



Rod Harter's

On Target Marketing

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Monthly Newsletter

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Happy New Year!!!

...Ready for 2015?

Do you have a good track record for keeping your New Year's resolutions?



For most people, New Year's Resolutions aren't worth the paper they're written on because...

... The Bar Is Set Too High

When you don't hit your goals, you get discouraged, and your New Years Resolutions fade like a setting sun.

I prefer to lump my New Year's Resolutions into the same bucket as my personal and business goals. (...You **DO** have a list of short and long-term goals, don't you?)

My favorite goal-setting strategies come from Brian Tracy's bestselling book, **Maximum Achievement**. Here are a few of his suggestions:

- 1. Write 3 top goals in 30 seconds:** Whatever you write in 30 seconds are probably what you want most in life.
- 2. Your goals must be clear, specific, detailed and measurable:** You must write out your goals as if you were placing an order. Make your description clear and detailed.
- 3. Set a deadline:** Your subconscious mind uses deadlines as "forcing systems" to drive you, consciously and unconsciously, toward achieving your goal on schedule. If your goal is big enough, break it down. Set up sub-deadlines.

Do You Have The Courage To Do The Opposite Of Everybody Else?

Earl Nightingale said, "If you can't find a valid model for success in your category, then look at what everyone else is doing and do the opposite."



Earl Nightingale

It's so true.

Most of the biggest breakthroughs in your business will come from going against the crowd. Standing out, and being different.

- ✓ Like when Apple's Board told Steve Jobs not to go into cell phones because Blackberry dominated the market...
- ✓ Or... when Hollywood investor's told Steven Spielberg NO ONE would go see a movie about a shark...
- ✓ Or... when executives told Ted Turner he was nuts to dump his money into a 24/7 "news only" television station. "Suicide," they said...

Tiny tweaks to your marketing can make a world of difference to your success. Here are 7 rebellious marketing tips and strategies. If you apply just a few of them -- you'll be more successful... and much happier.

- 1. Spend one hour a day in concentrated thought on all the ways to build your business.** That's 365 focused hours of nothing but thinking and dreaming creatively and ...

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strategically! One hour a day of doing nothing but focusing on how to build your business will help you dominate your market.

2. Discover direct response marketing: It takes a day to learn and a lifetime to master. There are so many variables – and few absolutes. The master is continually learning, growing, and adapting in order to take your business to a higher level.

3. Control your thoughts. Decide what you think and concentrate upon. You're in charge of your life to the degree that you take charge of your thoughts.

4. Be "Goal Oriented." Having a list of short and long-term goals will keep you positive. The more intensely you feel about a goal – the more you'll want to achieve it.

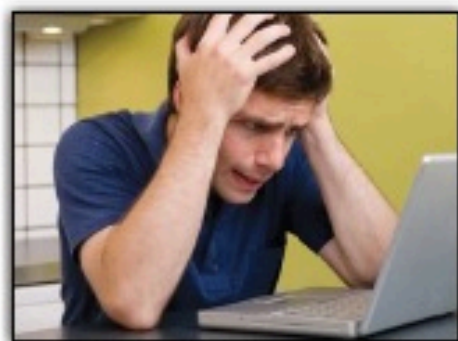
5. See what your competitors are doing, then do the

opposite. Doing what everyone else does is often referred to as "incestuous marketing." That's when everybody else looks at each other and does the same thing. After a while, everyone gets dumber and dumber.

It takes a hell of a lot more courage to step out and try new things. But it's the best way to build your business. Be bold. The rewards will be big.

6. Test small – but aggressively. Take a chance. You can lose money or break even nine out of 10 of your tests – and still make the big bucks by rolling out one winner. You'll never find your greatest winners without aggressive testing.

7. Think like a farmer. The land gives the farmer a choice. He can plant in that land whatever he chooses. The land doesn't care what is planted. It's up to the farmer to make that decision. The mind, like the land, will return what you plant, but it doesn't care what you



Ain't Nobody Got Time For Frustrating Websites...

"...Can I help you find what you're looking for?" The classic go-to pickup line of brick-and-mortar retail employees.

But, we're well into the Digital Age now, and for all the pop-ups we may experience online, there never seems to be a true digital equivalent to the meandering assistant.

A recent report from AnswerDash says that might be a necessity, with website frustration and abandonment rocketing towards critical mass.

After a national survey, AnswerDash is ready to sit down and talk through the frustration that many Americans have with their favorite (or least favorite) websites.

Think about it: when was the last time you spent more than two minutes struggling to find something on a website?

If you're over the age of 55, then you're still 57 percent likely to abandon, compared to 75 percent of those between the ages of 18 to 24.

