

Special Report

Marketing And Advertising Cheat Sheets -- 7 Ways To Increase Your Turnover



Scott Bywater

Dear Friend,

Your decision to purchase this report is probably going to turn out to be the smartest move you've ever made!

As you are about to learn, this report totally delivers on every promise I've made in my advertising. Not only that, every profit-making idea you are about to read has already been tested and proven to work. These ideas have already generated hundreds of thousands of dollars in revenues for businesses around the country.

Information is Power

The statement above is partly true. Let me reframe that ... Information that is implemented and acted upon is power. Having an open mind is power. And before we even get into this report, I need to ask you one question. "Are you wasting your time?" – the one thing we can't replace is time, so if you have no plan to implement the information in this report, if you think you know it all already and there's nothing to learn. Please STOP now. Life's too short to waste. Go to the beach instead.

So now empty your cup from everything you think you know. It's our ego that usually stops us from learning and implementing new things. Right now you're deciding to take in new information that will transform your business, and more importantly your lifestyle – if you implement it!

Now let's talk about upside leverage ...

I'm talking about how you can get an activity, an investment, an opportunity, and an effort of people or creative intellectual capital to produce for you and your business at a much higher, bigger, better and more profitable yield or result than it otherwise would. What are the vehicles that produce the greatest drivers of business growth that are used by a select few?

Finally You Can Make Money From Your Marketing

That's right – if you listen, take notes and implement. So let's get started

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Secret Number 1: Use Leverage in every one of Your Advertisements and Sales Letters ...

It never ceases to amaze me that so many companies will invest tens and hundreds of thousands of dollars in their advertising, without researching what actually works – the strategies that have been proven to work over hundreds of years. Think about it. If you're investing a substantial amount of dollars into advertising, why wouldn't you take the time to **get it right**. Yet thousands don't. If you'd like an example of this, just pick up any local newspaper, and you'll find dozens of ads that look exactly like the last one. Why? Because everybody copies what's not working. That's why!

Let me explain

By far THE best way to lock people on to your ad like a kid on a Mars Bar is to:

USE A HEAD LINE that stops them in the street.

And I'm talking about a headline that does more than tell people your business name. And one that does more than yell "JOHN'S CAR YARD!"

I'm talking about a headline which virtually slaps your potential customer in the face (in the nicest possible way of course), grabs them by the shirt and says, *"Hey buddy, if you do just one thing today, make sure you spend just 60 seconds listening to what I've got to tell you!"*

Here's an example:

WARNING:

If you're looking for a new property, don't do anything until you read this:

Now that's a kick butt headline – right. It grabbed your attention and gave you the desire to learn more. And that's all a headline is meant to do.

Here's a few more **"STOP NOW AND READ THIS OR ELSE"** headlines that have actually worked gangbusters. Not in theory – but in results.

- The Secret of Making People Like You
- How To Win Friends and Influence People
- Do You Make These Mistakes in English

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- Everyone's Raving About This Amazing New Shampoo
- Do You Pay Too Much Tax
- Hands That Look Lovelier in 24 Hours →or your money back.
- Why some people almost always make money in the stock market.
- How I improved my memory in one evening.
- Your car will sparkle like new and be worth \$000's more with the TLC touch.

You see, what the headline does is advertises your ad. Now if you don't believe it will work, just pick up any newspaper in whatever part of the world you live in, and notice what all of the articles have – headlines. Why? Because they work. Your eye looks out for them.

Grab a copy of any Reader's Digest. One of the most successful magazines ever. Look at the way it's written. Notice the headlines.

Now there's one thing you MUST understand, (and you won't learn this from any wanky advertising agency either) – your prospect doesn't care who you are until you show them how you can benefit them.

What does that mean ... it means NO company ads at the top of your ad. No reference to how long you've been in business (leave that for later – after you've got their interest), no pretty pictures.

Commit that to memory.

Now spend 80% of your time on getting the headline right, because it will make all the difference.

(By the way, the unconventional methods I'm suggesting here may cause you to become a bit uncomfortable. That's okay. If you want the same results as everyone else, just copy theirs. From memory, I believe the statistic is that 95% of businesses fail within the first 5 years. NO WAY ... that's not for you or me.

So do you want results ... or do you want pretty pictures? Results are what my methods are based on – and why you're reading this report, aren't you? Something else: This "unconventional" approach is also WHY ad agencies and many marketing "gurus" don't particularly like me. It's the sort of stuff they won't teach you at any University Course on marketing. My ads don't fit their mould for beautiful, sexy, award-winning creations. I don't give stuff. I don't enter awards. To me, the only ad that's worth anything is one that sells stuff -and MAKES YOU MONEY. Find me an ad agency who actually delivers results that can be measured, and then I'll give them some respect.)

