

Rapid Business Growth

MAY 2021

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"All our dreams can come true if we have the courage to pursue them."

Walt Disney



NO, DIRECT MAIL ISN'T DEAD! USE IT NOW TO SELL MORE!

BY ANDRE LARABIE

I hope you and your family are well. COVID-19 is obviously still having a major effect on our lives and businesses. Hopefully my newsletter will help the latter and ensure you survive and thrive. As always I've packed the issue full of actionable tactics and strategies that will work even in these challenging times. In fact this first articles focuses on a tactic you should definitely be using right now...

Many people ask me if they should (still) use direct mail to grow their businesses. Most people think that the 'Internet' is the only media type now and have stopped using direct mail (any type of printed material that drops in your letterbox at home or at the office). Let me tell you... this is broken thinking. In many respects, direct mail is even more effective now than it used to be. Right now, more people are at home. In offices,

there are few 'gatekeepers' opening the mail of decision-makers... and all this combined means those who use direct mail have a huge advantage in getting their message read.

Recent research conducted by USPS shows that people receive 157 emails per day and just 2 pieces of mail. More importantly, 90% of mail gets opened and only 15-20% of email gets opened (DMN).

And even the UK government has seen the light. For example, last year every UK citizen received a direct mail piece from the Prime Minister (shown on pages 2 and 3) giving 'a vital update Coronavirus'.

Why do you think they chose direct mail to get this message out to the public? That's right, because it's more likely to be opened and read, than any other media and it's cost-

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NO, DIRECT MAIL ISN'T DEAD. USE IT TO INCREASE LEADS & SALES...

effective. Perhaps more than at any other time, right now is the time to be using direct mail to reach your target market and your clients, customers or patients.

You'll get even better results if you combine BOTH email and direct mail. That's because when you run a multi-media campaign your results should almost always be far better than just relying on one medium.

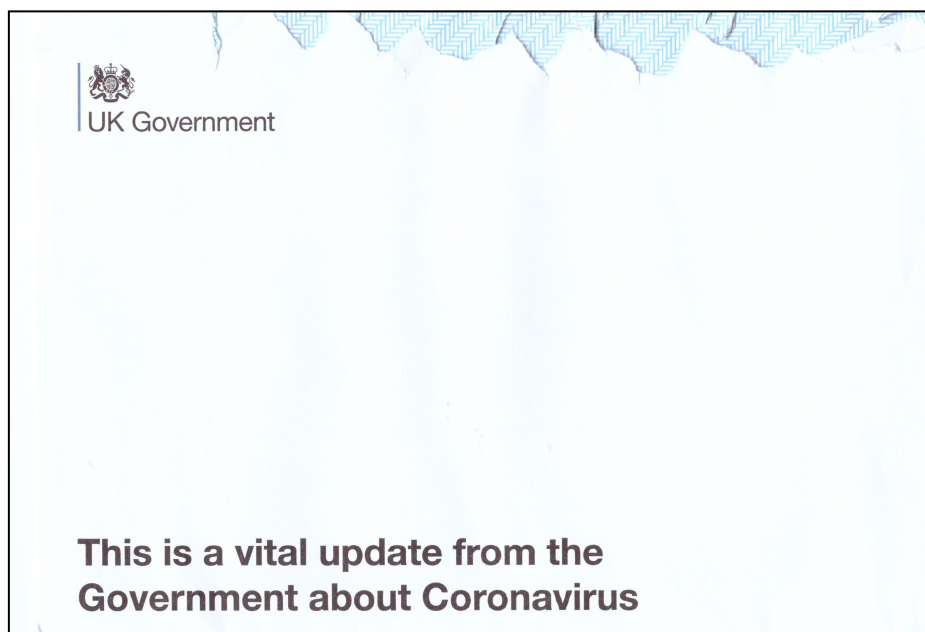
If you're relying on email as your main or only method of communicating with clients, customers, patients and prospects then you're going down a risky road... a very dangerous road!

You only have to look at your open rates to know a large percentage of people aren't even opening your emails (never mind reading them!).

But combine direct mail with your email and all of a sudden you're massively increase the odds of your message getting through to your intended recipient.

BETTER STILL, WHILST YOUR EMAIL IS FIGHTING TO GET NOTICED AMONGST DOZENS OR HUNDREDS OF OTHER EMAILS (ON AVERAGE 157 PER DAY PER PERSON), YOUR MAILING PIECE IS NOW ONLY BATTLING WITH ONE OR TWO OTHER PIECES.

