Recognising and understanding that you have those three audiences is the first step to crafting and **creating effective marketing that works**. If you have a database of existing clients, past clients, quoted clients and prospective clients then you've got the makings of a *marketing superhighway*. You can nurture and use this list over and over again to communicate and sell to your contacts – both online and offline – remembering that you'll need to **send something different to each group** as your sales messages will be totally different, just be careful not to over do it!

Follow up, follow up, follow up!

How often do you follow up after an initial enquiry or quote? Once, twice, not at all? A huge percentage of people do not respond or commit to purchase until they've been **contacted six or seven times**.

Keep the contact going, don't pester them but keep on their radar with various campaigns and different media formats, including emails, direct mail and social media so that the next time they want your service you're at the **forefront of their mind**.

Remember that **they found you** in the first place because they needed your service or product, that makes them pretty **ideal potential clients** – you haven't had to spend money looking for them, *they came to you* so keep in touch with them!

WIN A TESLA OR £30,000

30 DAYS FREE ACCESS TO ENTREPRENEURS CIRCLE... AND THE CHANCE TO WIN A TESLA!



FROM **EntrepreneursCircle**

BIT.LY/FF-EG-FREE



Making the time

It's not easy changing your working day and finding time to do these things when you've been doing what you do best for a long time, it's easy to just tick along nicely and accept the way things are. How do you break that cycle?

This is where the **90 minute sessions work**. Working in short blocks of time allows you to be clear minded and very focused on the task in hand. Trying to do more than 90 minutes in any one session eats into the day job too much and you start to lose concentration and focus.

If you cannot manage 90 minutes in one session try spreading it across 2 x 45 minute or 3 x 30 minute sessions! The important thing is to make the time and do the work!

Re-energising what you do!

You probably know when you're at your best, your most productive, so try to use 90 minutes of that time – whether it's early morning, evening or at night – use the time wisely and turn off all distractions so you can focus:

- **turn off emails and your phones** – don't let anyone break your concentration
- **have a plan** – don't start the session not knowing what you're going to achieve
- **make your 'to do' list the day before** – your mind is already focused and in business mode

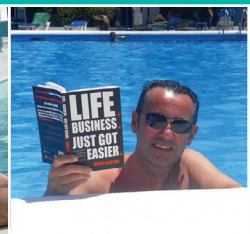
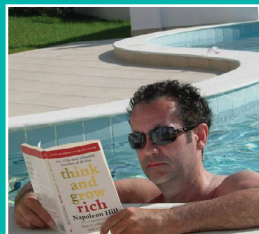
Making your list in advance also helps to allow your **subconscious mind to process things** behind the scenes, meaning you'll start your sessions already ahead of the game.

Business books you should find the time to read...

Whether you're an avid book reader or not you should take the time to look at some of the business books that have influenced many successful business owners.

I always try to find the time to read a business book or two on holiday!

I have a leaflet for you introducing ten of the best sellers of all time – these books are full of inspiration, ideas and information – find a few to read, I'm sure they will help you and your business become more successful.



Content driven

Once you've decided that you are going to make the time to do your 90 minute marketing sessions it's **focusing on what to do** with that time that will make all the difference!

The focus of your time should be to **get more customers**, how to increase your clients average spend and how to get your regular clients back more frequently!

What could you spend 90 minutes on that would grab your customers attention and get them to contact you?

To get your mind in gear there are a few simple ideas listed below, but of course the workbooks themselves will help you kick start a project so you're not left staring at a blank canvas!

- One simple project that can provide great rewards is to **contact a small number of existing clients** with a card or email just saying 'thank you' or providing a short 'good news' story, the action of staying in touch without selling often gets a positive response. It also keeps you front of mind with your client when they do need your services – a great situation to be in!
- **Creating a 'premium' service** that you can offer could increase income – 20% of clients generally buy an enhanced service or product – what can you do to add value and produce a more expensive 'premium' option that some of your clients would take up?
- Another simple and easy win is to **raise your prices** – even just slightly, a 10% increase in sales fees could result in 20% increase in profit margins. It's a great opportunity to contact existing clients and explain why your service is so good, is worth every penny and why they should keep using you. Most people avoid this for the fear of losing clients, but unless your clients only buy on price it's probably more likely they will continue to use you, as long as you're providing fantastic service of course.

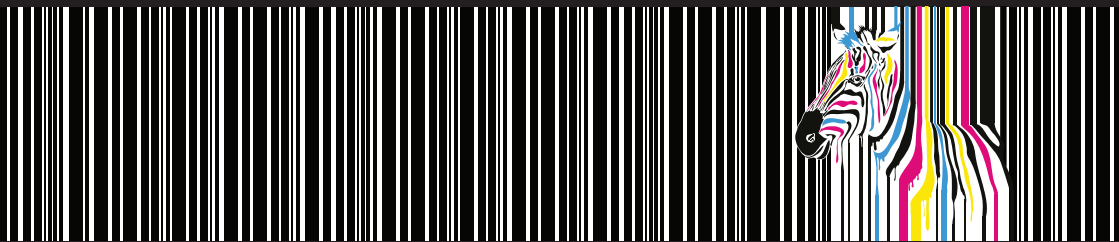
There is a list of some of the things you can **focus on** for your 90 minute sessions on page 10.



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MARKETING MOMENTUM MANUAL

CUSTOMER AVATARS



MODULE 1

**THERE ARE A
HUNDRED
THINGS YOU
COULD DO
TODAY...
JUST FOCUS
ON WHAT YOU
SHOULD DO
TODAY!**

Identifying your ideal clients

Most business will say that their potential client base is huge, but if you're smart and identify a targeted list of ideal clients you have a much greater chance of attracting them to your business.

Do you really need hundreds and thousands of new clients or would your business improve dramatically if you just found another 5 or 10 ideal clients? I suspect for most small businesses the latter is true, so identifying a smaller target market is a smart thing to do.

Creating avatars

This section of the workbook will help you define your customer avatar or avatars – you'll probably have more than one type of ideal client!



A customer avatar is just an imaginary character that you can use to represent your ideal client.

Creating a profile for them will help you understand what influences your customer's buying decisions and will also **help you to focus** your marketing strategies to **be tailored to them**.

Give them a name if that helps – Jane or James could just be your next client!

The first question to ask rather than *who is my ideal customer?* is:

What does my ideal customer really need?

- Focus your efforts on identifying the real want or need that you solve for clients.
- Then think about who might want to buy from you.
- Find something compelling that will make you stand out as the only option to choose.

Be their only option

When they are looking to buy a solution to their problems and they are aware of your company through some form of marketing they have four options to choose from:

1. Decide not to choose a new supplier after all.
2. Choose another supplier because they are cheaper than you.
3. Choose another supplier because they perceive them to be better than you.
4. Choose you because you have convinced them you are the best solution to their needs.

So to make sure they choose option 4 you need to be **creative** in your approach, **persistent** in your communications and **consistent** in your follow up.

Try to answer each question fully so you (and your staff) get a complete picture of who you want to market to. Use more paper if you need to!

If you need to create more than one avatar just copy these pages.

Who are they?

Gender Age

Married Children

Income Location

Profession

Industry

Revenue Employees

What are their personal interests or hobbies?

What are their personal and career goals?

What problem/problems do they have that your service or product can solve?

What are their fears and challenges?

What stops them buying?

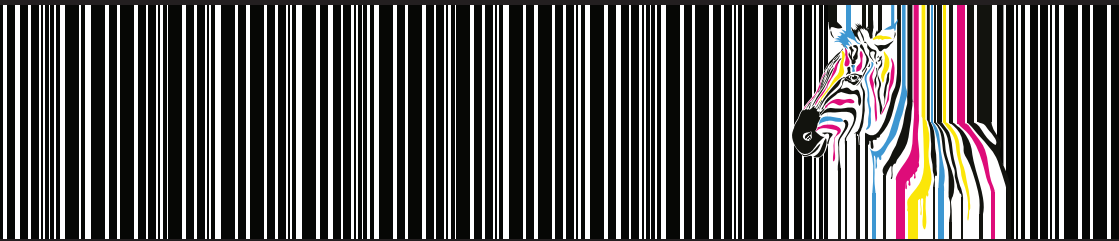
What stops them buying **from you**?

Would they choose one of your competitors over you – if so why?

What can you do to persuade them to use **your** service or product over your competitors?

MARKETING MOMENTUM MANUAL

GOAL SETTING



MODULE 2

**YOU ARE
NEVER TOO
OLD TO
SET ANOTHER
GOAL
OR TO
DREAM A
NEW DREAM.**

C.S. Lewis

Goal Setting

Why is it important to set business goals?

Goals can be powerful – they can focus attention on achieving the outcomes you desire.

They can give you clarity and order for what you want to achieve and by when.

Whether your goals are to set company direction or to provide motivation, they should be specific, measurable, achievable, and time-bound.

SMART

As you probably know SMART is an acronym for **S**pecific
Measurable
Achievable
Realistic
Time-bound

but make sure they are really 'smart' for your needs!



Setting SMART goals could help you to achieve your targets and keep you motivated along the journey. Make a simple action plan that will create habits to help you achieve every goal you set for your business and yourself.

Keep to small, simple steps that you can achieve so that you stay on the path to reaching your goals. Don't make things more complicated for yourself than you have to!

All of us have it within us to achieve what we want to. Whether on a personal level such as losing some weight or taking a well earned holiday, or on a business level looking to increase profits or expand the company, goal setting gives you long-term vision and short-term motivation to get things done.

Focus on the future

Goal setting can focus your attention and help you to organise your time and your resources so that you can make the most of your life and work.

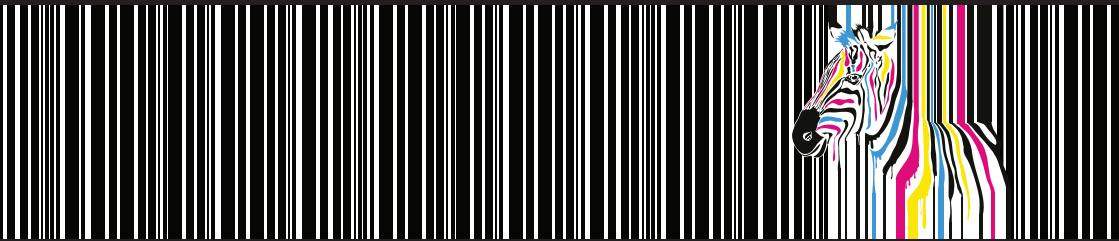
The following list highlights some of the many benefits you will receive if you create goals... *and stick to them!*

- Clearer focus on what is important to you
- Clarity in decision making
- Provides direction
- Provides motivation
- Gives you control of your future
- Gives you a sense of personal satisfaction
- Gives you a sense of purpose

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MARKETING MOMENTUM MANUAL

MARKETING PLAN



MODULE 3

**THE BEST
WAY TO
PREDICT
YOUR FUTURE
IS TO
CREATE IT.**

Peter F. Drucker

Marketing Plan

A marketing plan sets out exactly what your marketing goals are and how you're going to achieve them and can help you get the best from your marketing spend.

Elements of your marketing plan should include:

- target customers;
 - goals;
 - your USP;
- SWOT analysis;
- marketing channels;
- your budget.

What is SWOT?

Yes, another acronym!
It is a list of your business's

Strengths

Weaknesses

Opportunities

Threats.

Use the grid on the next page to outline your ideas. Be as brief or detailed as you feel comfortable with.



Developing a marketing plan can help set your business up for managing growth. A simple plan can serve as a road map and can be adapted as your ideas change through successes or failures.

