



Rod Harter's

# On Target Marketing

ISSUE #33

Monthly Newsletter

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## This Spring: Coming To A Smartphone, Tablet, Or Computer Near You... The 'Specialty Marketing Consultants' Podcast

**Do you listen to podcasts? Have you ever considered starting one?**

One of my first quarter goals for 2015 was to start a podcast. Mission accomplished. Admittedly, it was no cakewalk.

A few podcasting experts I consulted with told me it would be "a snap." That wasn't the case. There was a fairly good learning curve, but once we got past the technical part, things did get easier.

I'll tell you more about my experience in a moment. But first, I want to share a few reasons why you should consider having your own podcast.

For starters, a podcast can be a great marketing tool for you. The start-up costs are relatively inexpensive. A podcast is a great way for you to reach a lot of people. It's like having your own radio show. Of course, it helps to be comfortable in front of a microphone.

### Be Viewed As An Expert

A podcast is like having your own book. It will help you build credibility and "be viewed as an expert." Followers can listen to your podcast from anywhere and help you reach a global audience, make new friends, and develop business alliances with people you'd otherwise never meet. Plus, there's no threat of spam issues to you, or your followers.

Most podcasts can be accessed free of charge from iTunes or Stitcher Radio (a free app).

Over the last couple of years, I've listened to hundreds of podcasts. While most podcasts deliver great information, most are boring as hell. They'll put you to sleep.

I always said, if I ever hosted a podcast, I'd make it something people would want to listen to. A mixture of great, content-rich information, and still be entertaining, colorful and fun. I like to call it, "Info-tainment,"

I waited until I could find the right business partner. That day has arrived. I've teamed up with a long-time friend and marketing associate.

We're going to cover everything to do with direct response marketing. The whole enchilada. It will be like having your own "Direct-response Profit Lab." Useful, practical and affordable strategies to attract high quality prospects... And converting them into clients and customers. Additionally, what it takes to keep customers and clients doing business with you over the long-haul.

We call the three marketing pillars, "Attract em, ...Convert em, ...and Keep em." We'll cover subjects like, writing with personality, lead-generation, online and offline marketing, and the list goes on and on. Get ready for high octane "uncensored marketing."

# “If I could only have one marketing tool for my business, it would be my monthly newsletter.”

by Brian Fricke, CFP®

**I**n Robert Cialdini's bestseller book, *Influence: Science and Practice*, he says one of the most effective forms of persuasion comes from commitment and consistency. I'm a big believer of these two strategies.

## **For me, the staple of 'commitment' and 'consistency' is my monthly newsletter.**

My newsletter has never failed me. That's why I call it 'old reliable.' I've been mailing a print version of my monthly newsletter to clients for more than 16 years.

We reach out to our clients every month by regular mail. I've surveyed our top clients, and they prefer a printed version of our newsletter verses an electronic copy, partly because it has longer shelf life. They can't hit the 'delete' key like they can on their computer. It also allows clients to read it on *their terms*... when it's convenient for them.

## **I don't care if our subscribers even read our newsletter.**

Bold statement, I know. It comes back to Cialdini's research about 'commitment' and 'consistency.' Every month we show up in our client's mailbox. 'Top of mind' awareness works well for us. Over the years we've obtained clients I've never heard of. People have been on my newsletter mailing list for 5, 10, even 15 years. When they're ready... they contact us.

I frequently hear comments like ... "Brian, we run across other financial advisors all the time. We know it's a competitive marketplace, but you've stayed in touch with us all these years. We can only imagine what it's going to be like when we become a client of yours."

## **We pick up 5-8 new clients a year just because we send out a newsletter.**

Our numbers speak for themselves. Currently, our minimum fee is \$6,600 a year, with the average closer to \$9,000 a year. Our lifetime client value (per client) is over \$100,000. We pick up 5-8 new clients a year -- just from our newsletter.

Over the years, we've created a list of about 1,800 people. I don't rent mailing lists or bombard strangers with our newsletter. The folks on our mailing list, one way or the other, have asked to be on it.

Whenever we do a lead-generation campaign, we always ask for an initial consultation. Those who respond, but do not opt-in for a consultation, get added to our newsletter.

We also follow-up with a 3-4 step, 'Kennedy-style' letter sequence. Our final letter lets prospects know we're not going to bother them anymore -- although we do tell them we're adding them to our mailing list.

## **Fancy, full-color newsletter verses basic black ink on white paper?**

A well known industry consultant in financial planning circles, publishes a newsletter for financial advisors. It's a high quality, full color piece. As a test, I published the flashy, full color newsletter, *and* my simple, black ink on paper newsletter. Then we did a survey. We asked clients... if they could only receive one newsletter, which would they prefer? It wasn't even close. People loved our simple newsletter.

