



Rod Harter's

On Target Marketing

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...How To Hook And Land The 'Big Ones'

A small core group of high-quality clients can be all you need to enjoy a great business



We know one of the best ways to enjoy a successful business is to have a nice stable of high-quality clients. No secret there... *right?*

Having just a handful of these type of clients can have a huge impact on your business.

When you find someone who fits this profile, you'd best take care of them.

You better have an organized, consistent, and relentless follow-up program to win them over as clients for life -- no matter how many times they tell you they're not interested.

Don't Stop Marketing To Your Dream List, Even If They Haven't Responded

That's the secret. It's important you mentally plan ahead for these prospects to say "no" several times. Rejection will cause many people to give up. Make up your mind you won't give up. Don't add your name to that "dead" list.

What's the first marketing piece you send them? What's the second? The biggest problem is people give up too easily.

Focus On 'The Long Haul'

The biggest thing most people miss here is high quality prospects respect 'patience' and unrelenting pursuit of their business. **People almost feel obligated to give someone a try when they're that confident and persistent.**

Do Your Research. Become A Marketing 'Detective'

Determine what serious problems you can solve for them. Offer free education. It's important to understand the lifetime value of a good client. Once you know the numbers, you can design a marketing plan with a consistent, eye-catching sequence of letters and information.

Chances are you'll need to do more than send an occasional letter or email to land the big ones.

Combine Your Marketing Message And Your Creative Skills

What's going to turn their head? What is it you can do that will get their attention and see you differently than everybody else?

Think about what you could accomplish if you first had a list of 25, 50, or 100 high-quality prospects and attacked them with a well thought out marketing strategy using inexpensive gifts and lumpy mail designed to pique curiosity. **Most people won't do it... Will you??**

The next time you're in a drive-thru -- better think again...

Nutrition 101: Good Eating For 'Good Health'

Turn on your TV, open a newspaper, or boot up your computer and you're bound to get some confusing news about diet and health. Don't let it drive you to distraction — or to the donut shop. Instead, remember 4 key facts:

1. **What you eat** affects your appearance, your energy and comfort, and — above all — your health.
2. **America is on the wrong track.** Two out of every three of us are overweight or obese. Diabetes and high blood pressure are on the rise. Heart attacks, strokes, and cancer are distressingly common. Many factors contribute to these complex

problems, but the basic reasons are simple: we eat too much, we choose the wrong foods, and we don't get enough exercise. ...Sound familiar? It sure does to me.

3. **Scientists know what diet is best** for health. The fine print has changed and is likely to change some more, but the key facts are in.
4. **Good eating is not a punishment**, but an opportunity. If you know why it's important, and what to do, you'll find it enjoyable and satisfying. And if you establish an overall pattern of healthful nutrition, you'll have plenty of wiggle room to savor the treats that matter most to you.

The Future Is NOW: Marketing in a Mobile-filled World...

Mobile isn't the future of online marketing — it's the present.

Last year, mobile Internet browsing eclipsed desktop Internet browsing for the first time. By the end of 2014, there will be more mobile device subscriptions than people on Earth. For many Americans, a mobile device is the primary way they access the Internet.

Smartphones and tablets are everywhere; 58 percent of American adults have



smartphones and 42 percent have tablets. Meanwhile, technology manufacturers are looking to bring more mobile devices into our lives. One hundred million wearable mobile devices will ship this year, double the amount from last year.

If your online marketing program is not already optimized for mobile, you're behind.

Catching Up: Marketers know it's difficult enough to capture supporters' attention, let alone motivate them to take action. Failing to optimize for mobile means that you're creating more barriers for your prospects and clients to jump through.

It's difficult to predict the precise future of mobile browsing, but it is safe to say that mobile browsing is here to stay.

With the rise of wearables like Google Glass and smart-watches, the future may require you to have even greater flexibility to match your audiences' habits.

Implementing a mobile-responsive design throughout your online program is the best way to ensure that every supporter — regardless of preferred technology — enjoys a cohesive, optimized and user-friendly experience.

When they do, they will be more likely to read your emails, visit your website and make those all-important decisions to do business with you.

When It Comes To Marketing And Growing Your Business -- "Inconsistency" Is A Dirty Word.

Business is down. Nerves are up. Time to do some marketing - f-a-s-t! Hurry, the clock is ticking. Time to roll up your sleeves and do some creative marketing.

Repeat As Needed

Sound familiar? Have you ever found yourself in a vicious cycle of doing "inconsistent marketing?" I sure have. Back in my days as a mortgage broker, I learned the hard way how important it is to market my business on a regular basis.

Inconsistent Marketing Was Like Playing Russian Roulette

Inconsistent marketing is a killer. It will mess with your mind *and* your wallet. Your revenue will change like the tides.

One Month You're Riding High, The Next, You're Scrambling For Anything You Can Get

As an entrepreneur and business owner, your job is to keep business coming in without disruption, which means knowing your current cash position. Inconsistent marketing creates stress and anxiety

If this sounds like something you're guilty of... STOP! You'll make yourself sick and ruin your business growth. Inconsistent marketing is a killer. You might as well not do *any* marketing if you're just going to do it when things get slow.

Consistent marketing is the key to creating trust and loyalty with your prospects and customers.



If you've been around a while, you know marketing is much easier today than it was just a few years ago. Back then, we had to do everything longhand.

No excuses anymore. Today, with a little planning and hard work, much of your marketing can be automated with systems.

Marketing to your clients and prospects has never been easier. Powerful Lead-generation systems have never been so effective. **Automation has changed the way we market our businesses.** Take advantage of it. When you do, your marketing will work for you around the clock, whether in your office, across town meeting a client, or sipping a Piña colada in Tahiti.

We have NO excuses anymore.

“...How bout a hug?”



Jim Carrey as Lloyd Christmas
in *Dumb & Dumber*

What is it that makes a hug so special?

My grandson has turned hugs into an art form. He's a great teacher. Something so simple can be very powerful.

Real hugs are hard to beat. I'm not talking about hugs people share at social or business gatherings. I mean a “real” hug. The kind that reaches in and touches your soul. When you get one — you feel it.

Do you ever wonder why sometimes all you need is a good hug? There's just something comforting about getting a hug from a loved-one after a rough day or an extended time apart.

A new study says that warm, fuzzy feeling is more than just skin deep. Researchers from the Univ. California, Berkeley believe that ‘lovin-feeling’ could have anti-aging benefits.

Hugs and Healing: What's one of the first things we usually do when someone close to us is suffering? We offer a hug. It's instinctual and healing. A warm embrace can make us feel better and contribute to our well-being. Hugs truly have amazing power!

The Science of Hugs: Researchers at the University of North Carolina have found that even a brief hug — as little as a few seconds — from a partner can help reduce cortisol levels that contribute towards stress. In addition to lowering stress levels, hugs were also found to reduce blood pressure. Apparently a hug does your heart good in many ways!

Need a hug? Start by giving a few. Rarely will someone refuse a good hug. Give it a try it and see!



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