This is a very important point to note. The less clutter your message competes with, the more chance you have of getting noticed. You can't get round this with email where the only real 'clutter-busting' tool you have at



your disposal is your subject line.

...and while your mailing piece isn't competing with as much clutter, you also have many other ways of standing out and freeing your mailing from the clutter. For example, you've got envelope copy, envelope format, lumpy mailing, different sizes... the list goes on. You see, direct mail is so versatile. Sure, it costs in terms of getting it delivered. You've got print costs (very low these days), postage (not so low these days) and fulfilment (can DIY or outsource and either way it's affordable).

...and you don't have to send thousands out. You have the luxury of being able to start small and increase once you start getting results.

Prior to the pandemic, direct mail was

becoming increasingly effective. Now is your opportunity to really capitalise on the fact that many of your recipients are far more likely to be at home or in their office (there's nowhere else they can be going), which means your results should be even better.

...and remember... direct mail isn't just for acquiring leads and new sales... it's even more effective with your existing clients, customers or patients... and a number of the tactics I'm discussing with you in one of the articles this month (Acres Of Diamonds) will be super-charged when you use direct mail to deliver your message.

So if you're looking to get an uplift in sales with potential or existing clients, customers or patients, I urge you to use direct mail!

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NO, DIRECT MAIL ISN'T DEAD. USE IT TO INCREASE LEADS & SALES...



10 DOWNING STREET
LONDON SW1A 2AA

THE PRIME MINISTER

I am writing to you to update you on the steps we are taking to combat coronavirus.

In just a few short weeks, everyday life in this country has changed dramatically. We all feel the profound impact of coronavirus not just on ourselves, but on our loved ones and our communities.

I understand completely the difficulties this disruption has caused to your lives, businesses and jobs. But the action we have taken is absolutely necessary, for one very simple reason.

If too many people become seriously unwell at one time, the NHS will be unable to cope. This will cost lives. We must slow the spread of the disease, and reduce the number of people needing hospital treatment in order to save as many lives as possible.

That is why we are giving one simple instruction – you **must** stay at home.

You should not meet friends or relatives who do not live in your home. You may only leave your home for very limited purposes, such as buying food and medicine, exercising once a day and seeking medical attention. You can travel to and from work but should work from home if you can.

When you do have to leave your home, you should ensure, wherever possible, that you are two metres apart from anyone outside of your household.

These rules must be observed. So, if people break the rules, the police will issue fines and disperse gatherings.

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7 PROVEN TACTICS YOU CAN USE NOW TO CAPITALIZE ON YOUR 'ACRES OF DIAMONDS'

When you're constantly looking to acquire more clients, customers or patients it's easy to forget about your most prized asset—your EXISTING ones.

This is a mistake I see often.

In many ways, it's easy to understand why existing customers are neglected, but it's no excuse.

Growing your business is challenging at the best of times (never mind right now!) I don't need to tell you that. But having tactics and strategies to retain existing customers and to maximize profits from them are without doubt the quickest, easiest and most cost-effective ways to grow your business AND give you the income and earnings you desire. It goes without saying that, whilst the virus and the consequences we're all dealing with are still having a major impact, retention of your existing customer base is crucial.

So let's take a look at the different strategies you can use right now to capitalize on the relationship you already have with your existing clients, customers or patients...

STRATEGY #1: INCREASE YOUR PRICES/FEEs ANNUALLY

The best and easiest way to maximize profits is to increase your prices or fees. Even now, a small increase will help your business significantly through this challenging time.

This is a no-brainer. Once we're out the other side of COVID-19 — you should systematically increase your prices by



Focussing on your 'Acres Of Diamonds' (your clients, customers or patients) is the quickest and easiest way to grow your business and attain your target earnings!

at least 10% EVERY year. You'll be surprised how few customers you lose as a result and the ones that do leave are the ones you don't want anyway (price-conscious).

The reason why price increases are so successful is because YOU'RE NOT CHARGING ENOUGH RIGHT NOW ANYWAY. There's a significant element of added value which you can capitalize on—and increasing your prices is the easiest way to do this.

STRATEGY #2: WOW YOUR CUSTOMERS WITH MOMENTS OF TRUTH (MOT)

One of the best ways to add value, build strong relationships and retain customers is to use MOT.

MOT are the steps you take at each interaction with your customers to ensure their experience with you is exceptional. If you focus on every interaction you have with a customer and make this the BEST it can be each time, what you're doing is creating a world-class service.