A marketing plan helps you target who your buyers are, establish the service or product you are offering and determines your unique selling proposition. It then helps in developing the best way to get in front of buyers who want what you provide.

The marketing mix

The marketing mix can be divided into four groups known as the **four Ps** from **your business point of view** or the **four Cs** from **your customer's view!**

Product: The goods and/or services offered by your company to your customers.

Price: The amount of money paid by customers to purchase your product or service.

Place: The activities that make the product available to consumers (sales channels).

Promotion: The activities that communicate the product's features and benefits and persuade your customers to purchase.

Customer solutions, not products: Customers want to buy value or a solution to their problems.

Customer cost, not price: Customers want to know the total cost of acquiring and using your product.

Convenience, not place: Customers want products and services to be as convenient to purchase as possible.

Communication, not promotion: Customers want two-way communication with the companies that make the product, not just to be sold to.

You should be **customer focused** to get the best results from your marketing activities.

SWOT analysis

Use this grid to create an overview of your position.

Strengths
(internal, positive factors)

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Weaknesses
(internal, negative factors)

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Opportunities
(external, positive factors)

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Threats
(external, negative factors)

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Focus on figures

Where you are now?

Annual turnover
Net profit
Number of customers
Staff
Hours worked per week
You
Staff

What are the main things you do to market/promote your company?

1
2
3
4
5
Monthly marketing spend

Where do you want to be in a year?

Annual turnover
Net profit
Number of customers
Staff
Hours worked per week
You
Staff

What do you think you could add to achieve the change?

1
2
3
4
5
Monthly marketing spend

What will you have to do to make things change?

Use these reviews to measure the success of everything you do and continually fine tune your marketing strategy to focus on those elements that are working best for you.

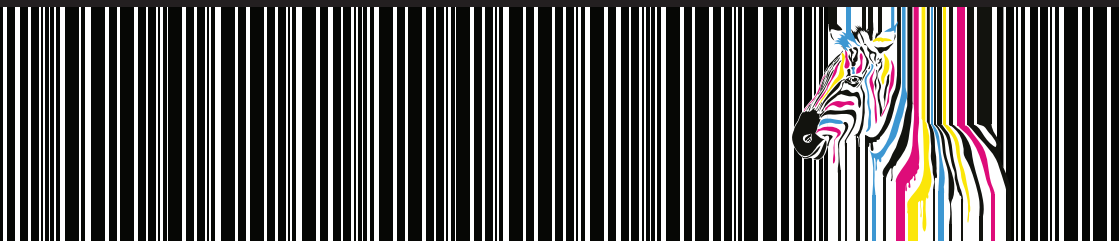
Progress/Results/Observations

Sent 20 cards / 5 clients responded / adapt offer & resend

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MARKETING MOMENTUM MANUAL

POSTCARDS



MODULE 4

**DON'T
WAIT.
THE TIME
WILL NEVER
BE JUST
RIGHT.**

Napoleon Hill

Direct Mail

It's not dead –
it's just got smarter!

Do you use direct mail
as part of your overall
marketing strategy?

If not then you really are
missing out on an effective,
cost-efficient way to win
more business.

Direct mail is a great way of
reaching your existing buyers
and potential new customers,
however in order to generate
new business your direct
mail must be creative,
compelling, targeted and
include a
call to action.

Who to target?

I would suggest contacting
existing customers first –
they know you and trust you
so are more likely to engage
and respond to your offer
– if you get it right!



Fewer businesses than ever are using direct mail as an effective marketing tool – that's why there has never been a better time for you to use it!

With so few companies using it you have a much better chance of making a big impact. Whether it's sales letters, brochures, leaflets or **postcards**, as long as you make them eye catching with a call to action or a great offer you're on to a winner.

An essential feature of any direct mail campaign is making sure that the recipient finds the mailer interesting enough to want to find out more.

If you are using envelopes make them stand out, use coloured ones to give you a better chance of them actually being opened or alternatively send a **postcard** and ensure they see it!



These are three postcards from a series of six which we sent out a while ago. They had a great impact and got lots of people talking. Pinned to noticeboards and passed around offices – these colourful cards had a good shelf life and great marketing value.

Christine Gandy of Business Travel Solutions was delighted with the postcard campaign we created for her business, this is what she had to say about the campaign's impact and success:

"Thank you again for creating another successful postcard campaign, it is the best way we have found to update our clients while keeping our image in front of them and reminding them of our services."



Time to get the stamps out!

The postcards we produce are visually clear, strong and eye catching, they will immediately make an impact on the recipient.

The next thing is to think about the message you want to send. Keep it short, keep it friendly and keep it simple – make your message easily understood – and remember to always include a call to action.

Below are a couple of options for you to use as a starting point for the first card, adapt and personalise them as much as you need to fit in with what your company needs to say and what you want to achieve.

Hi Joanna

Just wanted to say thanks for placing the job we've just done for your company with us.

We're really grateful for your continued trust in the service we provide.

I'll call in a short while to see if there is anything else we can help you with.

Best wishes
Steve Wilson
Chichester Print

You're letting them know you're happy to do more!

If you would like to use our postcards or want to use one of the other designs we have just order online and we'll get them out to you.

Options on pages 42 and 43.



Hi Joanna

I hope that you are completely happy with the service we have just provided for you... we really enjoyed working with you on it.

We look forward to hearing from you when the next exciting project is ready!

Best wishes
Steve Wilson
Chichester Print

You're asking them to provide another!

www.firstfriday-network.co.uk

Don't forget to say thank you!

After you've finished a job or a project for a client how often do you contact them other than to send an invoice? Probably not until they get in touch about the next job – right?

So take the initiative... wait a week or so after the job is finished and invoiced and then send a nice little thank you card... no hard sell just keeping in touch and showing your appreciation for their trust in you... and their business.

Hi John

It's been quite a while since we last had any contact with you, and I'm sorry about that. It's my fault.

I was wondering if there was anything we could do for you? Perhaps we could schedule a meeting? I'll give you a call in a day or two to arrange a convenient time!

Best wishes
Steve Wilson
Chichester Print

You're letting them know you're going to be in touch!

If you would like to use our postcards or want to use one of the other designs we have just order online and we'll get them out to you.

Options on pages 42 and 43.



Hi John

Just thought I'd drop you a line to find out if you are still interested in producing a brochure to promote your business?

Would you like to grab a coffee to discuss moving forward with this?

Just let me know 01243 276073

Best wishes
Steve Wilson
Chichester Print

The ball's in their court!

Use the note page 44 to work out what you want to say.

Try and make them personal if you can!

www.firstfriday-network.co.uk

It works!

This is what one member had to say about how the First Friday postcards worked for him:

"I have a customer who I haven't had any orders from since last year, I'd tried emailing and phoning but without success. Last week I sent one of your 'Haven't heard from you in a while!' postcards you mention in the workbook with a short note... and I have just taken a £10.5K order – without a conversation – just brilliant!"

Variations!

We can create your own personal branded version of any of the cards – just get in touch and let us know what you are after.

Some examples:



Postcard designs

We currently have 20 designs for **contact postcards** and 20 for **quote postcards** for you to choose from. You can buy them in quantities of 100, 250 or 500 of the same design... or more if you want!

If you would like any of the designs adapted to your own branding and colours or made as a folding card we can do that for you. There is a small charge, but if you find these cards are working for you then it's definitely worth it.

Contact postcard range



Order online at www.firstfriday-network.co.uk

Prices

x100 cards£40

x250 cards£60

x500 cards£80

Plus postage (see website)

Bespoke designs

We can use your corporate colours, add your logo and details for just £40 set up fee. Quantities from 100 plus.

If you would like a completely unique design then please get in touch to discuss your specific requirements.

Quote postcard range

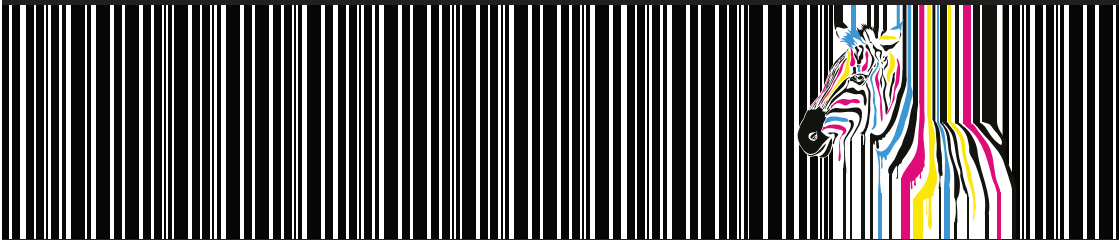


Order online at www.firstfriday-network.co.uk

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MARKETING MOMENTUM MANUAL

LOOK : LEARN : LAUNCH



MODULE 5

**IF YOU ARE
LUCKY ENOUGH
TO CREATE A
GOOD PIECE OF
MARKETING
REPEAT IT
UNTIL IT STOPS
WORKING.**

David Ogilvy

Look : Learn : Launch ...again ...and again ...and again

One of the **BIG nuggets** that I took from my membership of the Entrepreneur’s Circle is that the power of a **great marketing idea** means it can be adapted and used over and over again by lots of different companies!

I read their newsletters from cover to cover, **looking for ideas** that have worked for other companies and then **adapted them** to use in my businesses. (I’ll be talking about the marketing **power of newsletters** in another workbook!)

One of the best has to be the direct mail piece Nigel showed us from First Direct in one of the editions of the Circular. The **simplicity of the mailer** caught my eye and I immediately could see this working for me.

It was perfect for a New Year campaign. I wanted to **contact our clients** as soon as they were back at work after Christmas. I adapted the look and feel to **suit our corporate style** and created a **personalised postcard** so it wasn’t hidden in an envelope – **everyone who handled it could see it!**





The front of the card was personalised and also had clear raised varnish lettering to add interest and a tactile quality.

We wouldn't have the great reputation we have or be recommended so often without brilliant clients like you Tony. So thank you for being the best.*

Everything we do, we do it for you... cheesy, yeah, but true!
No, really, here at Wilson Design we love being creative on projects that help you win more business. As our strapline says: we like to think our work speaks for us – but more importantly we know it speaks for **you**.

So, as we enter our **20th birthday year**, why not get in touch and make this another great year for **us and you too**.

Visit www.wilsondesign.uk.com to see what we have been **creative with recently** in our blog and portfolio; there may be something there that would **work for your company**.

Best wishes for the Festive Season and the New Year!

Steve Wilson

* It's important that we let you know we actually love ALL of our clients and it would be unfair to have just one favourite... but we really do think you're fabulous!

P.S. As it is our 20th birthday year, we have a gift for you... order before the end of January and get 20% off all print costs.

wilson design associates

The back of the card had a clear message and a call to action as well as a special offer.

Call to action

offer

We then followed it up with an **email campaign** sent at the end of the first week of January and also a **blog post** on our website and a **social media campaign**. All of the clients we spoke to during the month loved it – it had caught their attention and was perfect to put us ‘**front-of-mind**’ for any upcoming design and print work they were planning for the start of the year.

★ **Wilson Design Associates** <news@wilsondesign.uk.com>
 To: Steve Wilson
 Reply-To: news@wilsondesign.uk.com
 You're our favourite!

2 January 2014 12:20
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wilson design associates

January 2014

[FORWARD TO A FRIEND](#) [UPDATE YOUR DETAILS](#)

[Like](#) [Tweet](#)

...we bloody well love you!



Have you received your card yet? We sent them so you would get them on your return from your festive break... all refreshed and raring to go in the New Year! It's just our way of saying thank you for being such great clients over the last 20 years!