Here's what else you need to remember:

1. The key to success lies in perpetual testing of all the variables.
2. What you say is more important than how you say it.
3. The most effective headlines appeal to the readers self interest or provide news.

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4. Long headlines with a MESSAGE are more effective than short headlines that say nothing.
5. Specifics are more believable than generalities.
6. Long copy sells more than short copy.

Want proof. Here's what Jim Howe, the owner of a carpet cleaning business, Australian Technical Cleaning in Sydney, says about an ad I wrote for him recently:

Hi Scott,

*The ad you wrote for me is sensational. This time of the year, it's usually hopeless. I am averaging 2 calls a day now, whereas from the old ad I would be lucky to get two a week - **which makes it a 500% increase**. My only regret is that I didn't get you to rewrite my ad earlier. I believe that conservatively, it will **double my domestic turnover**. It is attracting a better class of clientele, in the 45 and over age group – the ones that don't quibble over the price and just want a good job done. It's not attracting the price shoppers. **My conversion rate has also increased** and I am getting a lot less price resistance.*

*Jim Howe
Owner
Australian Technical Cleaning*

Isn't this the sort of result you're after from your advertising?

Headline

CHEAT SHEET

Proven Headline Idea Starters

Seven reasons why you should call us

How to increase your profits in any economic climate

BUY NO FURNITURE... until you've seen the sensational new range at (name of store)

FREE REPORT reveals how men and women over 35 can retire early (within seven years) and live the lifestyle most people only ever dream of

WARNING: Don't Buy Your House Until You Read This

The seven secrets of anti-ageing

My Feet Were Killing Me... Until I Discovered The Miracle In Germany!

The amazing diet secret of a desperate housewife

Give me just one evening and I'll teach you the secret of perfect pudding

Do You Make These Mistakes In Job Interviews?

The most comfortable shoes you've ever worn – or your money back

How To Write A Good Advertisement

Discover the fortune that lies hidden inside your mechanical workshop

You Can Laugh At Money Worries If You Follow This Simple Plan

They laughed when I sat down at the piano, but when I started to play...

How To Win Friends And Influence People

Inside information about saving on taxes most Accountants aren't even aware of

A rare opportunity to turn \$5,000 into \$2.46 million

How modern Chinese medicine helps both men and women burn disease out of your body, lying flat on your back, using nothing more than the palm of your hand

The forbidden investing secret that can make you RICH!

What Your Handwriting Reveals

What Is The Secret Of Staying In Love?

Imagine being such a great lover women can see it in your eyes

How to wake up the financial genius inside of you

To Men and Women who want to quit work someday

161 New Ways To a Man's Heart – In This Fascinating Book for Cooks

You Get The Most Mouth-watering Chinese Cuisine You've Ever Tasted In Your Life... Or It's FREE!

Need More MONEY?

How To Beat The Banks At Their Own Game

Save 20 cents on two bottles of strawberry jam – Limited Offer

The secrets that the rich don't want you to know

Former courier driver earns \$350,000 in 12 months as a real estate specialist

Hands that look lovelier in 24 hours – or your money refunded

Why some people almost always make money in real estate

Inside Secrets Of Making Money On The Internet

Who else wants a screen star figure?

How a strange accident saved me from baldness

Order Christmas Gifts Now – Pay After January 20th

How I raised myself from failure to success in selling

How the next 90 days can change your life

More Headline Ideas...

According to legendary Marketer David Ogilvy, the two most powerful words you can use in a headline are FREE and NEW.

Other words and phrases which work wonders are:

- How To
- Suddenly
- Now
- Announcing
- Introducing
- It's Here
- Just Arrived
- Important Development
- Improvement
- Amazing
- Sensational
- Remarkable
- Revolutionary
- Startling
- Miracle
- Magic
- Offer
- Quick
- Easy
- Wanted
- Challenge
- Advice To
- The Truth About
- Compare
- Bargain
- Hurry

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Secret Number 2: Measure Everything

The first thing I have to say is that you may not realise the magnitude of difference between one advertisement and another.

Make sure you read the following statement by John Caples, the doyen of direct response copywriters. Now read it at least 3 times:

‘I have seen one advertisement actually sell not twice as much, not three times as much, but 191/2 times as much as another. Both advertisements occupied the same space. Both were run in the same publication. Both had photographic illustrations. Both had carefully written copy. The difference was that one used the right appeal and the other used the wrong appeal.’

