



Rod Harter's

on Target Marketing

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Monthly Newsletter

December 2014



On Saturday, November 6th, wedding bells chimed for my... beautiful daughter, Christina, and my son-in-law, John Kelly.

Actually, it wasn't their wedding -- but rather their 10th wedding anniversary together. They celebrated the occasion by renewing their wedding vows on the beach with our family and a few close friends. Not a dry eye in the house.

I often see these ceremonies



on the beach by my home. But, I must admit, nothing quite matches the feeling of watching your children share their love for each other, with their son Colin at their side. The setting rivaled a scene out of good movie. The script and backdrop were as beautiful as their vowels.

It was a moment of pause and reflection for this proud father. What a way to start our 2014 holiday season. The most important things to do in life are the things that keep you in love.



Happy Holidays To You And Yours

CHRISTMAS GROUP THERAPY



Christmas Gift Suggestions:

- To your enemy: **forgiveness.**
- To an opponent: **tolerance.**
- To a friend: **your heart.**
- To a customer: **service.**
- To all: **charity.**
- To every child: **a good example.**
- To yourself: **respect.**



“How My Buddy And Mastermind Member Found Out His Business Was ‘NOT’ Different Than Everybody Else’s!”

Another Classic Example That ‘Kennedy-Style’ Marketing Is Alive And Well. It Works For ANY Business... In ANY Industry!

My good friend, Howard Ingham is a respiratory therapist in Daytona Beach. His company, *Premiere Pulmonary Services*, provides respiratory services and equipment for nursing homes, Hospice facilities, and other businesses in the medical industry.

About a year ago, Howard and I were out on his back porch enjoying a cold beer. The conversation was all over the place. Everything from music to politics.

Eventually, We Landing On My Favorite Subject -- Marketing

Howard wanted to know how he could use marketing to grow his business. He wanted to get the word out to more people.

I recommended he start sending out a monthly newsletter to his prospects and clients. Next, mail a sequence of letters to a target audience. He did both. Unfortunately, nothing happened.

He Didn't Hear From Anybody. Not One Person.

Howard did what many small business owners do when they work hard on their marketing and nothing happens. He got discouraged and stopped.

... **Sound familiar?** We've all been there. Marketing takes patience and perseverance. Delayed gratification.

Now the good news: Recently, Howard joined my marketing mastermind group. This time, he's outsourcing many of the tasks that took up so much of his time. Things are different now. Stuff goes out

like clockwork... And people are starting to take notice.

Howards' Clients Are 'Talking' About "The Pulmonary Pulse"

This time, he's keeping it simple. Fewer articles about the healthcare industry and more stories about life... and his family.

The screenshot shows a newsletter titled "The Pulmonary Pulse" dated November 2014. The header includes "HOWARD INGHAM INVITES YOU TO..." and "Volume 2 No. 2". The main headline is "...How bout a hug?". Below this, there are several columns of text and images. On the left, there's a small photo of Howard and a short article titled "What is it that makes a hug so darn special?". In the middle, there's a larger photo of Howard with a family and another article titled "Hugs and Healing: What's the use of the best things we usually do when someone close to us is ailing?". On the right, there's a list of "Great deals on..." and "Free stuff to have...". At the bottom, there's a cartoon illustration of Santa Claus and a turkey, with text that says "ARE YOU READY FOR OUR BOUNTIFUL SEASON?".

Howard's November 2014 Newsletter

These days, when Howard walks into a facility, he's instantly recognized. Folks stop and give him hugs. They thank him for his health tips, his lighthearted cartoons, and the things he shares that bring smiles to their faces. **He's building relationships.**

In January, Howard will announce an exciting program that's sure to create a "buzz" in his circles -- giving people what they want before he gets what he wants!

You May Have The Right People On The Bus. But... Are They Sitting In The Right Seats?



Top sales performers are always focused on selling. But you probably already knew that.

Never at any point in history has there been so many tools to help small business owners grow their businesses.

When I started in the insurance business 27+ years ago, there were just a few good resources out there. Today, so much of the business-building process has been broken down into clear, step-by-step details.

I'm a firm 'believer' in my agency. There's no doubt in my mind we *always* provide the best insurance protection in the industry.

You should feel the same about your business.

You Gotta Believe

I'm sure you've heard the term, **"... You've got to have the right people on the bus, sitting in the right seats."**

For Your Business To Reach Maximum Potential – You MUST Specialize

Behind every company – big or small – there's an intersection of talent and ability. Each person on your staff is uniquely capable of performing their job to the best of their natural talent and abilities. The key is finding that formula. Every great

business owner I know relies heavily on this model. A blend of great service *and* specialized talent. The difficult part is knowing how to make it all come together.

"Personality." The Ultimate Litmus Test

In his classic book, *Good To Great*, Jim Collins said, "To build a successful organization and team, you must have the right people on the right bus." Great companies focus on having the right people, and certain they're sitting in the right seats. Some talents are obvious with people, others are less apparent.

YOUR MISSION: Get The Right People On The Bus, Get The Wrong People Off The Bus. Then, The Right People In The Right Seats -- And Figure Out Where To Drive It.

Many business owners I work with struggle with this concept. They always want to know who the right people are, and how they'll know the right people are sitting in the right seats."

Motivation, management, communication, sales, and relationships -- are far more effective when you understand your employees and how they will work and interact with others.

Your Business Cannot Reach It's Maximum Potential Until Every Employee's Unique Talents Are Properly Matched

For example, a customer service person should never be forced to sell. It seldom works. They may do a good job with their core tasks, but the moment they get resistance in a sales situation, they give up. They may be nice to people, but lack the natural sales instincts necessary to fight for the sale.

Know Your Employees Natural Abilities *Before* Hiring Them

Always have applicants take a personality test. Knowing their personality is a key to unlocking elusive human qualities.

Personality tests are surprisingly easy to acquire and understand. Having this knowledge ahead of time will give you a huge advantage in the decision making process. It will also help you develop your employees' self-awareness and their personal development.

You should test everyone *before* they are hired or placed into a new position. You'll discover characteristics you'd never otherwise know, that is... until it's too late.

Bill Gough has trained, coached, and consulted over 2,500 Insurance Agency Owners in North America. His coaching clubs provide 'Done-For-You' services, and his marketing conferences are the *best* in the industry. For more info go to:
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TOP TEN ELF COMPLAINTS

10. Bells on clothing target for jeers at truck stops
9. Need two pieces of I.D. to buy beer
8. Santa's union-busting goons killed a guy last spring
7. Black elves control the weight room
6. R&R weekends in Aleutians spoiled by trigger-happy shore patrol

5. Incredible markup at North Pole 7-11
4. Workmen's compensation doesn't cover "mistletoe-lung"
3. The Colonel practically runs my life (Sorry, that's a Elvis complaint)
2. Dead elves just tossed out on tundra
1. Santa only invites his favorites to join him in the Jacuzzi



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Are You Stuck Behind The 8-ball? Are you're frustrated... overwhelmed... or need help with a copywriting project? Need a 'fresh set of eyes' to make your marketing process run smoother or be more productive? ...If so, email me at: RodHarter@me.com and let's talk about it.