We wouldn't have the great reputation we have or be recommended so often without brilliant clients like you, so thank you for being the best.

Everything we do, we do it for you... cheesy, yeah, but true! No, really, here at Wilson Design we love being creative on projects that help you win more business. As our strapline says: *we like to think our work speaks for us – but more importantly we know it speaks for you.*

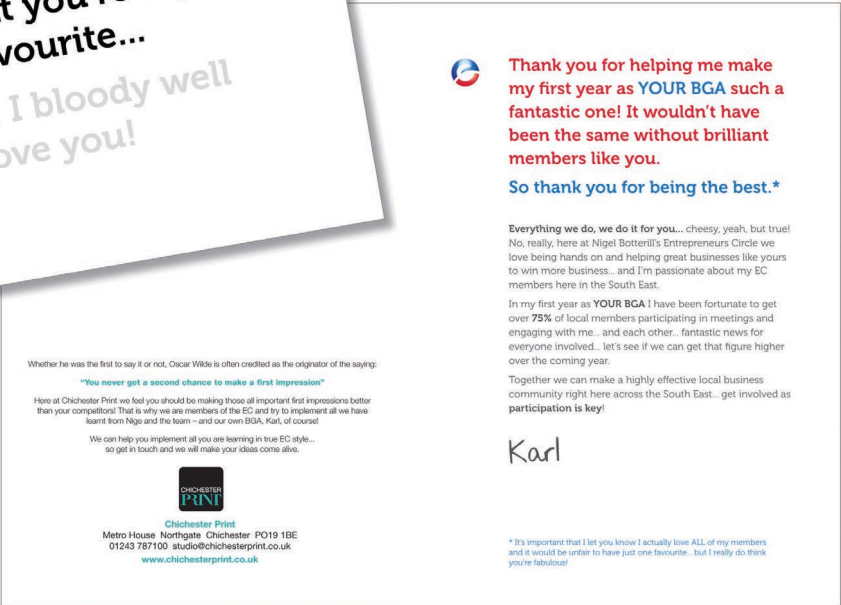
To see what we have been creative with recently visit our **portfolio**; there may be something there that would work for your company. So, as we enter our 20th birthday year, why not get in touch and make this another great year for us and you too.

P.S. As it is our 20th birthday year, we have a special gift for you... order before the end of January and get 20% off all print costs.

We like to think that our work speaks for us - but more importantly we know it speaks for **you**.

Later in the year I showed our mailer to the local Entrepreneur’s Circle area representative during a 1-2-1 meeting and he thought it was a **great idea**. He wanted to send it to all of his 300 regional members to **say thank you** for his first year in the role.

Again we adapted the look and feel to match the EC branding and the response was really positive. The regional Facebook page was full of people posting how they were Karl’s favourite... until the next person received their card and also posted! It had a **huge impact** on Karl’s profile throughout the membership.



Whether he was the first to say it or not, Oscar Wilde is often credited as the originator of the saying:
 "You never get a second chance to make a first impression"
 Here at Chichester Print we feel you should be making those all important first impressions better than your competitors! That is why we are members of the EC and try to implement all we have learnt from Nigel and the team – and our own BGA, Karl, of course!
 We can help you implement all you are learning in true EC style... so get in touch and we will make your ideas come alive.



Chichester Print
 Metro House Northgate Chichester PO19 1BE
 01243 787100 studio@chichesterprint.co.uk
 www.chichesterprint.co.uk

* It's important that I let you know I actually love ALL of my members and it would be unfair to have just one favourite... but I really do think you're fabulous!

I also adapted the idea once more to send to all of my Chichester Print clients!



**YOU'RE
OUR
FAVOURITE
CLIENT**

**YOU'RE MY
FAVOURITE
CLIENT**

If you don't want to do a big campaign you can buy these cards in packs of 20 to see how it works for you before committing to a larger print run with your company branding.

See the website for options.

Order online at www.firstfriday-network.co.uk

We also took this idea and changed it to suit a **specific time of year** for marketing... **Valentine's Day!** The message is the same but the visual approach and the content is changed to be **relevant to the subject**, again it was well received by our clients. **Could something similar work for you?**

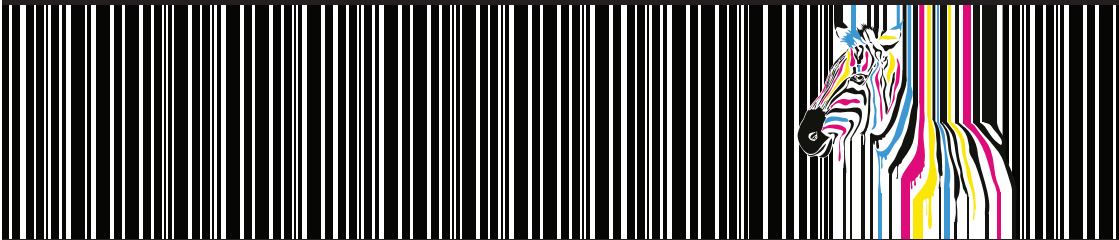


Now you understand how one idea can be **adapted and deployed**, think about what great pieces of promotion you have seen that would suit your company marketing needs and goals? Make some notes on the following pages... **and then get launching those campaigns!**

CHICHESTER
PRINT

MARKETING MOMENTUM MANUAL

NEWSLETTERS



MODULE 6

**I'D RATHER
REGRET
THE THINGS
I'VE DONE
THAN REGRET
THE THINGS
I HAVEN'T
DONE.**

Lucille Ball

Newsletters

A newsletter can be your most powerful tool to reinforce your brand, your values and your customers trust!

It is one of the best ways of staying in touch with your customers, building strong and sustainable relationships with them, getting them to buy from you, and generating lasting loyalty so that they keep coming back.

Spread the word

Unlike the hard sell of advertising and direct marketing, a printed newsletter can be read at leisure by your customers and they can respond to it without pressure.

It has a greater shelf life than a flyer or leaflet and is often read by more than one staff member.



Have I got news for you?

Or more importantly, have you got news for your customers?

People buy from people, not companies... if you need confirmation of this just look at government elections, you can clearly see that most people vote for the leaders over and above the party politics!

So what are you doing to show your customers why they should buy from you and not the next company on the Google search list? You need to create that all important bond that will **make them come back** and buy from you **time and time again**.

There are many occasions that occur during the year like Valentine's Day, Easter, Christmas and all the others, that are great opportunities for you to **communicate with your clients** and tell them that you are thinking of them in a targeted campaign – but what about the rest of the year? You should definitely think about sending a regular newsletter.

Take note, it's not your customers' job to remember to do business with you, it's your job to remind them.

With this regular form of personal communication you can build a constant dialogue that keeps you in mind for the next time they need your services.

If you do it properly, your clients will soon view you as a specialist in your field whom they can **trust and recommend** to others. Over time your newsletter helps develop a kind of community between you and your customers where you are able to **demonstrate your expertise** and showcase your successes, reinforcing your position in the marketplace, your brand and its values and most importantly your customers' trust in what you can achieve for them.

If you include **case studies** it also allows you to highlight your customers' successes and provide positive exposure for them too.

So what do you need to do to make an engaging newsletter?

- Deliver useful information in a simple format readers can recognise issue after issue.
- Convey information and offers of genuine interest and value to people.
- Communicate in warm, casual language that matches the tone of your business and brand.
- Present short items rather than long articles that few people will read.
- Give people time-specific reasons to visit your business and/or website.
- Maintain a consistent schedule that matches your customers' interest in hearing from your business.
- Include promo codes, coupons or offers that allow you to track newsletter response rates.

From your newsletter, a whole host of other communications can flow; you can supplement it with an e-newsletter, you can direct customers to your website and create multiple blogs from it, tweet about the content, link it to your Facebook or LinkedIn pages and other social media, and encourage direct feedback from all those you share it with.

It keeps the conversation flowing just a little longer and reminds your customers that you are out there... **it reminds your customers that you are a real person!**



It's a good idea to try and come up with a clever title for your newsletter that might be relevant to your industry, it'll add interest!

Whether you decide to create your own newsletter in a programme you have access to or commission someone else to do it you will need to **plan and manage the process well** so that it doesn't take more time, and cost more money, than the project warrants.

If you are already producing a newsletter it might seem easier to continue with creating it yourself rather than change it and use an outsourced supplier – even though it might **work far better for you!** The costs involved may seem prohibitive but they do not have to be. A few well spent pounds can produce dramatic results, not only in the quality and look of the newsletter, but also in the perception and response of the recipient – **your clients!**

The illustration on page 6 shows how we redesigned the newsletter for Iguana Business Solutions from a black and white A5 booklet into a 6-page A4 full colour newsletter (we've only shown 4 pages here!), the additional print cost was minimal but the new format generated many more **positive responses**.

The client had this to say: *“WOW!!! I love my new newsletter and the feedback has been tremendous. Thank you, you are an absolute superstar. One of my clients asked me where I got them designed and printed this morning, she is thinking about doing one for her customers!”*

You can see that the change in the **quality** of the newsletter had immediate results for the company and also **added value** to her clients.

On the next few pages are examples of newsletters we have produced to inspire you to start your own.

Remember to keep your brand identity and tone of voice clear and consistent so there is continuity across all of your marketing activity.



THE NEWSLETTER OF CHICHESTER CHAMBER OF COMMERCE AND INDUSTRY



The Downland Gridshell World & Download Open Air Museum

The grand opening... The museum will be a... The museum will be a...



Chichester Chamber of Commerce and Industry

THE NEWSLETTER OF CHICHESTER CHAMBER OF COMMERCE AND INDUSTRY



Project Rolls Royce

Rolls Royce will continue... The project will be a... The project will be a...



Chichester Chamber of Commerce and Industry

Chichester Business News

Letter from the President

Welcome to the month... I am pleased to be... I am pleased to be...

Project Rolls Royce (continued from front page)



Chichester Chamber of Commerce and Industry

Chichester Business News April / May 2012

Members Affairs List - Executive

Members Affairs List - Committee

Chichester Tourism

Chichester Tourism... The town is a... The town is a...

The Forgotten Estate

The Forgotten Estate... The estate is a... The estate is a...

Chichester District - Connors Property Needs 2012

Chichester District - Connors Property Needs 2012... The district is a... The district is a...

Chichester Business News April / May 2012

Welcome to our New members

Members List - Executive

Members List - Committee

Hanging Baskets of Chichester

Hanging Baskets of Chichester... The baskets are a... The baskets are a...

Jubilee Spirit

Jubilee Spirit... The spirit is a... The spirit is a...

Maritime Report

Maritime Report... The report is a... The report is a...

Chichester Business News April / May 2012

Anthony Choppy Moving to Spain

Anthony Choppy Moving to Spain... The move is a... The move is a...

News in Brief

News in Brief... The news is a... The news is a...