Now do you want to know the secret of becoming an advertising genius. Here it is:

Write 12 different advertisements. Use them all and measure them meticulously. At the end of this process you’ll know what works and what doesn’t. The best ad may produce a significant increase from the least producing ad.

How much is this knowledge going to be worth to you? It depends? Lets say you invest \$30,000 a year in advertising. If your new ad produces 3 times the results, you can either reduce your advertising budget by \$20,000 or keep it the same and you’ll increase your sales from advertising by 300% over the next 12 months.

Now have I got your attention? I recently saved a company over \$42,000 in advertising costs by measuring their advertising, and eliminating anything which wasn’t bringing in sales. We also modified their ads, so they’re receiving increased sales and saving \$42,000.

But the newspaper advertising sales representative said that it’s getting my name out there

Ask yourself this question, the next time you hear this. What is the salesperson’s commission based on? It’s based on how much you advertise. That’s why they never recommend you test and measure your results – because you might just find out it’s not working. This is your money. Please use it wisely. If you hired a salesperson and they said to you, “I know I’m not making sales I’m getting your name out there” would this be enough for you to keep him even if he hadn’t generated any sales for 3, 6, 12 or 24 months. Advertising is salesmanship in print. Treat it that way!

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Secret Number 3: Access The Power Of Word Of Mouth Marketing

Are you searching for the ultimate solution, which will cost you next to nothing, bring in a flood of new customers, generate heaps of sales and leave your competition wondering what happened? If you are, and you already have a stream of loyal customers in your business ... I have some great news for you.

As a marketing consultant, I constantly hear business people tell me that they generate a lot of business through word of mouth. The fact is people talk to each other. Then I ask them: What would happen if we set up a system to encourage more referrals? What would that do to your business? And what if that system took all of about 2-3 hours to set up, cost you barely nothing (other than the paper you printed it on) and could potentially generate thousands of dollars in sales?

Let me explain how this system works. When you're planning to buy something, you always feel more confident purchasing from someone that has been recommended by a friend you trust, don't you? We all like to know that someone has tried the product and can vouch for it doing what it says it can do.

So How Do I Set Up A Referral Program?

It's relatively easy. The first thing you need to identify is "What's the average dollar value of a client." Let's take the example of a women's hairdressing salon where the average sale would be \$50. Now how much is that customer worth to you? How many times do they come back within a year? If they come back once a month that customer is worth \$600 to you. The most important part of this exercise is knowing what the average value of a client is. To work this out is simple. calculate the number of clients on your database, and divide this by the turnover since you started. For the purpose of this exercise, let's assume the average value of a client is \$400.

How much extra business can our clients send to us?

Based on the above details we know that with an average dollar value for each client of \$400 if a customer sends us:

- 4 clients = \$1600 turnover.
- 8 clients = \$3200 turnover.
- 12 clients = \$4800 turnover.
- 15 clients = \$6,000 turnover.

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Let's estimate the profit margin to be 50% (you'll have to work this out based on your own product or service) This means if someone sends your business 15 clients you are making \$3,000 in profit from that client.

How do I reward my clients?

Simple. Offer them your products for FREE based on how many people they send you. For instance if in the above example you are making \$3,000 in profits with a 50% margin, why not offer your clients FREE Hair Treatments for the year valued at up to \$1,000 if they send you 15 new customers. Total cost to you @ 50% profit margin = \$500. Total Profit = \$3,000. Total Risk = \$0. If your clients send you 4, 8, or 12 new customers you structure benefits for each level.

How do my clients promote my business?

When every client completes a service with you hand him or her a letter explaining the referral program, and the benefits, together with some gift vouchers for your client to give to their friends. This makes it easy for them. Your clients give a valuable gift voucher to their friends and they get rewarded for it. You have your best sales force out on the road – and you don't have to pay a single cent.

How do I track results?

Simply stamp each gift voucher, which goes out with a number, and then write your customers name down next to those numbers of the gift vouchers they have. When gift vouchers come in from their friends, call your clients up and thank them, and let them know of their bonuses. This will keep them active and increase their motivation.

What's the Potential of a Referral Program?

Let's use the above example. The company has 1,000 customers coming in every month. If just 20% of people were to refer one new customer to their business with an average lifetime value of \$400 this company would have 200 new customers with a value of \$400 each = \$80,000 in turnover = \$40,000 in profit. Not a bad effort for handing out a few pieces of paper and printing some gift vouchers. Not only that, because every customer has been referred, they are more likely to be better customers than those coming from advertising.