The truly shocking stat is that 28 percent of those over the age of 55 would actually stay for up to four minutes. On average, an unintuitive or poorly designed website only had 90 seconds before the visitor said "sayonara."



Jeff Palmer

“Are You A Disciplined Marketer? ... If So, Direct Response Marketing May Be Your Ticket To Ride.”

In case you didn't already know – direct response marketing is a great way to grow your business! It's been an important part of my career for more than 20 years. But, it's not something you want to take lightly or just dabble around with here and there. You need to know what you're doing.

Direct Response Is For Serious Players Only

When it comes to direct response marketing, you probably fall into one of three categories... you use it all the time, and love it... you use it a little and want to get better... or, you're a greenhorn, and need some help getting started.

Hi, my name is Jeff Palmer. Early in my career, I spent 15 years working closely with the 'dental practice management' industry. I helped hundreds of dentists across the country implement many of the same strategies I've used in my own business over the last five years.

Direct Response Requires Careful Planning And Discipline

You must be willing to accurately test, track, and measure everything you do. If you're new to direct marketing, please understand... you're not always going to "hit home runs." If anyone has told you otherwise, they're feeding

you a bunch of hooley. It's simply not true.

Candidly, we've had our share of disappointments. We've done mailings that barely broke even... others that laid a egg. Thankfully, those situations have been few and far between – but, they *do* happen! It's just part of direct response.

Most of our mailings have done quite well. It's the reason I've stuck with direct mail all these years. Even with all the advances in technology... the internet, social media, and other mediums, direct mail continues to be my favorite form of marketing. Sometimes I feel like a mad scientist working in a laboratory, constantly testing, tweaking and refining our marketing processes.

So, the big question you should ask yourself...

“... Are You A Good Fit For Direct Response Marketing?”

- ◆ *Are you a self-motivated, disciplined marketer?*
- ◆ *Are you passionate about dominating your market and beating the pants off your competitors?*
- ◆ *Do you want your business to make a lot of money – regardless of how good or bad the economy is?*

If you said "YES" to any of the above questions, then direct response may just be your

marketing "ticket to ride." Just remember, it's like anything else worth doing, it takes a serious commitment. You have to be willing to dive into the deep end of the pool.

You Can't Just Stick Your Toe In The Water And Expect Great Results

In a way, direct response marketing is like trying to play a musical instrument, or learn a foreign language. The process takes time. There's a big learning curve.

It's true some people get lucky right out of the gate. For most however, there's a bit more of a learning curve. It takes careful planning and execution, or you could lose your shirt. There's no worse feeling than mailing 2,000 pieces to a target audience and not get one response.

We assign tracking numbers to every campaign we do, and carefully measure the source of *all* call activity. When someone calls our office, we determine where a patient heard about us. Every lead comes from somewhere. It's our job to find out where. Like marketing detectives, we carefully analyze the source of every lead. Direct mail makes your online marketing work better. It drives people to your website that would not otherwise go there and increases the ROI of both online and offline mediums. Have a question? Ctc me at: jeff@systemsdrivenpractice.com

Random Acts Of Kindness And Their Positive Health Benefits

Did you know... whether you're the giver, the receiver, or the observer of an act of kindness — you reap tremendous benefits to your health?

Yes, this is a phenomenon that has been discovered not too long ago. Numerous scientific studies have shown that acts of kindness have a positive effect on the immune system and on the increased production of serotonin in the brain.

Serotonin is a naturally occurring neurochemical that has a calming, mood regulating, and anti-anxiety effect ... and it's regarded as a "feel good" substance because it serves as a pathway for pleasure in the brain. Here are 13 random acts of kindness to do for someone:

1. Bring a healthy treat (like cut-up fruit) to work.

2. While you're out, compliment a parent on how well-behaved their child is.
3. When everyone around you is gossiping about someone, be the one to butt in with something nice.
4. If you walk by a car with an expired parking meter, put a quarter in it.
5. Put your phone away when someone is talking to you.
6. Offer a homeless person your leftovers bag from the restaurant.
7. Each time you get a new piece of clothing, donate an old one.
8. Don't interrupt when someone else is speaking. *(Surprisingly few people master this.)*
9. Compliment someone to their boss.
10. Leave a nice server the biggest tip you can afford.
11. Smile at someone on the street, just because.
12. Let someone into your lane. They're probably in a rush just like you.
13. Forgive someone, and never bring up the issue again.



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Are You Stuck Behind The 8-Ball?



Are you frustrated or overwhelmed and need a little help with a copywriting project? Or, maybe you need a 'fresh set of eyes' to make your marketing project run smoother. If so, let's talk about it... Email me @ RodHarter@me.com