News Release - News Release - News Release

News Release - News Release - News Release

News Release - News Release - News Release

News Release - News Release - News Release

News Release - News Release - News Release

News Release - News Release - News Release

News Release - News Release - News Release

News Release - News Release - News Release

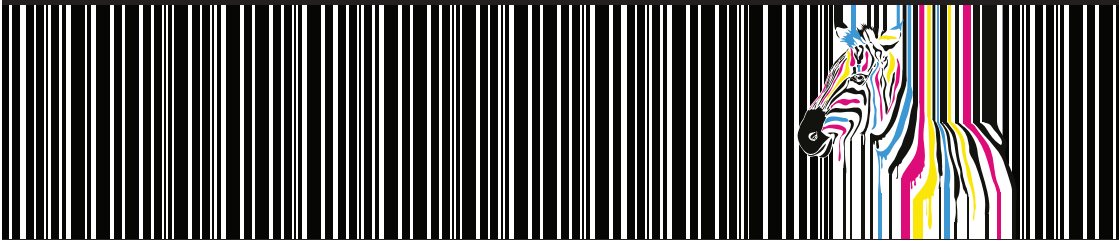
"It's unwise to pay too much, but it's worse to pay too little. When you pay too much, you lose a little money - that's all. When you pay too little, you sometimes lose everything, because the thing you bought was incapable of doing the thing it was bought to do. The common law of business balance prohibits paying a little and getting a lot - it can't be done. If you deal with the lowest bidder, it is well to add something for the risk you run, and if you do that you will have enough to pay for something better."

John Ruskin

CHICHESTER
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MARKETING MOMENTUM MANUAL

SALES LETTERS



MODULE 7

**SOMETIMES
IT IS NOT
ENOUGH TO
DO OUR BEST;
WE MUST
DO WHAT IS
REQUIRED.**

Winston Churchill

Sales letters

If you're like me a blank piece of paper waiting to be filled with well-crafted sales copy is just scary!

However, it is still one of the best pieces of direct mail you can utilise to get a response from existing and potential clients.

You should definitely add this to your collection of marketing tools!

Wordsmith?

We can't all be good at everything we do!

You're great at your job... right? But perhaps not so confident at creating the marketing that is needed to keep driving customers to your door. So use the sample sales letters in this workbook as a starting point – adapt them to your business and services, make it personal and see how it goes!



Ready, aim, fire!

You've already created your **perfect client avatar** in Workbook One, now you have to think just like your customer and craft a sales letter that will **appeal directly to them**.

Remember it's about them... not you! So try to solve **their problem** with whatever you are offering in your sales letter. It's hard, but try not to make it too 'salesy', make a story out of it if you can, including case studies, quotes or testimonials. All these things will make the letter more readable and memorable.

You have probably heard of the acronym **AIDA** before, it is useful to bear in mind for much of your marketing activity and it should be the basis for how you construct your sales letters from the start.

A : Attention

Grab the customer's attention as soon as possible, perhaps a great heading or a really strong opening sentence!

I : Interest

When you have their attention you need to keep them hooked with some interesting content to make them continue reading.

D : Desire

Give them a reason to buy what you're selling, create an uncontrollable desire to purchase.

A : Action

Finish with a *call to action*, a way to buy your service/product or a next step to make contact.

If your sales letter contains all of these points it is well on the way to being successful for you!

Remember to **write using your own voice**, give it **personality** and don't make it too formal and technical – **write it as you would say it**.

There are a few elements that should always be included in your sales letters and using these as a starting point should allow you to structure them in a sensible way.

Headline: This can be long or short, a statement or a question, it doesn't really matter as long as it's engaging and entices the recipient to read the letter.

Introduction: The first sentence or paragraph has to have enough information to hook the reader and make them continue reading.

Story: If you can tell a story to get your point across then do so, it will make the letter feel more personal.

Testimonials: Include relevant testimonials and quotes from other clients who have benefited from what you are offering, it gives you credibility.

Offers: Sometimes you may be just announcing a new service or product and not directly selling one thing, but if you are do include an offer... and a deadline for receiving it.

Call to action: Always include at least one call to action, such as arrange a meeting or go to a website, with alternative ways to contact you.

Bullet points and bold text: If you can pick out key words or informatin for someone who will skim-read the letter first, it will encourage them to read the full detail.

Post Script: The P.S. can be a great way of getting their attention and adding a little extra something or reminding them of the offer or deadline.

Remember you won't get any new business if you don't send the letter in the first place – so **don't procrastinate** or worry too much about it being '**perfect**' – get it out there a few at a time and adapt it over time if you need to.

Try to **include something in the envelope** with the letter to grab the recipient's attention, make it relevant if you can. '**Lumpy**' mail stands out in a pile of letters! How about using coloured envelopes? Do you have a brand colour that would make your envelope stand out?

The other thing to consider is that once you've created the letter it can be adapted to work as an email sales letter as well.

On the next few pages are a few of our succesful sales letters. You can adapt these to be relevant to your own business and use them as a starting point to create something effective.

We sent out a real lottery ticket with this sales letter so timing was critical! It was sent in manageable batches of about 20-30 at a time. It really caught the attention of clients and gave us a great reason to follow up with a phone call the following week!

Choosing your design agency shouldn't be a lottery!

Dear Fred

Congratulations! You're already a winner by choosing Wilson Design Associates to help you promote your business.

In these difficult times gaining a competitive edge is essential, which means the way you market yourself has to have the **WOW factor**, something that will make sure you **stand out from the crowd** and stay ahead in business.

Teaming up with an **award-winning** design agency is going to help you win more business and at Wilson Design, it's our **creative solutions** that really make all the difference. With more than **25 years' experience**, we get a real buzz out of seeing our **clients achieve their business goals**.

As a 'full service' agency we can handle anything and everything, meeting all of your online, website and printed corporate, marketing, product and promotional needs and **helping you** convey a consistent and exciting brand message to **your target market**.

It's great having you as one of our clients and we would really love to chat with you to find out more about **your business goals** for the future and how we can help you achieve them. All we ask is for **17 minutes** of your time to discuss your plans.

I will call you next week to find out when you are free to meet.

Thanks for being part of our success; I hope to continue being part of yours.

Kind regards

P.S. Good luck in the National Lottery draw Fred, we'll be keeping our fingers crossed that your numbers win... it could be you!

Relevant headline to catch the eye

Bold words to create skim-reading path

Specific call to action with an odd amount of time just to attract attention!

Friendly and personal sign off

In the envelope with this sales letter we included a personalised invite – just like a ‘save the date’ note you would get for a wedding. We followed up with phone calls a week later and secured several meetings... and we didn’t have to give away any gifts for time wasting!

Can Kew Gardens, Wakehurst Place and Chichester Cathedral be wrong?

Headline to catch the eye

Dear Fred

Kew Gardens, Wakehurst Place and Chichester Cathedral all chose us to design their weddings and event brochures and if you’ll give me **just 20 minutes**, I’ll show you how you can provide your potential wedding and event clients with brochures that make a great first impression and **win you more business**.

Bold words to create skim-reading path

If, at the end of our meeting, you feel like I’ve wasted your time and we have nothing to offer you, then just let me know and I’ll happily send you a gift to make up for it.

Is that fair?

What could be so very special about our design services I hear you ask! I’ll let Kew Gardens tell you:

Testimonial as proof that we have done what we say

“Just to let you know that the printed brochures have arrived and they look awesome!”

Kew Gardens aren’t alone either; I’ve got a list of comments like that, and I’ll show you how **you can get similar results** when we meet.

Specific call to action

I will call you next week to arrange a convenient time to meet or alternatively, if you want to get things moving sooner, just pick up the phone and call me on 01243 276073.

You won’t regret it for a second.

Kind regards

Slightly cheeky sign off!

P.S. We haven’t had to give away any gifts so far... we must be doing something right!

With this sales letter we included a sample of the postcards we produced for Business Travel Solutions to show the quality of our design and print. This letter led to several new orders for people wanting to produce something similar for their companies.

Discover the fortune that hides in your customer database!

Dear Fred

Do you use **direct mail** as part of your overall marketing strategy?

If your answer is **NO** then you really are missing out on an effective, cost-efficient way to **win more business**.

If your answer is **YES** then do your campaigns really achieve your **desired results**?

Your existing customers are **buyers**. They love what you do and will buy from you again and again if you simply give them a **reason to do so**. Direct mail is a great way of reaching your existing buyers, however in order to generate new business it must be...

- Creative
- Compelling
- Targeted
- Include a call to action

The team here at Wilson Design Associates can handle all aspects of your direct mail marketing campaign, including creative design, print, fulfilment and mailing.

This is what Christine of Business Travel Solutions had to say:

“Thank you again for creating another successful postcard campaign, it is the best way we have found to update our clients while keeping our image in front of them and reminding them of our services.”

Interested in finding out how to win more business?

Just pick up the phone and call me on 01243 276073.

Kind regards

Headline to catch the eye

Bold words to create skim-reading path

Bullet points for emphasis

Testimonial as proof that we have done what we say

Specific call to action

This campaign included the Valentine's postcard that is in the Postcards Workbook. Again this was time sensitive and went out in early January to allow time for us to create the projects for anyone who was interested.

How much do you love your clients?

Dear Fred

We love you this much...

Are you going to run a **Valentine's Day promotion**? If not, why not? Everyone likes to be **told how much they're loved** and a Valentine's themed direct mail marketing campaign is a great way for you to get your message across to new and existing clients alike.

Because we love you so much, we are going to help you create a fantastic Valentine's Day campaign and **give you a whopping 25% off the price** of the print costs.

Don't worry if you're short on ideas – **we're simply oozing creativity** and your direct mail campaign will have real impact.

You could also run an email marketing campaign at the same time (we will be!), providing you with **additional exposure** and reinforcing **your marketing message**. Email marketing is easy to set up – just let us know if you need our help.

We're sure you'll agree that this is **a great offer** but it gets better...

Even if you decide not to run a Valentine's Day promotion we will still give you **25% off any print orders** you place with us before Valentine's Day!

Just give me a call or send an email and we will get right back to you.

Missing you already!

*P.S. The deadline for the 25% off print is **14th February!***

Share the love...

Headline to get them thinking

Bold words to create skim-reading path

Clear offer

Secondary offer

Cheeky sign off with a deadline

This letter was not really a sales letter but it gave us a great opportunity to engage with our existing client base. We received many positive testimonials we could use in marketing and also put us in our clients' minds again for any work that they may be thinking of doing.

What do you really think about us?

Dear Fred

As a valued client, I wonder if I could ask a small favour?

I'm just about to create a small marketing campaign to attract some **more people like you** who **appreciate what we do**.

I was looking through our list of testimonials, and noticed that we didn't have one from you. I was hoping that you might be kind enough to jot something down that you'd be happy **for us to use** in our marketing material and on our website.

I know exactly what it's like being asked to write something especially when you're busy, so I have included examples of what other clients have **written about us**, it might provide you with some **ideas and inspiration**.

If you could email it to steve@wilsondesign.uk.com I'd really **appreciate it**.

If you would like to see more comments from other clients or leave your testimonial online, please visit our profile page on LinkedIn: <https://www.linkedin.com/in/wilsondesignukcom>

While you're **thinking about us**, I'd also **warmly welcome** any suggestions or criticisms you have, we always like to hear feedback from our customers that can help **improve our service**.

Many thanks for your time.

P.S. I have a small thank you gift I'd like to send you once I receive your testimonial!

A question as the headline to grab attention

Bold words to create skim-reading path

Call to action

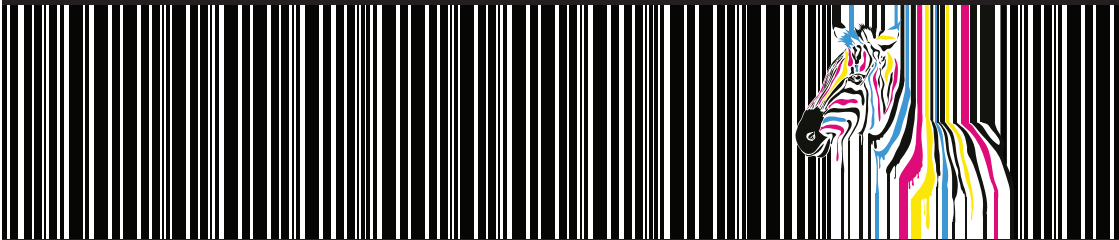
Second way to leave a testimonial

Offer of a gift if they respond

CHICHESTER
PRINT

MARKETING MOMENTUM MANUAL

EMAIL MARKETING



MODULE 8

**YOU CAN
NEVER QUIT.
WINNERS
NEVER QUIT
AND
QUITTERS
NEVER WIN.**

Ted Turner

eMail

Email marketing is still one of the most effective marketing tools you can use...

as long as you do it properly.