JUST DO IT

Setting up and systemizing a referral system for your business is not difficult ... and implementing this program could be the most leveraged time you spend this year. So what are you waiting for? There's thousands of dollars going untapped sitting in your customer database. Get out of your comfort zone, take stock of your assets, do the figures, and make it happen.

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Word Of Mouth

CHEAT SHEET

FRIENDS REFERRAL PROGRAM

Look inside to discover
your first benefit...

Logo

Phone now to
receive your first
'Friends Referral Benefit'

Address
Website
Phone Number

Outside of folded referral card

36 Point Tyre, Brake and Suspension Assessment Referral Card

Name:

Referred By:

Logo

Address
Website
Phone Number

Front



As a friend of

you are entitled to membership in our
'Friends Referral Program'.

Your first membership benefit is a
discount of \$20 Off your first
appointment. This exclusive benefit
is available for up to 4 people in your
family (up to \$80 in value) and is
valid until xx/xx/xx.

If you are looking for a new Den-
tist... or... if you'd like to im-
prove your smile (have healthier,
whiter, straighter, more evenly
spaced teeth) this will be one of the
most important cards you ever re-
ceive.

A healthy, attractive smile can give
you greater confidence and self
esteem. And it can make you look
years younger — instantly.

At Smith's Dental, we help patients
(every member of your family) to
enjoy many health, social and pro-
fessional benefits of a fully-
functioning, attractive smile. Using
the very latest technology
(including Laser, Air Abrasion,
Intra-Oral Camera, Ozone, Digital
OPG and X-Rays and in-chair
DVD) we are able to give you fast,
effective treatment in a comfort-
able, relaxed environment.

Inside of folded referral card

Congratulations!

Because you've been referred to us by
your friend (who is one of our valued
clients) I'd like to offer you a compre-
hensive '36 Point Tyre, Brake and Sus-
pension Assessment' at no charge
(valued at \$79).

Our trained technicians will spend about
half an hour examining your car —
checking that everything is okay with
your tyres, brakes and suspension. We'll
give you a full written safety report... and
even take you into our workshop and
point out any problems or areas you need
to keep an eye on.

To ensure your tyres, brakes and suspen-
sion are operating safely, call today to
book your car in. Enjoy freshly brewed
coffee, home-made biscuits, and more
than 17 titles of the latest magazines
while we check your car.

Phone Number

Back

Help your customers to refer their friends and family to you. Give them a certificate they can give away. And be sure to say 'Thank You' when they do send business your way.

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Secret Number 4: Networking with REAL LEVERAGE – Discover How to Create Trust In an Instant ...

This strategy, if you really get it will change the way you look at business. You'll never need to make a cold call again! Why is it so powerful – because every sale is 80% about **TRUST**.

We've all been to those networking events where we pass around business cards, hope to meet a few good contacts and make it a profitable event.

So have you ever asked yourself why networking works? Well firstly, you are meeting people who all have a common interest. You meet with other people face to face and create rapport. It's a fantastic way of doing business. Networking does work for many businesses. There are even networking groups where business owners all get together and end up referring business to each other. It's a great idea.

Now let's you and I take this one step further.

The problem is how many people can you meet in any given event. The second problem is credibility. While you may get along, in all honesty it's the first time you've ever met this person – and all of us have been burnt enough times to be a healthy skeptic about anyone we first meet unless we have a reason to believe them.

Who would you be more likely to believe?

Somebody you just met for the first time, or a recommendation from your accountant, plumber, real estate agent, etc. that you'd known for 18 years, and who has built his business on absolute integrity. I think we both know the answer to that.

So here's how it works?

Write down the names of every business owner you know that you have built a relationship with over the years, that is in a complimentary field to you where he could refer you work.

For instance if you are an:

Accountant

You could ask

Solicitor

Printer

Graphic Design Firm

Hairdresser

You could ask

Beauty Salon

Gymnasium

Restaurant

Mechanic

You could ask

Auto Electrician

Service Station.

Sports Store

To write a letter referring business to you.

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Now a letter like this will generally deliver a 5 – 10 times better conversion than if you go cold to the market, because of one factor – TRUST. You can be referred to 100, 500, 1000, 10000 people at a time. It's unlimited ... and once you've set it up it takes no time. Make sure you reward the business owner who refers you. After all, you are capitalizing on years of their hard work in establishing credibility with their customers. This is the ultimate way to network. Not only that. When you network, look for joint venture partners that you can cross-refer business to in this way. It's much more leveraged than looking for individual clients. You'll never have to make a cold call again. Use this strategy. It works.