We're all about building trust and allowing folks to make decisions on their terms. The people we help best tend to be retired, within five years of retirement, or work because they want to -- not because they have to.



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*Want, When You Want, Where You Want.* Visit his website at [www.BrianFricke.com](http://www.BrianFricke.com) to get his free special report, "The 9 Ways Retiree's Screw Up Their Finances and How To Avoid Them". You can reach Brian at 800-393-1017 or [Brian@FMCretire.com](mailto:Brian@FMCretire.com)

# “Do You Have “Commission Breath?”

*What is this nasty disease... and how does someone get it?*

Commission breath is a highly contagious disease that can afflict even the best sales people. It happens every time you, or your sales staff go out unprepared.

They lose sight of the value of the product and focus more, on how much they are going to make on the sale.

As much as you want to avoid “sounding scripted,” your sales people should be working with some sort of an outline. Be sure that outline brings out all the positive benefits of the product or service they’re selling. Make sure your sales force has all the necessary tools to avoid “commission breath.”

You’ve gone through all the effort and expense to attract prospective customers. The

last thing you want is a sales person who’s priority is their commission and *not* the sale of your product.

Years ago, when I was working at BMW, a fellow salesperson was having a bad month. He completely lost sight of what a great product BMW is, and focused only on how much commission he had to make that month. I watched him lose three big sales because of “commission breath.” He had the customer hooked, but started to get desperate for the sale. Everything positive that should have been presented, was put by the wayside. He got sidetracked with how much commission he’d make. Do you have any idea what the commission would have been on a \$65,000 BMW? Believe me, its nothing to sneeze at.

If you don’t have an outline of some sort for your sales people to follow, create one. Give them some structure to stick with regarding your product or service. Hold monthly update meetings where your sales force can brainstorm and share successes and failures.

If you’re the only sales person in your business, then by all means join one of the many forums out there that will mentor and help you with sales tips. Join a mastermind group of some kind. You don’t have to be alone. There’s plenty of good sales and marketing help out there.

I’ve been doing this for over 40 years, and I still rely heavily on mastermind groups and brainstorming with other sales people. ... Go get em!



## Dollars and Sense Success “Story Of The Month.”

Veronica Edwards, a member of our marketing Meetup group, and realtor in Central Florida, was initially hesitant about having a newsletter.

Not anymore.

Veronica sent out her first newsletter last month and guess what happened... She heard from an investor who wanted to list six properties with her.

**Guess who’s a believer of newsletters now?** Veronica was so excited when she called to tell me what happened. It sounded like she was on cloud nine, almost too excited to talk.

Veronica’s enthusiasm spread like a brushfire to others in the mastermind group. At our last meeting, she couldn’t stop talking about how well her newsletter worked. It was well beyond her wildest expectations.

Veronica can be reached at “Elite Real Estate” in Ormond Beach, FL, (386) 299-0630

For more information about the power of a offline company newsletter, see Brian Fricke’s article on page 3. Brian is not a member of our marketing Meetup group, but he was the one who introduced me to direct response marketing 16 years ago.



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## Here's Someone Who's Definitely A "Marketer" Of His Business

If you've been reading my marketing newsletter for any length of time now, you know I always say...

**"...You're not just the owner of your business -- you're the marketer of your business."**

Recently, a business associate referred a new client my way. The client's name is Jonathan Zabrocki. He's the Founder and Owner of Zabrocki Real Estate Group in San Diego, California.

Jonathan hired me to write an autobiography, about him and his success, in the real estate business. He's going to use

the book as a lead-generation tool. Talk about taking lead-generation to a new height. It's no wonder Jonathan has sold over 1,000 homes in the San Diego region, and he's one of only three realtors in the area, endorsed by Dave Ramsey.

**Jonathan is a marketing dynamo.**

He doesn't rest on his laurels, and he's constantly looking for new and better ways to market his business. Someone who's definitely in it for the long-haul.

Almost immediately I detected something unique about the way he markets his business. His clients come first in

everything he does. His goal is to turn real estate transactions, into a memorable and favorable "experience" for his clients.

Through an extensive interview process, we've recorded phone calls and gathered information in order to make this project a success. There are many marketing tools, and one of the most effective is handing a prospective client, a copy of "your own book."

If you'd like to see what Johnathan does for his clients, check out his website at: **[www.sellinginsd.com](http://www.sellinginsd.com)**.

**... Jonathan's not just another face in the crowd.**



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