It's simple to do... so simple that everyone is doing it... this makes it harder to be noticed in your potential client's over full inboxes!

So you need to be smarter, more creative and more engaging than your competitors in order to stand out and get noticed.

Who to contact?

As with direct mail, in the first instance, I would suggest contacting existing clients and also potential clients with who you have had contact but who have not yet purchased from you – they know and trust you so are more likely to engage and respond to your offer – if you get it right!



Re-igniting old enquiries

You probably have many clients, or potential clients, that you've talked to about working together or quoted for a project before but it just didn't happen for one reason or another.

It's easy to assume that they didn't use you because of something you did or didn't do! But the likelihood is there was a number of other reasons why the project didn't go ahead; the timing might not have been quite right – *but it might be now*; they didn't have the budget at the time – *but they might have now*; any number of reasons that are **not your fault!**

What would make them ready to use your services/products now? It would likely be one of these things:

- They have an important or urgent problem that needs solving.
- They need to be confident that your services/products can do it.
- They need to feel using you is the right solution.

If you think about those prospects, you already know they had a need for you and you've already **built some credibility and trust** with them – otherwise they wouldn't have enquired in the first place.

So using a short email you can send out that could start to get you meetings and calls with potential clients is a sensible avenue to take. Don't be misled by the simplicity of the email... it can really work!

Now obviously you won't have a 100% hit rate with this, some people still won't be ready or will have moved on from that point, but **some of them will be ready to talk** – if not about that project then perhaps about something new that they need now. You might just be **the right person at the right time!**

It's very quick and easy to do, so give it a shot!

Easy as ABC

This is how simple it should be:

Subject line: Thought you might find this useful...

Hi **Name**

Are you still looking to **A**?

Thought you might find this useful: **B**

Would you like to **C**?

sign off

A is the previous enquiry or project that they contacted you about.

B is a link to a useful resource about the enquiry – preferably a blog post or short video you’ve generated.

C is the next step for them to take – the *call to action*.

Make the email feel like it’s from a business colleague or a friend sharing some useful information with them – *not a hard sell*.

For example this is how I might send one from Chichester Print to someone who had made a previous print enquiry.

Subject line: Thought you might find this useful...

Hi **Geoff**

Are you still looking to **produce a new brochure about your company?**

I thought you might find this useful:

www.chichesterprint.co.uk/blog/printing_the_perfect_brochure

Would you like to **chat about getting the project going?**

Steve Wilson

Because it’s simple and because you’re adding value to potential clients rather than being pushy, salesy or desperate, the client is much more likely to open it, read it and respond!

Don’t forget to follow up with a phone call a few days later if they don’t contact you straight away.

Building relationships

When you are marketing your business you must ensure that potential clients are contacting you because they believe you are the best solution to their needs – not just the best price – that will not ensure they become long-term customers.

So how do we do this?

It's true, no one likes being sold to. So you need to build a relationship with your potential clients, without selling to them all the time. If you sell to them too quickly you'll turn them off, so the approach to take is to give them some free advice, helpful tips, or maybe just some simple guidance; hopefully that way whenever they need something in the future, they'll think of you.

You are just looking for an enquiry in the first instance – from this you can build a database of interested contacts – if you get more then you're already ahead of the game!

People do business with companies they know and trust. You are looking to establish long-term relationships not one-off sales that don't return.

A client who comes to you because they feel that they already know you and are interested in the free advice you have given them will be less price sensitive, more willing to recommend you and will stay with you for longer.

So what do you put in the emails to engage your potential clients?

Emails don't have to be just text. Here are some ideas:

- A business guide or top tips brochure
- Interesting (but relevant) photos
- Links to videos
- Topical articles
- Press releases
- Competitions
- Links to social media pages
- Testimonials from clients
- Introductions to new services/products/concepts

It's a good idea to try to get them to click through to something else, perhaps a download or to a blog article or video – you can then track this engagement through your email software (Mailchimp, Campaign Monitor, etc.) and follow up with a telephone call to see what they thought of it.

We all know that we should follow up any enquires that are made, but most of the time we don't. If you really cannot bring yourself to call (or don't have their number) then the best way to keep in contact is through regular emails.

Lead bait

If you are creating information products, guides, booklets etc. for **lead bait** and ongoing communications you should also use these as incentives on your website. The **most effective way** of getting someone who comes to your site to engage is to offer them something of high value – and the best thing you can offer is **free but valuable information**. You might think that a newsletter sign up box is the same thing. It isn't! *When did you last sign up for one?*

The success of your email marketing will depend on:

- **Recognition.** The more familiar people become with your business the better chance you will have of your emails being opened.
- **Subject line.** You can't just say: 'Our latest news', it's boring – you need to be more creative/engaging/interesting.
- **Content.** It has to be useful, interesting and relevant to the recipient.
- **Call to action.** You must try to make them take further action – click through, respond by email, ring back, etc. But ask them to do only one thing.
- **Frequency.** Once every few months probably isn't enough, daily is too frequent! If you have interesting and valuable information people will actually look forward to receiving your emails – test and adapt the frequency to the response you get from your database.

You should try and automate these ongoing communications if you can. This is called an '**auto responder sequence**'. You can set these up in your email software (Mailchimp, Campaign Monitor, etc.)

It's difficult to avoid social media!

Posting regular links on your business's Facebook page/Twitter feed to articles, press releases and video on your website will do several things:

- It will keep you in front of existing and potential customers.
- Your posts will be visible to the contacts of existing clients.
- Hopefully, if your posts are engaging, they will drive traffic to your website and your lead capture pages and to your lead bait!

On the following pages is a case study of how we helped one of our clients to create a lead bait brochure and set up an auto responder sequence in Campaign Monitor to gather interested contacts.



TEN POINTS TO CONSIDER BEFORE YOU INVEST IN SHARES

Investing in shares can be a very lucrative activity – if you do it properly!

You need to be knowledgeable, patient and well prepared in order to succeed.



Consider these top ten points to help you prosper in the world of the Stock Market.

Four-page A4 document for free PDF download.

DER BEFORE YOU INVEST IN SHARES

EST IN SHARES?

Investing in shares can be a high-risk financial activity but can offer high returns. It is important you understand where you invest in shares portfolio. Are you investing to increase your pension pot, do you want to grow your savings or do you want to increase your income by being paid a yearly dividend? It is not just the return, or even learn a new skill but being clear on why you are investing with your decision-making later on.

TO KNOW ABOUT BUYING SHARES?

Investing in shares is an area that you can learn something new from. It is worth learning as much as you can about the subject before you invest. You will need to do some research and understand as you can to know how the process and the profits will be affected when you invest. Investing in shares is an area that you can learn something new from.

I HAVE TO INVEST?

To build a share portfolio will depend on your individual circumstances. You will need to do some research and understand as you can to know how the process and the profits will be affected when you invest. Investing in shares is an area that you can learn something new from.

DO I WANT TO BUY SHARES?

Investing in shares is an area that you can learn something new from. It is worth learning as much as you can about the subject before you invest. You will need to do some research and understand as you can to know how the process and the profits will be affected when you invest. Investing in shares is an area that you can learn something new from.

TEN POINTS TO CONSIDER BEFORE YOU INVEST IN SHARES

6 HOW DO I BUY SHARES?

It is possible to buy shares through a Broker, a Bank, an ISA (Independent Financial Advisor) or an Investment Club. All will charge you a fee to buy and sell shares, so find out what you can and what fees are involved. There may be management fees and transaction fees, depending on the institution. Some Investment Clubs have a minimum contract limit and a fixed amount of money from you, which they will invest on your behalf but you may not have a say in the spread of shares or companies purchased for you. Investment Clubs are becoming more common and they may charge you a membership fee as well as a fee to buy and sell shares, depending on the way they are managed. In some cases, there may not be any real cost to being a member of an Investment Club and this can be a very cost-effective means to use as your portfolio builder.

7 WHAT ABOUT CROWDFUNDING?

Crowdfunding is becoming a very popular way of investing but there are risks attached. Specialist companies are set up as crowdfunding platforms, enabling everyday investors to invest alongside professionals and venture capital firms in start-up, early and growth stage businesses. It is possible to invest as little as £10 and you can choose where you wish to invest. But many startups fail and it is possible to lose your investment. The top side of this economy is that you are acquiring shares in companies that have not yet floated on a Stock Exchange or may not have a clear exit strategy. This is called pre-IPO Initial Public Offering and can be very lucrative although you have to be patient as startups can take years to get to this stage.

8 WHERE CAN I BUY PRE-IPO SHARES?

This is the realm of the large Financial Investors and where they make huge amounts of money and invest in companies such as Facebook and Google. The value of the shares on flotation is where they make their money, benefiting from the publicity surrounding these high value institutions and taking the profit by selling them on an open after the IPO. The small investor very rarely has the opportunity to acquire these shares, but some do invest where they are available. Your Financial Advisor may be able to help you in this as well as they may not. The other way to join the Investment Club that only deals with pre-ipo companies that want to float or have an exit strategy but need time, management investment and Finance input to help them achieve their goal. This Club offers shares in these companies to its members, allowing them to benefit from the profits that will be made on flotation. Details of the Club are given in the document.

9 RISK AVERSION AND MITIGATION

All share dealing is considered a high-risk activity so it is important that you consider your attitude to risk. Perhaps as important, it is worth considering how to mitigate the risk and spread your investments across several markets. If you cannot take losses or bear to lose any money, dealing in shares may not be for you. Some companies will generally outperform those that fail. A word of warning – it should be noted that many investors have lost all their money through changes in the market, the world economy or just from lack of knowledge or bad advice.

5 HOW DO I RESEARCH THE COMPANIES?

Before putting money into shares it makes sense to research the company or market you wish to invest in. Most companies have a website that can point you to the information you require or you could telephone the Head Office for shares. You may or may not be interested in buying the product or service but it is worth finding out how long they have been trading, what is their growth strategy for the future and if they have emerging products and services that will increase the company's worth. Are you interested in meeting the management team or just being another shareholder? If you decided that you would like to receive a dividend from any shares you hold, it is also important that you take this into consideration when researching your chosen companies.

@equityangels
 Equity Angels
 Equity Angels
www.equityangels.co.uk

EQUITY ANGELS

@equityangels
 Equity Angels
 Equity Angels
www.equityangels.co.uk

EQUITY ANGELS

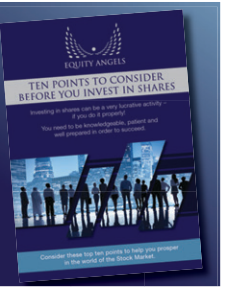
Several graphics panels were produced to use across Twitter, LinkedIn and Facebook posts with links to the capture page.

THINKING ABOUT INVESTING IN SHARES?