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Networking

CHEAT SHEET

Hi John,

I was just thinking the other day how rare it is for a business owner to say thank you to their customers. Then it dawned on me that it's a long time since I've acknowledged you for your support. After all if it wasn't for customers like you, I wouldn't have a business.

Anyway, I have been thinking, what could I do to say "thanks"?

What I have done is this. I've known John Anderson from John's Accountants for 14 years, and recently I decided to make him my accountant, and he showed me a whole range of ways I could save tax and protect my assets.

John's service is first rate, he's been in the business for over 26 years, and he understands asset protection and taxation like no accountant I've ever used. I felt very comfortable in the service he offers. So I spoke with John, and I arranged a special gift for you.

You can call John at anytime on 02 9999 9999 or 0412 764 901, and arrange a consultation, valued at \$249.00 at absolutely no charge. Your gift voucher is attached.

Yours truly,

Your Name

Here's an example of a Joint Venture Letter that will explode your profits.

A Special Gift To
Thank You.

Dear (name),

At the beginning of this new year, Bev and I wanted to write and say thank you for choosing Smith's Fitness Centre as your local health club. But we wanted to do more than just SAY thank you — so we've organised a special treat for you.

We've found a terrific beautician close by — Fabulous Beauty. They specialise in Sports, Remedial and Hot Rock Massage as well as all Waxing and Skincare Treatments. See the Gift Certificate at the bottom of this page? — it's our gift to you. We really do appreciate your custom and are glad to give you this certificate to use towards a Massage or Beauty Treatment.

So, thanks again for being a client of Smith's. And thanks also for telling all your family and friends about us — we really appreciate your kind referrals. Phone Fabulous Beauty today and enjoy using your Gift Certificate... with our compliments.

Allan and Bev Smith

Gift Certificate

Enjoy Using This Gift Certificate For
Massage, Waxing Or Skincare Treatments
With Compliments From...

Smith's Fitness Centre

(turn over for list of services and prices)

Conditions ...
One Gift Certificate per client. Not to be combined with any other offer.
Not redeemable for cash. Valid until 31/12/05.

\$20.00
TWENTY DOLLARS

Fabulous Beauty

Address
Phone

Another example of a Joint Venture Letter and Gift Certificate you can give to non-competing businesses that serve similar customers. This is by far the fastest and most cost-effective way to get more customers.

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Secret 5: Give Your Products Away For FREE

Are You Absolutely Crazy? This will kill me. I'll be out of business before I know it.

One thing most business owners never think of is the average lifetime value of a client. Here's what I mean by this. Let's take a mechanic as an example. A client may come in for an initial service, which was worth \$100. Now that's what most business owners see. What they don't realise is that over the next 5 years, that clients is going to spend \$1,000 a year with them, taking it from a \$100 client to a \$5,000 client. How would you look at your business differently if everyone who walked through the door was worth \$5,000 to you?

Now here's the 7 step process to work out the average lifetime value of a client

1. Average Value of a sale (per client):
 minus
2. Cost of Goods to service sale
 equals
3. Average Profit of a sale
 times
4. Average no. of sales per client per year
 equals
5. Average profit per year per client
 times
6. Average number of years as a client
 equals
7. Lifetime Profit Value of each client

Okay, Let's take an example of a beauty salon. The average value of a sale when a client comes in is \$50. It costs \$20 to service this sale, which means each sale brings a \$30 average profit. On average a client returns 8 times a year once they become a client, which means they are worth \$240 in profit per year. Now on average they stay with you for 3 years, which means every client that walks through the door is worth \$720 to the beauty salon. Some more, some less but \$720 across the board.

Would you give me \$50 if I gave you \$720 in return? I bet you would.

WARNING ...

This Strategy will drive you broke quicker than any other if you offer sloppy service. Bad word of mouth spreads quickly!

So here's the potential of this exercise. Let me apply this to 3 different businesses so you really get it. Now firstly, this strategy will only work if you have a high repeat business such as a restaurant, hairdresser, beauty salon, fruit shop, etc. It will not work if you have a business such

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as real estate, or roof restoration. In those cases you are better off providing a FREE Consultation or a FREE REPORT of some sort.

