



# on Target Marketing

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## Remember This Crazy Product?

ShamWow was the magical towel that was the rage on TV and internet a few years ago. It wasn't made of Kryptonite, nor did it have special powers. It was just an absorbent fabric, cut up into few pieces, then cleverly marketed to consumers -- and it made millions!!

**The Promoters Of "ShamWow" Didn't Have A Blimp... Or NASCAR Sponsorship... Or Have Their Name On A Stadium. None Of That!**

ShamWow never paid a dime for anyone to be **aware** of their product. Every time you and I became aware of it, **they were making money.**

Promoter's of ShamWow focused on infomercials and ads. Further proof you can build a "brand" *without* having to pay

an ad agency millions of dollars, worry about how your logo looks, or hire focus groups... or any of the other expensive stuff big companies have to to create expensive "brand" imaging.

So how does all this pertain to your local business in your community? The same direct-response formula applies to your business. Grassroots marketing starts with the following:

1. **Create an irresistible offer**
2. Include a clear "call to action"
3. **Provide a compelling offer. Tell your prospects why they need to respond "NOW"**
4. Use strong copy. Make sure your message is written with "personality"

## Your Marketing Efforts Shouldn't Stop There...

1. **Send out a monthly, offline newsletter** to your clients and prospects.
2. **Segment your list**, reward your top clients (20% of your clients are giving you approx. 80% of your business.) Make your top clients part of something special. Doing so will create long-term allegiance and create more referrals.

In order to accomplish your "brand" image locally, you must become well-known in your community. When you do -- you'll create your own brand *without* paying millions for it.

## Direct Marketing Works At All Levels

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The people who grasp this level of applied psychology, will make this kind of marketing work for their business.

Those who want to fight it, will always find a reason to say, **"It won't work. My business is different."** They'll remain fixated on themselves, and *not* on their clients or their marketplace.

**Don't be that business owner.** Better questions to ask yourself: 1.) "Who is my target market? 2.) What's an offer will they respond to? When you think like your prospect, you'll ... **attract, convert, and keep em.** Good luck!

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## Your Prospects Are Intuitive Little Rascals



Gary Bencivenga

Some of the most valuable marketing secrets I've ever learned came from Gary Bencivenga, one of the greatest direct-response copywriters of our time. He's retired now but he still makes an appearance now and again.

Here are a few tidbits of wisdom to make you a better writer and marketer.

These tips will help you consistently boost your response in today's skeptical, over-marketed world.

### Your Prospects And Clients Are Not Morons

Your prospects are as savvy as you. From birth, they have been educated about marketing by hundreds of thousands of over-promising messages. Your prospects have become like light-footed dancers running

across a football field full of goose droppings. They deftly dodge over and around hundreds of unproven claims a day.

### Your Prospects Can Spot The Hype Yards In Advance

This is why the smartest, most reliable way to get prospects to read your message and respond -- is not by cranking up the volume on your promise. That just makes your message look like a big steaming pile of hype.

The best way to get your prospects to respond is to...

### Raise The Level Of Your Proof, Which Will Set You Apart From All The Hype And B.S.

Remember that in direct response, for clarity and for maximum believability, we must express our thoughts in logical sequence, in rational sentences, offering lots of proof and "reasons why" along the way. These are rational elements that make up the bones, the skeleton of your presentation. They are critically important.

### Belief Is Most Powerful Key To Boosting Response To Any Ad

Harness the belief factor, and you'll unleash the core atomic power for exploding response.

The hunger for belief is so vast in every market, so deep-seated in human nature itself, you can tap into it again and again—infinity—to make yourself and your clients rich.

Today, ask yourself how you can make your advertising more believable. Be ruthless—push yourself hard on this. Be a "yeah, sure" skeptic when you read every sentence and see what you'd change to make your copy almost impossible to refute.

# Are You Familiar With YouTube, Emailing, Social Media, Podcasting And Blogging?

... Of Course You Are! You're A "Marketer."

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*The above list of internet resources may be familiar to you...*

**... But What Do They Have In Common?**

**THEY'RE ALL FREE!**

Compare all those free resources to 30 years ago. If you owned a business, and wanted people to see a video about your company, you'd have to convince a local TV station to send out a crew and interview you.

**Your 15 Minutes Of Fame... NOT!**

When your story got on the news, you'd be lucky to get 2-mins at the end of a broadcast, then hoped people saw it. If not, it was gone forever.

If you wanted exposure in a publication, you'd have to convince a newspaper or magazine to write an article.

**My Point Is This...**

These days, there's no excuse for NOT doing marketing. You can take out your Smartphone, and have someone hold it in front of you, and shoot a quick video.

If you're alone, you can flip the screen over, and do a short "selfie." You could walk around your business showing your staff, or whatever else you want to share with your target

audience. When you're done, you can easily post your videos on YouTube. You can even have your own YouTube Channel. In a couple of months, you can have 50 or more videos uploaded and made available to your prospective customers. The sky's the limit.

**And, It Can All Be Done For FREE!**

You can write articles on your own blogs, or social media sites, and it won't cost you a dime.

For just a few bucks, you can host your own radio show. Podcasts now make it possible to publish your own format and talk about whatever you want.

**Today, We Can Position Our Businesses Better, Cheaper, And Easier Than Than At Any Time In History**

A steady diet of this kind of marketing will put you head and shoulders over your competition. Add these strategies along with your direct-marketing plan, and you'll have a powerful marketing model for your business. You'll soon become the leader in your marketplace, and for very little money. The best part about this, there's only a 1% chance that your competitors are doing any of this.

**It's The Cure For "Out Of Sight, Out Of Mind"**

When your prospects are ready to pull the trigger -- you'll at least have the first shot at their business. You found a way to stay in their minds.

**The General Public Is Dying To Know What You Know!**

If business owners keep saying, "I have no money for marketing," they need to ask themselves this very important question: How much of this stuff are you taking advantage of? Having no money to invest in marketing is not a valid excuse anymore.

Use consumer guides, free recorded messages, MP3 audios, MP4 videos to deliver your message.

**If You Don't Know Where To Start, Or Don't Know What To Do... We Do.**

If you're backed into a corner and don't know what to do, we can help you. You may need something as simple as a nudge, or someone to handle all of your direct-response marketing needs. For more info, contact me at (407) 619-3598 or email at [rodharter@me.com](mailto:rodharter@me.com) to set up a **free** consultation.

## Are You Using These 5 "Trust Accelerators" With Your Prospects

It's an untrusting, skeptical world out there. Your future clients are at the same time fearful of being scammed and desperately wanting...

...needing, to trust someone to lead them to a cure for their problem.

Right or wrong, we all look for "clues", little signs that a business (or person) is trustworthy.

If you're not proactively building these little 5 "clues" of trust into your business, you're making selling unnecessarily difficult.

**1. Authority** - We give deference to those in authority and grant some degree of trust solely based on a person's authority position. Something

you can, and should manufacture for yourself.

**2. Familiarity** - The more you know someone (or \*feel\* you know someone) the more you tend to trust them.

**3. Consistency** - Showing up regularly, like clockwork, in someone's life...right where they expected you...shows you can follow through.

**4. Association** - Do you associate with other people they trust? In groups, organizations or individually. This is the foundation for every referral (for the complete shortcut to getting referrals try this).

**5. Demonstration** - This is a biggie...if I "see it with my own eyes" I'll believe it...so show them.

**...How many of these 5 trust accelerators are you using today?**



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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](mailto:RodHarter@me.com)