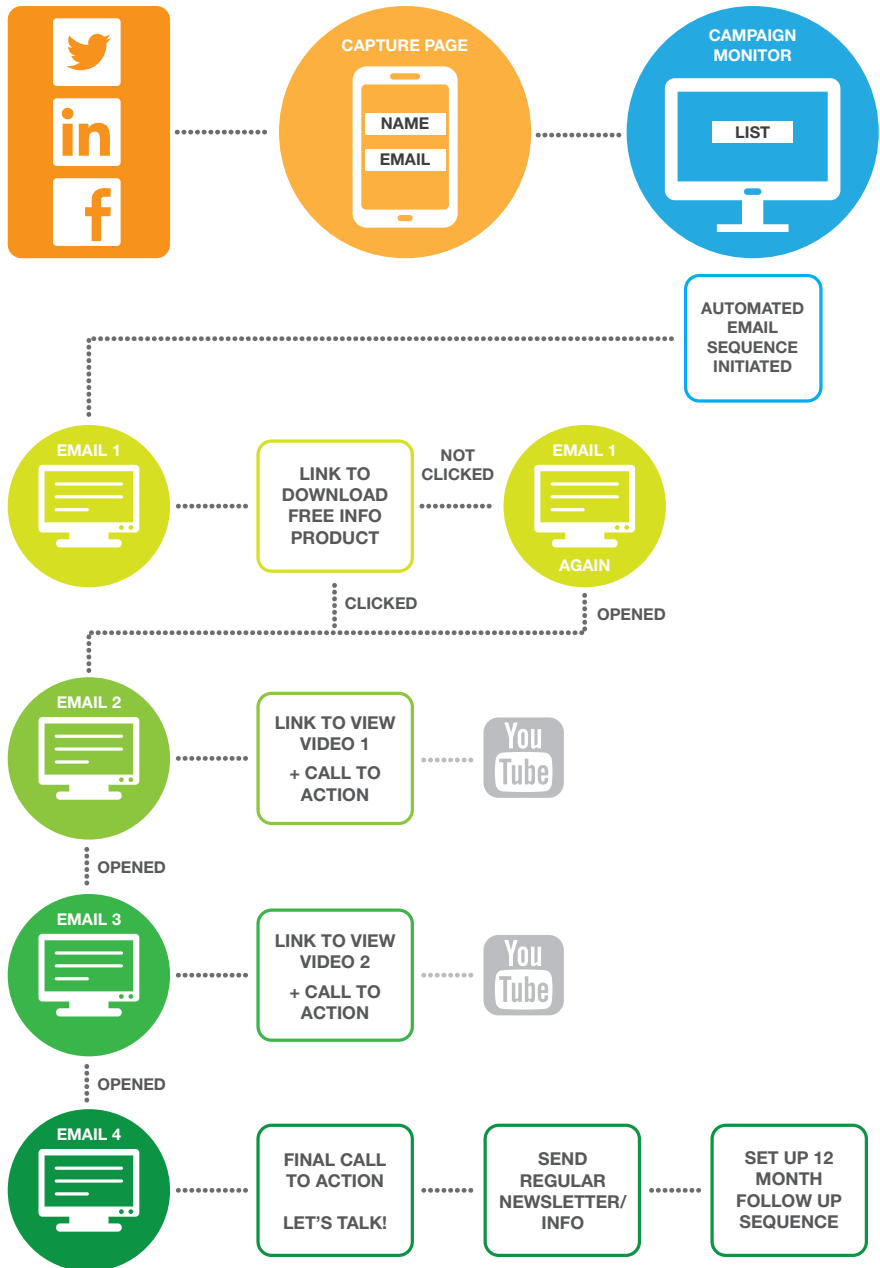
TEN POINTS TO CONSIDER BEFORE YOU INVEST IN SHARES

GET YOUR FREE GUIDE NOW



The links from these posts fed into an automated email follow-up sequence.

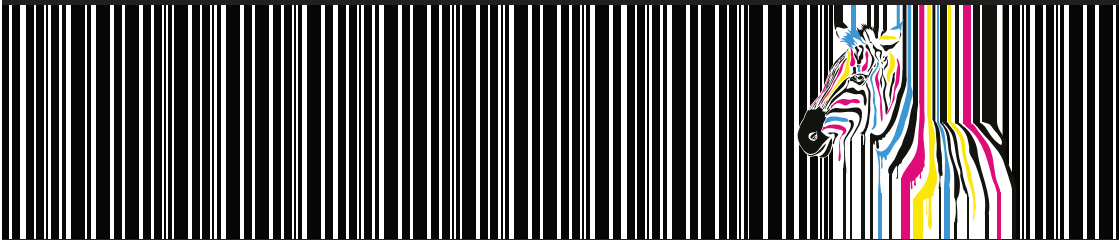
A simple sequence was then worked out and implemented to capture and market to any enquires.



CHICHESTER
PRINT

MARKETING MOMENTUM MANUAL

LEAD MAGNETS



MODULE 9

**I'D RATHER
ATTEMPT TO
DO SOMETHING
GREAT AND FAIL
THAN ATTEMPT
TO DO NOTHING
AND SUCCEED.**

Robert H. Schuller

Lead Magnet

Also known as lead bait, opt-in bribe, ethical bribe and online incentive!

It is a way to attract potential interested buyers to engage with you and give you their details in return for a piece of information that is relevant to them.

It puts their details into your database and gives you the opportunity to follow up with further information, offers and sales.

Squeeze Page

You will need a way to capture the information of someone who has clicked through to request your lead magnet, this is known as a squeeze page or capture page and can be created on your website or through a third party site. Our next workbook covers this in more detail.



Mind that tripwire!

You might have heard of the term **tripwire marketing**, but do you understand it? It generally means turning **a lead into a customer** by getting them to sign up to your database for a free or low-cost entry level product, then offering them a higher value product once they are in your **sales funnel**.

That is what your lead magnet is all about! Getting a potential client to **engage with you** in order to then sell them your services or products, so you can see why it needs to be important to them to have your lead magnet in the first place... *it needs to be relevant to their needs now!*

Whether you choose to have a free or low-cost lead magnet is up to you and the sales funnel you are looking to create. Free downloads like booklets, white papers, top tips etc are great for attracting **interested prospects** but may not be quite as effective as a paid-for item. Someone who is willing to pay for your entry level product is potentially much more interested in what you provide than someone who is just after some free stuff!

Take time to decide what you can provide as a lead magnet – it doesn't have to be limited to one thing! **Try several options** of free and paid-for magnets and see what works best for you.

Getting it out there

There are many channels to use to get your lead magnet seen by potential clients... social media being the most obvious and successful one!

Create enticing posts, tweets and adverts to encourage your target market to click through and download whatever you are offering.

Make it visual;
make it interesting;
make it valuable...
to them!

There are several elements that should be considered for your lead magnets and using these as a starting point should allow you to structure them in a sensible way.

Subject matter: Target your lead magnets to a defined audience and speak directly to them. Talk about a specific subject and solve a problem.

Headline: For lead magnets it's best to keep them brief – make a statement or ask a question. Whatever you choose, grab attention and be engaging and enticing.

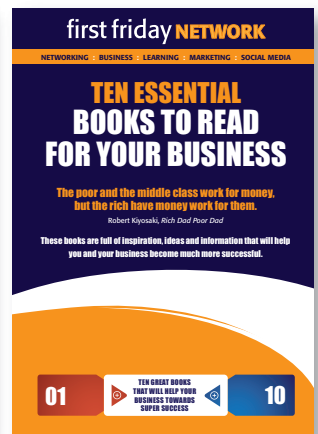
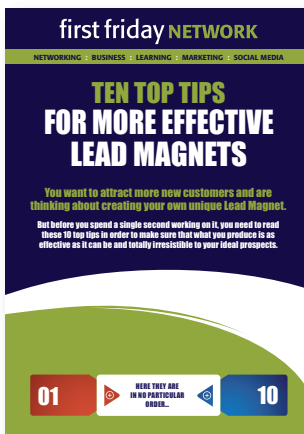
Credibility: If possible include a relevant testimonial or two to show that what you are talking about has worked for other people. If you can include a picture of the happy customer as well, that's even better.

Offers: You can include offers but don't make too much of them, this first contact is about creating relationships.

Call to action: Always include a call to action, for example: 'for further information' or 'to find out more', and give your contact details.

Remember you won't get any new contacts if you don't promote your lead magnet – so **don't procrastinate** or worry too much about it being **perfect** – get it out there and adapt it over time as necessary.

Our **Ten Top Tips for More Effective Lead Magnets** contains some great pointers for getting you started. *By the way, this is one of our lead magnets, along with our complete range of Top Tip guides!*



A few examples of lead magnets

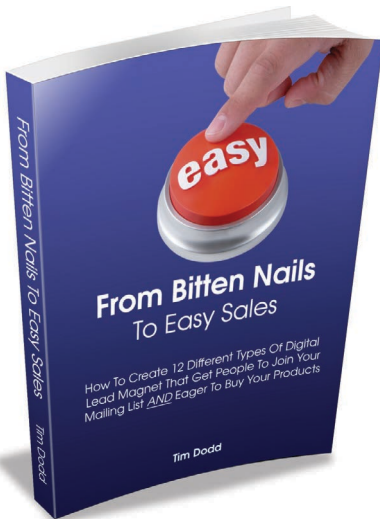
Assessments/tests; Catalogues; Cheat sheets; Discounts; E-Courses; Free downloads; Free shipping; Free trials; Guides; Handouts; Quizzes/surveys; Reports; Resource lists; Software tests; Toolkits; Training resources; Videos.



Training webinars & videos



Digital checklists, guides & reports



Ebooks or printed books



Printed or digital newsletters

Finding a topic for your lead magnet

Answer the following questions to find a subject that your target market will want in a lead magnet from you.

What are the 3 top questions you are constantly asked when people find out what your business does?

1.
2.
3.

What are your ideal customer's pain points?

1.
2.
3.

What could you offer to your potential client that they would definitely want?

1.
2.
3.

If you're not totally sure of your answers to the above questions try putting a survey out to your current clients asking their opinion. Offer a reward of some kind to encourage participation, a gift card or bottle of wine! This in itself is a great marketing tool to re-engage with your existing client base!

You could also try running it on Facebook or LinkedIn... again a great way to get yourself seen and get engagement.

Checklist

During the creation process for your chosen lead magnet bear in mind the points in the following checklist.

- Is it specific?
- Does it address one issue?
- Does it solve a problem?
- Is it valuable to the customer?
- Can they use it quickly?
- Does it help build your relationship with them?

People will need to perceive that the value of your offer is greater than what you're asking for in return – *their details!* The greater the perception of value, the more irresistible the offer will be to your potential customer.

Often the title of the lead magnet will be the thing that catches peoples eye, you can have a great product with a bad title and no one will download it, but if you have an engaging title, suddenly everyone wants it. Make the graphic you use eye catching as well. Unfortunately people do judge a book by it's cover!

If your offer is a piece of content, such as a whitepaper, ebook, or presentation, put effort into creating an engaging title. Try creating two (or more) variations of the title and run an A/B split test to see which one performs better. Once you know which one works best put all of your efforts into promoting that version.

Research

Spend some time on socail media looking at how other people are using this system and what they are offering as lead magnets. See what you think works well and what doesn't and then use the best elements in your marketing.

Use the note pages at the back of this workbook to write down your ideas and start to work out the process you will implement.

Once you have created the lead magnet ask a few trusted associates, and a few close clients, what they think of it. Take in any feedback before you send it out to the wider world.

Our next workbook will help you develop your landing pages and opt-in forms so that the brilliant lead magnets you're going to create capture those all important new contacts!