This one is easy. Rather than making the average offers such as a 10% discount, make a compelling offer:

EXAMPLE 1: RESTAURANT

- ❑ FREE \$20 Meal if you come into our restaurant over the next 2 weeks, and enjoy a dinner on us. Now how much will this really cost you? Probably about \$5 in real costs for the food. After all, you are already paying for staff, rent, electricity, phone, cleaners, etc. whether anyone comes into your business or not. Now what happens to your advertising dollar. Do you think you will now receive a better Return on Investment when you offer something for FREE rather than just sending a brochure?

EXAMPLE 2: LAUNDROMAT

- ❑ Target key potential clients in the area and offer FREE Bag Wash valued at up to \$25.00. Your hard costs are probably about 25% of the \$25, so around \$6. Now how much could that customer be worth? Well, if you get one good customer and they order off you every week, that's \$25 x 52 weeks. \$1300 over one year →not bad for a \$6 investment. Even if you gave a free wash to 200 people and only one of them stayed with you for a year, ordering once a week, you'd still be ahead.

EXAMPLE 3: CONSULTING INDUSTRIES

- ❑ Let's say you are an accountant, a solicitor, or a marketing consultant (like me!). The number one fear of your customers is that you are going to stitch them up, and rip them off. The other fear is that you really don't know what you are talking about and they are going to waste their money. So how do we overcome this? Firstly, you're reading the way I am doing this → a free report to educate you where you read it and say SHIT →some of this stuff makes sense. Maybe I should talk to this guy a little more. Right now I as the publisher of this report have more credibility (I hope, anyway!) if you've read this far, than I would if I cold called you on the telephone prospecting for business. Ok, so that's all well and good. But what if you are an accountant? How about a FREE Report called "7 Secrets to saving anywhere from 14% - 46% in tax over the next financial year." Would that get most people's attention? What about a solicitor? How about a report titled "What everybody ought to know to avoid getting sued." Consultants could also offer an hour of their time as a FREE Initial Consultation, depending on how busy you already are. You get the picture.

Now listen, it basically works like this. If you have an item, which has, a high repeat purchase frequency (a hairdresser, Laundromat, beauty therapist, etc.) give your services away for FREE. Now if you are a one off service, which charges a higher fee, like a solicitor, educate your customers so that they trust you – and so that you can differentiate yourself from every other solicitor in the marketplace.

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The reason this works so well, is because, basically as humans we are a little bit lazy. And we like to stay with the people and companies we trust. So why should I try your laundry service over anyone else's. Ok ... it's FREE. Why not give it a try. Once a customer is satisfied with your service, will they come back? More than likely! Will anyone take advantage of your offer? Probably ... Yes, but there is the law of reciprocity in play here. If somebody does something for us, we have an innate human need to return the favour. It's a part of who we are. This theory has been tested. I don't have time to go into it now, but you will find it expanded on in more detail in Robert Cialdini's bestseller, Influence – The Power of Persuasion.

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Strategy Of 'Free'

CHEAT SHEET



Bank Of Real Security.
Ph: 1800 000 000
Gift Certificate No. CYNP01
Valid until xx/xx/xx.

No Strings Attached GIFT CERTIFICATE.
Use this certificate as payment towards your Real Security 14 Night Trial Night Patrol, 30 Day Trial Alarm Monitoring, Alarm System Service and Comprehensive Security Audit.

PAY TO THE ORDER OF: Greg Greens Groovy Cars

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Secret 6: Maximise the Value of Every Single Customer

No doubt you've heard the saying:

“It costs 5 times more to get a new customer than it does to keep an existing one.”

So why is it that the majority of businesses forget about a client as soon as they have bought something from them.

Let me give you an example:

- How many times have you received a thank you card from a company after you purchased from them?
- Let's say you have your carpets cleaned, house sprayed for pests, a haircut, etc. How many times do you receive a call to make sure you enjoyed your service, and it was up to your satisfaction? How many times have you received a call to book you back in?
- Have you ever bought a mobile phone? Did you receive a call, or a recommendation at any time to buy an extra battery, headset, or any other accessories? My guess is no? How much are these companies losing by not doing this?

Am I getting my message across here? Good, because this is one issue I am extremely passionate about. I have seen a customer service system with nothing more than a gift and a thank you letter spike a 78% increase in word of mouth inquiries. I have worked with million dollar businesses where 1/3 of their business came from a team of 5 telemarketers that called their existing clients each night to book them in for a service. Your existing customers are the easiest way to generate new business. Look after them and they'll tell all your friends about you.

And besides that ... your customers pay you. If you cared enough that they actually paid you for your services, and actually gave you the money to put food on the table for your family, don't you think that's worth sending them a token of appreciation.

You just have to make sure your customers remember you.

So how do you do this?