You'll retain far more customers and strengthen the bond you have with them, making them less susceptible to the advances of your competition... and better still you can apply MOT without cost. Now couldn't be a better time to do it!

STRATEGY #3: TELL THEM WHAT YOU SELL

I know this sounds almost ridiculous,

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but guess what? Your customers don't know what you sell.

How many times have you spoken to a customer and they've turned to you and said something like, 'We've just gone to ABC company for XYZ.' Only for you to turn round to them and say, 'Didn't you know we sell that?'

This is more common than you think. I guarantee it's happening right now!

Plus, it also brings into focus that if they don't know what you offer, they won't even think of buying it. So making them aware of what you sell will prevent many customers from sourcing these products/services from other suppliers and also increase the likelihood of them buying from you.

The 2 easiest ways to do this are as follows...

1. Include a list of your products/services with short descriptions in your newsletter (see next strategy). This can either be within the newsletter itself or as an insert.
2. Create a 'Customer Offer Of The Month'. Create a campaign each month promoting one of your primary products or services to those customers who don't currently use that particular product or service.

This is definitely something I urge you to do right now. Remember, as I said in the opening article, use offline and online tactics to ensure your message gets through. This is such an easy tactic to use... and you'll be staggered with how many



Sending customers a monthly printed newsletter should be compulsory

extra sales you generate each month!

STRATEGY #4: SEND A MONTHLY PRINTED NEWSLETTER

This is still one of the least-used tactics, but sending a printed monthly newsletter to clients, customers or patients is one of the best things you can do.

Done right, it can achieve all of the following for you...

- Help to retain customers
- Get customers to buy new products or services from you
- Motivate customers to buy more

existing products or services from you

- Generate more referrals
- Acquire more clients, customers or patients
- Help promote your 'Customer Offer Of The Month'

To begin with, keep it simple. 4 pages is ample, but your goal should be to increase to 8 or 12 pages (like this newsletter) eventually.

STRATEGY #5: SEGMENT YOUR CUSTOMER LIST

Segmenting your customer list is something that very few businesses ever do. Instead, they treat every customer in the same way. However, as you know, customers are not created equally.

Pareto's '80/20 Rule' is applicable to your customer base. 80% of your profit will come from 20% of your customers. 80% of your headaches come from 20% of your customers, and so on (it may not be exactly 80/20 but it will be similar).

It's vital that you identify who your best customers are, so you can focus on giving them the attention they deserve..

And like much of what I'm advising you in this newsletter, this is something that you should focus on right now.

STRATEGY #6: CONTACT YOUR BEST CUSTOMERS

Now you've segmented your customer

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7 PROVEN TACTICS YOU CAN USE NOW TO

list, you can start to communicate more often with your best customers.

...and if you really focus on your best customers during COVID-19 your chances of losing them will be reduced significantly.

Get on your phone. Set up meetings with them using Zoom, Skype or something similar. They'll appreciate it and you might just pick up more business from them.

STRATEGY #7: CUSTOMER APPRECIATION SALE

Whilst I don't always advocate having a 'sale' there's no better time than right now to reward your customers, clients or patients, with a special 'Customer Appreciation Sale' (see 'Stock Clearance Offer' example opposite).

Again, use online and offline tactics to promote the offer and make sure you have a deadline (don't run it continuously).

Phew! We covered a lot there in a shorty space of time.

Right now, your clients, customers or patients represent your best opportunity to stabilize your business and help you thrive.

The more you retain, the easier it will be for you when we come out of these challenging times and right now getting more sales from your clients, customers or patients will make a big difference to you I'm sure.

Buy 3 Atlas frames and get one FREE

Good Morning

This letter is going to be short and to the point.

Buy any three Atlas frames and get **one FREE**. That's it. No strings. All I ask is you choose your FREE Atlas frames from models A6, A7, A8, A9 and A13 (please see your Olympus Brochure).

We're getting to the end of the year and I've just finished doing my annual stock take. The children's models A6-A9 and A13 are surplus stock. Just buy any three Atlas frames and choose your FREE frame from these five models. By the way this offer is only available to our current customers!

There are only 694 FREE frames available. I expect to sell out within the next ten days – so you'll have to be quick to take advantage!

Call us now on <Number>, or speak to your Olympus Sales Agent. Alternatively, order online here: www.webaddress.com/free-offer.

Thank you for your continued business.