Examples of lead magnets

first friday NETWORK

NETWORKING · BUSINESS · LEARNING · MARKETING · SOCIAL MEDIA

TEN TOP TIPS TO DEVELOP YOUR NETWORKING SKILLS

Word of mouth introductions can lead to huge amounts of profitable business.

Building longterm and effective relationships through your business network takes time, patience and skill.

01 FOLLOW THESE TOP TIPS TO REAP THE BENEFITS OF NETWORKING 10

05

first friday NETWORK

Four-page document for free PDF download.

DEVELOP YOUR NETWORKING SKILLS

Take care to dress appropriately in order to give the right impression. If you turn up looking like you care about your business then this will speak volumes about your attitude to work as well as your dress sense. Suits aren't always the smart/casual look generally works.

Use networking as a chance to make friends in as well as your approach people and in conversation. As a networking, polite and friendly, they'll make room for you in the conversation. If you see someone you go up and introduce yourself! Many others will feel as you do so a friendly greeting will be most welcome.

The right questions asked in a friendly manner are vital networking. Ask a handful of focused open ended questions. Maintain eye contact when you go to show you are attentive, interested and keen to listen. Resist scanning the room for your next prospect.

Develop a short introduction: this is essentially a 30 second elevator pitch, it's not a sales pitch, it's your chance to describe who you are professionally and the right bring. It's not a sales pitch, it's your chance to create a positive, and lasting, first impression.

Business cards: Remember to take a good supply of business cards with you. Make sure the card you hand out is smart, easy to read and contains all your correct contact details. Also, ensure that your online profile is always up to date – networkers who take your card will often check out your social media!

first friday NETWORK

TEN TOP TIPS TO DEVELOP YOUR NETWORKING SKILLS

06 Don't try to close a deal. Networking is about developing longterm relationships with other professionals. Meeting people at events should be the beginning of that process, not the end of it. Remember it is better to make just three good contacts rather than 20 hurried ones. Networking should never seem aggressive. A pushy attitude may drive other networkers away for good.

07 'Give' whenever possible. The best networkers believe in the philosophy that if I help you then you'll help me and we'll both benefit as a result. If you don't genuinely attempt to help the people you meet, then you are not networking effectively. If you can't give someone a genuine referral, try to share some information that might interest them, such as details about an upcoming event.

08 Manage your time. Spend your time with new people you meet and don't linger with friends or associates. Be careful not to spend too much time with any one person. When you meet someone interesting with whom you'd like to speak further, set up an appointment for a future date. Avoid the mistake of thinking that you will find three or four new customers at your first networking event.

09 It's not a one off! Attend on a regular basis and your face will be remembered. When someone needs your services (and they like and trust you), they'll be in touch. Whatever you do, don't go to a networking event just once. If you do, you'll be 100% correct that "it didn't really work for me". Networking is the long game and it takes time for people to get to know and trust you.

10 Follow up! If you've been to meet someone again, tell them so and then keep your promise by following up promptly. Make contact as soon as you can after the event. Even if you know that you won't initially do business with them, meet them anyway so you're not a stranger when you next meet. Networking is the long game and it takes time for people to get to know and trust you.

first friday NETWORK

Several graphics panels were produced to use across Twitter, LinkedIn and Facebook posts with links to the capture page.

first friday NETWORK

TEN TOP TIPS

1

DRESS SENSE Take care to dress appropriately in order to give the right impression. If you turn up looking like you care about your appearance then this will speak volumes about your attitude to business in general as well as your dress sense. Suits aren't compulsory but the smart/casual look generally works.

first friday NETWORK

TEN TOP TIPS

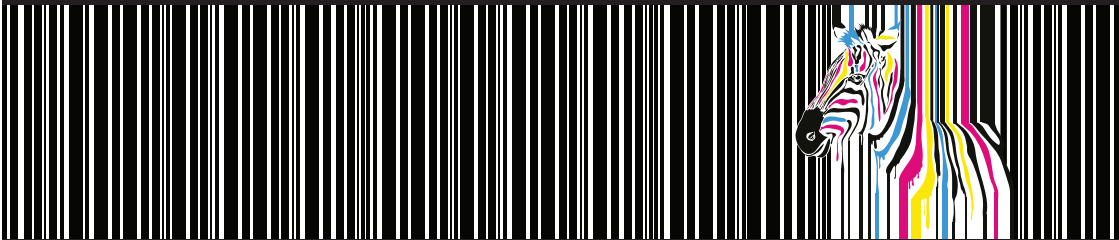
5

BUSINESS CARDS Remember to take a good supply of business cards with you. Make sure the card you hand out is smart, easy to read and contains all your correct contact details. Also, ensure that your online profile is always up to date – networkers who take your card will often check out your social media!

The links from these posts fed into an automated email follow-up sequence.

MARKETING MOMENTUM MANUAL

LANDING PAGES



MODULE 10

**SMALL
DEEDS DONE
ARE
BETTER THAN
GREAT DEEDS
PLANNED.**

Peter Marshall

Landing Pages

Also known as squeeze pages, capture pages and sales pages.

They are all very similar but have some qualities and functions that separate them.

You might think that a landing page is simply any page a visitor lands on after clicking through an advert or promotional link... but it is not!

Directing visitors to your Home page or Contact Us page doesn't make them landing pages.

Landing pages are standalone web pages created for the sole purpose of convincing a visitor to act; to sign up, download or buy!

The differences between the various pages will be made clear in the rest of the workbook.



It's all about that bass...

As the song says; "it's all about that bass" ...your **database!** You should take every opportunity to add to your database and **market to them regularly**, it is one of the easiest ways to generate sales, so having a good, targeted database that is familiar with you and your services is key to growing your business.

To add contacts to your database you need to target a specific group of people who are interested in your services or products, offer something to entice them to **hand over their contact details** and then you can start to build a relationship with them.

How to go about capturing new leads

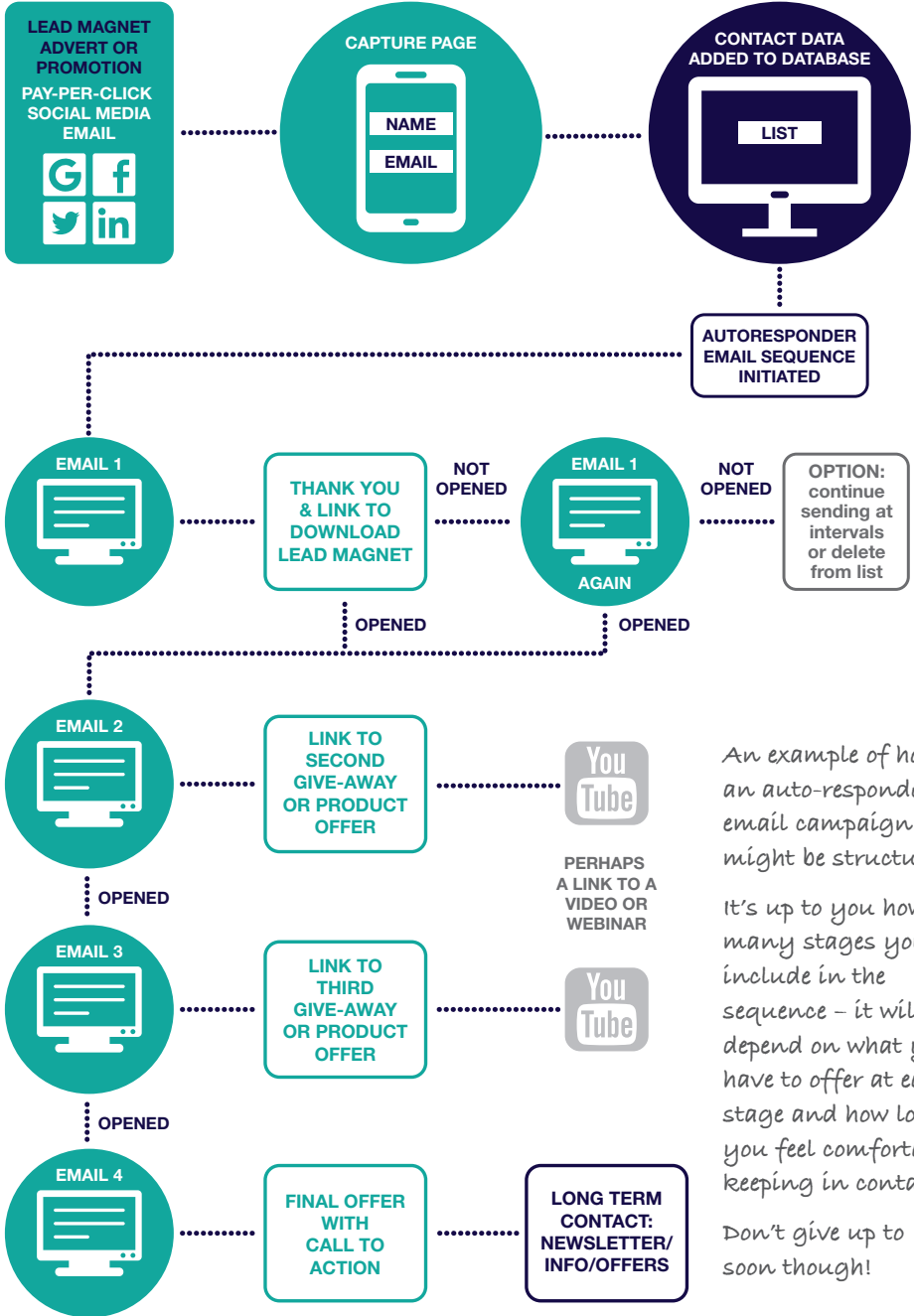
- create a **lead magnet**
- drive **traffic** from social media/emails/adverts
- create a **squeeze page/landing page**
- have a simple **capture form**
- provide a **thank you page and email**
- add contact into **autoresponder** sequence

Creating an autoresponder campaign will enable you to **build a relationship** over time. Send something to them on a regular basis offering more information or opportunities to buy. They might not be ready to buy straight away but by keeping in touch with them you can remind them who you are so that when they are ready, **the first business they'll think of is yours!**

Squeeze or landing pages?

A squeeze page should be self contained and only offer a simple choice – to sign up or leave the page.

If you're driving traffic to your page from pay-per-click advertising it is better to use a landing page that contains links to your main website enabling the visitor to access further details about your company if they wish. This type of page is favoured by Google search engines.



An example of how an auto-responder email campaign might be structured.

It's up to you how many stages you include in the sequence - it will depend on what you have to offer at each stage and how long you feel comfortable keeping in contact.

Don't give up too soon though!

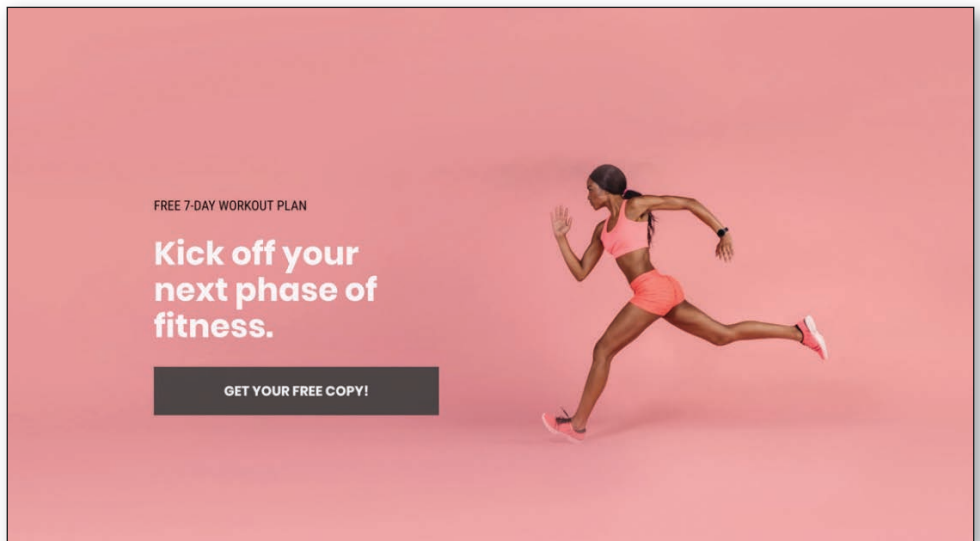
Targeted adverts need targeted landing pages with messages that match your promotion. If you know enough about your potential clients to reach them with targeted advertising then you know enough about them to deliver a highly relevant landing page as well. That targeted advert is wasted if you send traffic to a web page with general information like your Home page or Contact page with no clear call to action.