1. **Give Awesome Service:** Go the extra mile. Make sure you give your customers magic moments. That little something extra. Give them a packet of chocolates to say thanks. Send them a card. Call them to see how they found your service. Call them just to see how they are going. Develop a bond with your customers.
2. **Use Fridge Magnets:** Depending on what business you are in, for as little as 35 cents you can pass fridge magnets out to your existing clients. Now if they keep that magnet it will be seen every time they go to the fridge, which is approximately 20 times a day in the average household. That's 7,300 times a year. Much better than business cards! One good supplier of fridge magnets is Mister Magnets. They can be found at <http://www.mistermagnets.com.au>.

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3. **Send Out Regular Newsletters:** After 90 days your customers soon forget about you. What? You mean I spend \$20,000 in advertising every year to make my phone ring, and then I do a good job for them and they forget about me. Yes ... In the majority of cases, that's right! But what happens if you keep in touch with them with useful information that is valuable to them. Educate them about your product and service. **WARNING:** Don't make your newsletters a blatant sales pitch, as this will more than likely turn them off, than encourage them to buy from you.
4. **Maximise the Value of a Sale when customers do call up:** For example, what would happen if you owned a chemist and you mentioned to everybody that they could buy a medicine cup for only \$1. Or what if a mechanic actually spent a few extra minutes looking at what else was wrong with your car, and told you? What would that do to your sales? What would happen if you sold something over the phone and you finished with something like this:

John, Thanks for your order, because you ordered 250 business cards, you qualify for 250 fridge magnets, that are available for today only at a 50% discount. That means rather than invest the normal \$150, you can get them for only \$75. Can I add that to your order.

Now let's say you received 100 orders a day and you converted 30% into additional sales. That works out to 30 sales a day or \$2250 in additional sales – at 0 marketing cost. Not a bad return on investment!

The examples are endless. What about if at a paint shop you had a checklist for all the different things one needed to paint their home. Do you think you'd gain additional sales. Of course you would!

Set up a VIP Customers List: Ever heard of the 80 / 20 rule. Well, it basically states that 20% of your customers will supply you with 80% of your business, and 80% will supply you with 20%. No ... All customers were not created equal! So with this in mind how can you take this knowledge and bank it? Firstly, you have to keep track of your business, and measure everything – or you can't!

If you've got a database, this is what you need to do:

- a) Make a list of all your customers, and work out the total turnover those customers have generated for you over the last 12 months.
- b) Work out what 80% of the total turnover figure is.
- c) Segment your database from those who have spent the most, to those who have spent the least.
- d) Add the figures of all your customers until you reach the 80% figure.
- e) The top customers who make up 80% of the turnover of your business are the ones you take special care of.
- f) Hold exclusive evenings for them, invite them out for lunch, and buy them a hamper. Get an account manager to look after these customers alone. Basically, make these customers feel special, and give better service to them than any other company possibly could. After all, they are the lifeblood of your business!

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Secret Number 7: Take the Fear Away From Your Customers ...

In any interaction, someone has to bear the risk. Now there's a big factor, which prevents most sales from happening. What is it? FEAR!

Here's what's going on in the back of your customers mind.

- Are they going to rip me off?
- Is the quality of the product as good as they say it is?
- Will they deliver on the results they are promising?

Now if you're reading this (in fact, if you're alive today) you are no doubt a customer of many businesses, and you've probably asked these questions to yourself before. And they have probably stopped you from purchasing.

So how do we get past this hurdle? It's very simple. By guaranteeing against your customers biggest fears!

So how do you set up a guarantee:

Firstly, you need to identify what your customers primary concerns are. How? Ask them of course. Call your top 50 customers and ask them what their main fears was when deciding to use the services of your company.

Identify their top 4 fears and guarantee against all of them:

Depending on the industry, their primary fear could be:

- Hairdressing: If you're not happy with the haircut you don't pay.
- Carpet Cleaning: If your carpets don't look better than they ever have, we'll refund your money in full.
- Plumber: If we're late, you don't pay!
- Cars: If you find a better price within 90 days of getting this car, show us a written quote, and we'll beat it by 10%.

Now listen ... Don't discount the power of a guarantee. Teach your salespeople to sell with guarantees. I recently showed a client of mine how to do this. The client called up enquiring about the price of their magnets. I had a chat with him, and he said he'd think about it. I replied

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by asking him what he was concerned about before proceeding. He told me his fears, which were a) quality and b) price. I informed him about the:

- **7 day Sneek Peek Guarantee:** If within 7 days you are not satisfied with the quality, send them back for a full refund, and the ...
- **Price Guarantee:** We'll beat any other price by 10%.
- **No Peel Guarantee:** If any of the magnets peel, send them back and we'll replace them.