Kind regards

Gary R Goulden
Managing Director

PS Remember this offer is only available while stocks last. Call us now on <Number> or order online here:

www.webaddress.com/free-offer

FREE SCIENTIFIC MARKETING MAKEOVER

Want to improve the results of your marketing for ZERO extra cost? During the month of May I'm offering **FREE** 'Scientific Marketing Makeovers' (normally \$297) to **6 lucky businesses**.

I'll analyse your marketing piece and give you a 22-page easy-to-read report showing you EXACTLY how to optimize your results. I'll even give it an 'Effectiveness Score' broken down into the 9 'Core Elements' (as mentioned earlier) making it easy for you to make instant improvements. Full details here:

<https://www.andrelarabiementor.com/smm-andre-larabie>

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CREATING A POWERFUL

A 'lead magnet' is the term used to describe your FREE giveaways usually on your website, in return for getting the email address (and potentially other details) from as many visitors as you can.

I also call this your 'Secondary Objective'. So if your primary objective is to get the sale, you use your free lead magnet(s) to capture as many visitors as you can who don't initially buy from you (primary objective).

But this is only half the story. You see, once they get your lead magnet, the key to your success IS to then follow up with them regularly (remember, only a small percentage of visitors will buy from you during their first visit).

If you look at how any successful online business operates, you'll often see the use of a free lead magnet.

I personally believe that a free lead magnet should be compulsory.

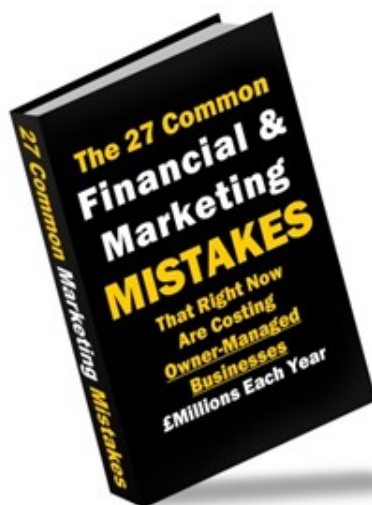
I can't think of any industry where the free lead magnet isn't or could be successful.

So let's take a look at how you go about creating your free lead magnet...

- As I've explained, your lead magnet should be a free 'something'. But a 'something' that's of high value to your target market. For example, the following lead magnets work really well...

Special Reports

These are best as PDFs (no cost to distribute). They should focus on giving your visitor quality



A FREE Special Report is a great 'Lead Magnet' - here's one for accountants!

information they can't get anywhere else. Information that demonstrates and reinforces your expertise and why they should ultimately choose you.

The key, as with many of the things you do, is to create a name for the report which is irresistible to the visitor. For instance, here are examples that an accountant could use...

7 Simple Yet Little-Known Accounting Tips That Add Thousands To Your Bottom-Line Profits

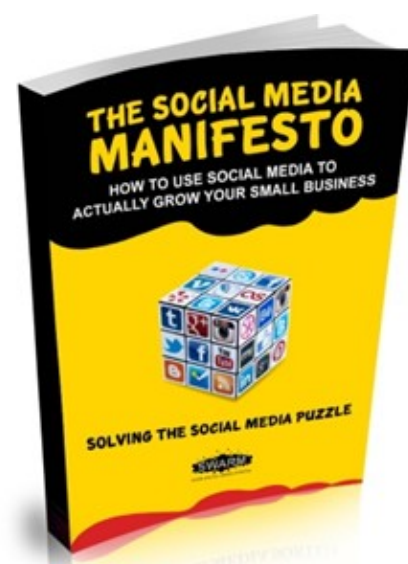
12 Legal Tax-Saving Legal Loopholes That The Government Don't Want You To Know About

The 7 Secrets For Creating A Mega-Profitable Business

Buyer Guides

Buyer Guides are highly desirable. Typically, they are written to explain the pitfalls of buying your product or service and explain the multitude of options available to the visitor. Obviously, the guide is skewed towards you and how you operate your business. For example...

7 Common Pitfalls To Avoid When Choosing A Commercial Printer For Your Small Business



This is a special report and buyer guide combined into one!

Training Videos

Training videos have a high perceived value.

Videos are one of the most powerful forms of media, especially now

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CREATING A POWERFUL LEAD MAGNET TO MULTIPLY LEADS

because the increased internet speeds.

Admittedly it takes time to create a training video, but once again today's technology has made it easier than ever before to produce high quality video.