Captivating headlines

You need a headline that will immediately grab your potential clients interest, your visitors won't stick around long enough to see the rest of your landing page if the title doesn't draw them in. Here are some examples to get you started:

- The seven secrets to a profitable beauty salon that nobody tells you
- How to get more done in your beauty salon every day by doing this one trick
- Discover the best way to grow your beauty salon in five simple steps
- The number one mistake beauty salon owners make and how to avoid it!

Obviously you can adapt these ideas to the relevant industry sector you are targeting with your lead magnets and landing pages.



Sometimes all you need is a simple headline and a button! The capture form would appear on the following screen once the button has been clicked.

As humans we're all a bit lazy... we want the best return for the least amount of work which is why "quick and easy" headlines like the examples above work so well. They position your offer as an easy solution to prospects' problems.

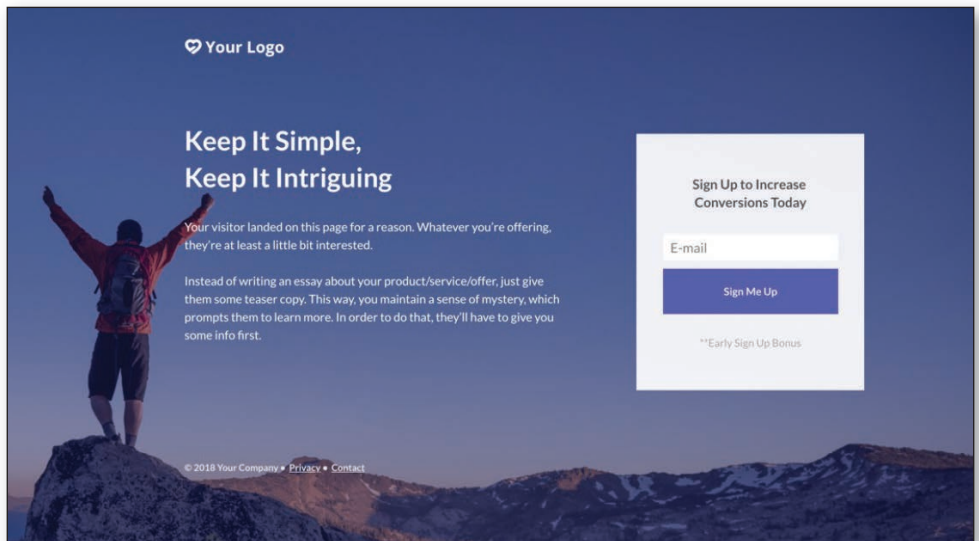
How does your product or service transform your visitors business life? Work that out and use that as the basis for your headline.

Get to the point

Visitors to your landing page want to know if your ebook is worth downloading, your product is worth purchasing, or your webinar is worth attending – and they want to know quickly. Generally, keep it short and simple. If what you are offering needs a longer explanation to convince the visitor to engage, then by all means, use as much copy as will get the job done!

Words are more easily read in small chunks, use short two to three sentence paragraphs at the most. Large blocks of text will only intimidate your visitors into abandoning the page before they begin reading:

- Use small words
- Don't use industry jargon
- Don't waffle on!



Strong background images can set the mood and give an immediate clue to what the product or service is.



Model Your Marketing After the Best:

50+ (REAL WORLD) LANDING PAGE EXAMPLES

From art & design to how you architect your message—these landing page examples will inspire you to add a touch of 'pizazz' to your next web page.

Yes! Send Me the Lookbook!



Visuals and videos

If you struggle to explain the value of your offer in words alone try using visuals. Studies have shown that it's far easier for people to process images than text. Images can help your visitor understand how your product or service will be an advantage for them. Perhaps an explainer video could detail how your offer works and it's benefits to the viewer.

Visuals aren't a one-size-fits-all solution though, the type you use to persuade your visitors will depend on what you're offering. Use pictures, infographics and charts only to ADD to the page. If an image doesn't help visitors to better understand your offer don't use it – if they're not relevant they're a distraction!

Testimonials and credentials

A testimonial or two shows your prospects that you've done this before and that you have satisfied customers. It adds credibility to include names and head shots if you can. A video testimonial brings reviews to life by capturing it on camera. If you are the product – say a coach or presenter – then an introductory video can establish your credibility and give confidence to convert the visitor.

Logos from industry membership bodies or accreditations are indicators that your website is safe and that you operate a business that can be trusted. The same goes for including logos from other businesses who are past or current clients, they all add to your credibility.

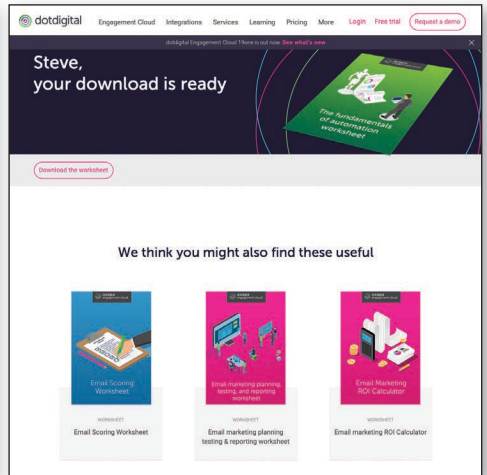
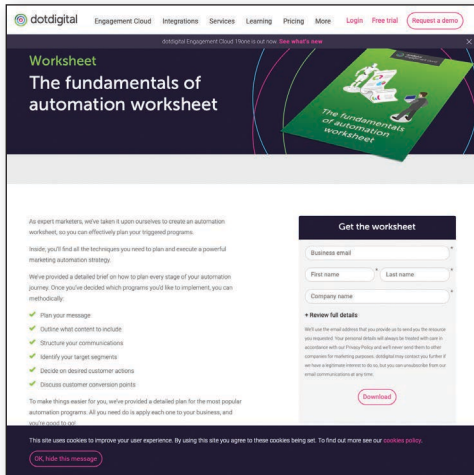
Call to action

Keep the page focused on a single message – multiple calls to action will confuse the visitor and lead to them clicking away without submitting their details. It is best to avoid words like ‘Download’, ‘Request’ and ‘Submit’ rather you should be emphasizing what you will do for them, not what they must do to get it, for example; Here’s your seven secrets, Get the five steps to success here, Show me how to avoid the one mistake!

Don’t make your call to action button too small, it won’t just be harder to see, it will be harder to click too. Most people access the internet via mobile devices now, which means your button has to be large enough to press with their fingers. Also, don’t make the button odd shapes like stars, these can easily be confused for graphics on the page, use a standard oblong shape that is familiar to everyone.

If your offer is simple and straightforward and doesn’t need a great deal of explanation then a short page with the call to action placed above the ‘fold’ (within the top part of the screen so it can be seen without scrolling) can be all it takes to capture your prospect and get them to hand over their details.

The screenshot shows a landing page for ONTRAPORT. At the top left is the ONTRAPORT logo, and at the top right are the phone number '855-ONTRAPORT' and a 'GET A DEMO' button. The main visual is a cartoon illustration of a person sitting at a desk with a laptop, looking thoughtful. Overlaid on this are several speech bubbles containing statistics: '41%', '32 y/o', '18%', and '@g'. The central text reads: 'FREE GUIDE EARN MORE QUALIFIED LEADS AND CUSTOMERS WITH THESE STRATEGIES FOR COLLECTING MEANINGFUL CUSTOMER DATA'. Below the illustration, there is a paragraph of text explaining the difficulty of reaching target markets and the importance of customer data. This is followed by a form asking for the user's first name, email, and a dropdown menu, with a prominent blue 'GET THE GUIDE' button. At the bottom, a small line of text states: 'By hitting "GET THE GUIDE" I agree to the terms in ONTRAPORT'S Privacy Policy.'



Forms

Landing pages should include a form but sometimes there is just a big button and the form appears on the following screen. With every field you add to your form, you learn more about your prospects but there's a trade-off. Every extra field you add is an additional obstacle that stands in the way of what your visitor wants and if there are too many to fill in it could scare them away.

Keep it as simple and as brief as possible on this first point of contact, just full name and email – you can always ask for more details the next time you market to them with your subsequent offer.

Creating your landing page

Putting all of this into action can seem daunting, creating a landing page from scratch isn't easy. Thankfully there are many online systems that will help you create all of the elements you need to create the complete campaign. Take a look at companies like Leadpages, Ontraport, MailChimp, Constant Contact, Get Response and Campaign Monitor to name a few, they all offer some or all of the items you will need. If you're just not up to doing it yourself then ask your web or marketing company to create the campaign for you.

Monitor, adapt and resend

Keep an eye on how the campaign is going over time. Try running an A/B split test with headlines and images to see which gets the better results. See what doesn't work and what does and run with the more successful campaigns.

Once you have a winning formula just adapt and repeat!

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We also have a local network and business support group that meets every month in Emsworth that is welcoming and helpful. Come and try it out for free!

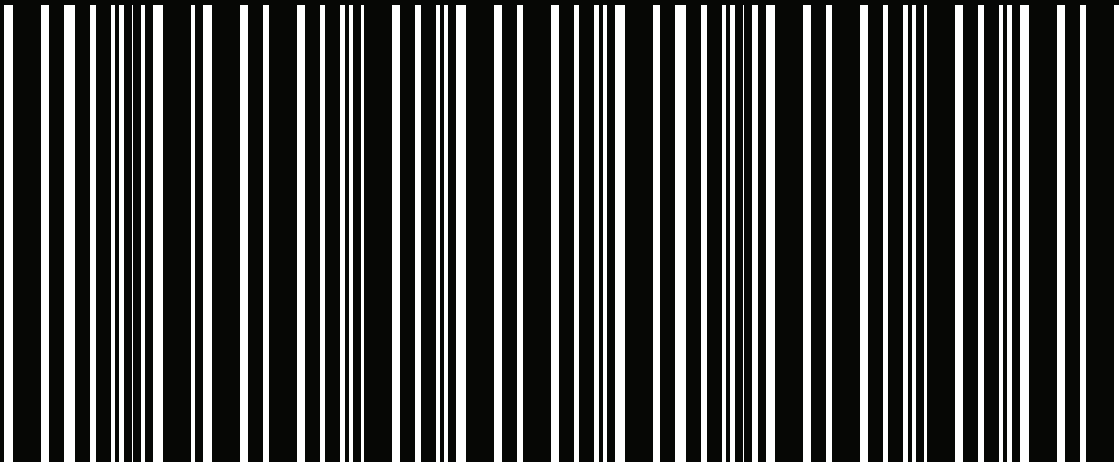
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