So what happened? He asked me to put it in writing. I did. We called back and got the sale. Too easy. Guarantees work – and they force you as a business owner to look after your customer, which is great for everybody involved. I know from experience!

Have you really been listening?

Some people will read the information above, and do nothing. I hope that's not you. Why? Because I know that if you have read this far, you have invested the time to educate yourself. You are passionate about your business, about learning and growing. Otherwise you wouldn't still be with me.

Let me give you a 3-step formula for ensuring your time hasn't been wasted.

1. **STOP** Right Now.
2. Read the 7 Steps.
3. Pick the Step, which you feel could have the most impact on your business.
4. Start to implement it within the next 48 hours.

ACTION is the key to all of your marketing! None of this is complex.

Now Finally ... Let me again show you why any one of these strategies could increase your profits by 28% in 60 days.

1. **Use Leverage in Every one of your ads and sales letters:** Simply by changing the headline in your sales letters, it has been proven to improve your results by up to 1700%. Okay ... obviously that doesn't happen all the time – but do you think 35% is possible. Use these strategies and try it for yourself.
2. **Measure Everything ...** If you don't increase your profits with this exercise, you will almost certainly decrease your expenses. I have saved a pest control company tens of thousands of dollars simply by eliminating advertising that wasn't working. Re-invest that money into ads that are working and see what happens to your business. Here's an example. You are spending \$600 a week running 3 different ads in newspapers in your local area. (\$200 per ad). You measure the ads for a month and work out ad 1 is generating \$500 in profits per \$200 spent, ad 2 is generating a \$150 loss, and ad 3 is generating \$1,000 in profits. If you didn't measure you wouldn't know. You would have fallen into this very common business problem:

“I know that half the money I spend on advertising is wasted. The

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problem is I don't know which half"

Now you have the information ... that is power, and the ability to be intelligent with your marketing. You drop ad 2, which saves you approximately \$7,500 a year, and you keep both of the others. Then you re-invest the funds into an ad, which generates you similar results as ad 3. You run ad 3 every week for a year. Now you have generated a \$50,000 profit, rather than a \$7,500 loss. How's that - \$57,500 out of thin air!

- 3. Implement a referral program ...** Need I say more? We all know the power of word of mouth marketing. What would happen if just 10% of your customers referred one additional friend per year other than what they are currently sending you? An extra 10% added to your bottom line every year with this one strategy alone!
- 4. Joint Venture Marketing ...** Imagine you own a beauty salon. You use brochure drops to promote your business. For every 500 brochures you distribute you receive 1 booking, costing you about \$50 per booking. Now how many brochures, gift vouchers, etc. would you need to distribute through your local gym or a nearby hair salon with a recommendation letter from the owner, to get the same result. Probably around 50. Now that's a 10 times better result. What would happen if you only got a 3 times better result? More importantly, what would happen if the marketing in your business was 3 times more effective?
- 5. Give Your Products Away for FREE ...** This strategy alone, if used wisely could increase your conversion rate 10 fold. Just make sure it's offered to a qualified audience.
- 6. Maximise the value of every single customer ...** Try sending a letter and calling 100 of your existing customers with a special offer, and measure the results. You will find it to be many times more effective than marketing direct to the public.
- 7. Use Your Money Back Guarantee ...** Try a promotion with a guarantee, and then try one without offering one at all. Measure the difference. I think you'll be pleasantly surprised.

Now I know that you'll agree after reading this, that if you implemented these 7 strategies, you could easily increase your profits by 28%. And if you don't believe me, I respect that. A skeptical mind is an intelligent mind. Here's my challenge. Over the next 90 days, implement 3 of these strategies. Measure them, test them and sell yourself on the power of effective and intelligent marketing.

YOU BE THE JUDGE

Just don't fall into the trap of ignorance, or of believing something is Bullshit just because it's a new concept. If you do fall into this trap it could cost you tens and thousands of dollars.

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By the way, please feel free to get in touch with me personally should you have any questions or comments. I am based in Sydney, Australia and can be reached in the following ways:

- **Email:** sbywater@copywritingthatsells.com.au
- **Phone:** 1300 88 21 91 / + 61 410 028 636
- **Fax:** + 61 2 8569 1040

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All the Best,

A handwritten signature in black ink that reads "S Bywater". The signature is stylized and cursive, with a long horizontal stroke extending from the end of the name.

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