You don't even have to be on video yourself, you can create a presentation and record the audio to sync with the slides.

This is a proven approach that many people use and of course the cost of doing this is just your time!

Ideally, you should provide a transcript of each training video and a simple action plan or 'blueprint' to go with it.

Once again, your training videos should be focused on solving a big problem faced by your target market. Think of it as the 'Special Report' in video!

Books

Your own authored book is a great lead magnet and of course represents fantastic value whilst demonstrating your expertise.

The key with your book is to NOT charge for it, otherwise you'll significantly reduce the number of people who request it.

If you're an author and it's your living, then of course charging for your book is very important, but if you're using your book as a lead magnet to grow your business then



Your Lead Magnet should be irresistible to your target market!

my advice, is to give it away for FREE.

Charging for 'shipping and handling' is of course okay and is a proven strategy (anyone who pays you is a customer, even if it's only a few dollars... and if they've spent money, even a small amount with you, then it qualifies them and your chances of getting them to buy your products or services is increased significantly).

DON'T MAKE THIS COMMON MISTAKE...

It's very tempting when creating your lead magnet to think you need to hold back on content, hold back on your expertise, hold back on your insights and shortcuts.

THIS IS A BIG MISTAKE.

Give as much great content as you can.

Sure, some people will take what you've told them and implement, but most won't.

Most will want YOU to be the person to help them. But for them to think like this, you have to give value. Over-deliver and provide outstanding content, much like I do in this newsletter.

Of course my hope is you do implement what I advise in these pages, but I know if you do need help growing your business (see my free offer on page 6), then you're more likely to work with me than someone whose not providing value like this to you.

No matter what you sell, you have so much expertise, so make sure you don't hold back when creating your lead magnet. Your results will soar when you take this approach.

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STEP-BY-STEP ANALYSIS OF A PROFIT-BOOSTING MARKETING PIECE

Here's an analysis of a winning Marketing Piece and an explanation as to why it worked so well. You can use these examples as *templates* for your own business, helping you increase your sales and profits further.

This month, I've shown you a type of 'Sales Conversion Letter' which should accompany any quote, proposal, estimate, valuation, or any other piece where you are giving the potential customer (or existing customer) a price for the product or service you're offering.

An all-too-common mistake is that the 'quote' is given without any supporting material on WHY the recipient should buy from you.

YOU STILL HAVE TO SELL!

Just providing a quote on its own is giving the potential customer the opportunity to compare prices because you're not giving them other reasons why they should choose you over and above anyone else.

Using the Core Elements will give you everything you need to succeed. If you need a re-cap, go back to Issue 1 of my newsletter (or get in touch and ask me to send you another copy).

Industry: Metal Stitching

The Results: This is the letter (see pages 10 and 11) that's sent to prospects along with the quotation. It increased sales conversion from 31% to 67%!



'The Key To Success': Our Marketing Piece analysis shows you the component parts (Core Elements) and then we put them back together again ready for you to use and adapt to your own business!

Why It Worked So Well:

1. The headline focuses on why they should buy from the company.
2. The opening acknowledges the contact made for a quote. It's important to mention this because people do forget!
3. Bulleted list of why people buy from the company.
4. Social proof in the form of customer testimonials. (You do have a good supply of testimonials, don't you?)
5. The guarantee.

6. Call to action.

7. The PS refers the prospect to the actual quote. Note: this is the model way to produce quotations. You have to 'sell' the business to the prospect. You cannot do it with a standard quote. You have to include the Core Elements to increase the conversion rate.

Many businesses use some kind of quotation to present their prices to the potential or existing client, customer or patient. If your business is one of these, I can guarantee this approach will significantly improve your sales... so start today and make the changes!

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<Name & Address>

1

Your Quotation And Six Great Reasons Why You Should Use Our Unique Services

Dear <Name>

Thank you for the opportunity to quote on your <name the part etc>. Before I detail our quote, I'd just like to explain why I think you should use our specialist services. In fact our customers frequently tell us there are 6 reasons **why** they come to us...

2

1. **44 years** combined experience in the vintage and classic car restoration industry
2. We use the **existing parts** so your car retains its authenticity
3. We **thoroughly** explain the process we are going to use
4. Specialist **gas fusion** welders
5. **Metal stitching** specialists
6. We have an **open workshop**. Come and have a look at what we do anytime!

3

But don't take my word for it. Here's what a couple of our **customers** have said...

4

"The repair to the starter motor housing on my 1932 Sunbeam 16, was and is excellent. You even repaired / replaced the part of aluminium casting that had been missing for years. Thank you."

Mr John Pennington, Tewkesbury, Gloucestershire

"It has been some years since we first came to Technilock for cast iron repairs, and since then you have carried out successful work not only by welding or by cold repairing cast iron but also by cold repair to aluminium castings.

In the early days, David Baker assured us that he was able to carry out a repair under particularly difficult circumstances by using a lock on the exhaust valve seat of an Alvis 12/50 cylinder head.

Please turn page...

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I have to confess that we questioned the idea at the time, but as the car belongs to us we asked him to carry out the repair. Several years and many many thousands of miles of hard driving later, we are convinced that David has achieved what we considered impossible, and the repair is as good as the day it was completed!

Since then we have enjoyed the benefit of first class workmanship from Technilock on cars ranging from Aston Martin to Delage, and from Alvis to Bristol.

These days we no longer experience horror on discovering casting damage to ancient machinery. We have always been able to rely on Technilock for successful and unobtrusive repairs. As nearly all of our customers use their old cars over high mileages, it is essential for us to be able to rely on this quality work."

Crispin Thetford, Reter Thetford Motor Engineer, Mathon, Worcestershire.

Finally I'd just like to give you our **unique guarantee...**

5

Guarantee 1: We guarantee to solve your problem or you won't be charged **AND** we'll give you **£250.00** for your inconvenience

Guarantee 2: If in the first 12 months the same problem re-occurs we'll fix it at no cost to you **OR** we'll refund the money you paid in the first place

Guarantee 3: We will repair the cast-iron component by retaining as much of the existing parts as possible, or we will replace them with an exact copy. It will look and perform as good as new

(please note for obvious reasons we cannot guarantee competition engines on this basis)

I think you'll agree no one in our industry would offer a guarantee like this – or even dare to. But that's the **confidence** we have in our ability. I hope you can trust us to help solve your problem just like we've done for hundreds of other people like yourself. I **promise** you won't regret it!

6

Please call us on <Number> to place your order. Thank you.

Regards

Dawn Baker

P.S. Your quote is detailed on the following page. Thanks again for the interest in our services.

7

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THE LAST WORD **FINDING**

I have just finished, what I call 'opportunity research' for a potential service release later this year. In my experience, I've found that very few business owners carry out any kind of research. That's because most of them see 'research' as BORING. But when it's 'OPPORTUNITY' based, in other words you're looking for ways to SELL MORE stuff and create real DIFFERENTIATION, this kind of research can be and often is very exciting.

For example, here's what I just discovered from about 6 hours of research...

- All the major players in the market look to work with experienced 'executives'. It doesn't have to be 'executives' and they don't need 'experience' the way I'm thinking of doing it, so there's definitely an angle there that I can capitalize upon.
- Their pricing ranges from between about \$12,000 to \$24,000 for the 'same' service. But when you look deep into what people get for their money there's definitely very little added value, just a brand name (which of course does have value—but it's not insurmountable). There is opportunity to sell at lower prices, whilst adding much more value and then making it up on back-end sales. Now I may not choose to sell at lower prices, but without this type of research I'd never know.
- The sales process used is almost identical for each of the major players, so again that shows I can really shake the market up by doing things differently and standing out. By the way, one of the most common things you see, is most companies in the same market use very similar sales and marketing tactics. This is often borne out of 'we've always done it like this' and no one can be bothered to put the effort in to change the way things are done. That spells massive opportunity for those who are prepared to shake things up.
- There's also a major reliance on people rather than on systems. The market does need 'people' but not to do all the tasks and 'heavy lifting' that this industry needs. Again this spells opportunity. Remember, the more systems you can use, the better. They work 24/7, never call in sick, don't need training and help put your business on 'autopilot'.

There are more opportunities I gleaned from the opportunity research, but hopefully this gives you an idea of what's possible when you do things that most people can't be bothered to do. It sets apart the good from the great. Now it's your turn!

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**"TRANSFORM THE RESULTS OF YOUR
MARKETING IN JUST 5 DAYS"**

Introducing the... 'SELL MORE STUFF' CHALLENGE



What would it mean to you if from the comfort and safety of your home or office you could, in just 5 days, lay the foundation to increase your sales by 10%, 25%, 50%, 100%... or more?

Well...you can with the **FREE SELL MORE STUFF CHALLENGE...**

Better still... you can do it **WITHOUT** spending a penny more than you're doing right now!

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