

5 WAYS TO WIN NEW CLIENTS & INCREASE CUSTOMER LOYALTY



PLUS
Copy Checklist

5 Budget-Friendly Ways to Win New Clients & Increasing Customer Loyalty PLUS Copy Checklist

Attracting new clients and turning your current clients into loyal fans is the heart blood of a successful business. If your picture of an ideal business is to generate substantial income, work with clients who understand what you do, and finding work satisfying and fulfilling then I believe you'll find value in this report.

Do You Have Problems Attracting Clients And Keeping Them?

Effective and economical customer attraction is especially important for Small to Medium-sized businesses who have limited budgets. Every single activity has to contribute to your bottom line because your profitability is dependent as much on your ability to control costs, as it is on your ability to raise prices. If every advertising and marketing dollar you spend has a measurable impact on your business, AND every customer you gain becomes a loyal fan then your business will thrive.

In this report, I'm going to examine 5 proven strategies for attracting your ideal clients on a budget and increasing the loyalty (and value) of your current and future clients. Imagine if your customers and clients had the loyalty of Collingwood Football fans - or Apple fans! They wouldn't even bother looking at other providers of the service or product you provide. Instead of bemoaning the death of this kind of customer loyalty, let's focus on how we can nurture it.

Don't Compete - Be Different

Rather than trying to compete with the money and strategies used by big corporations we need to do things differently. We need an efficient system which can be applied over and over in our business, which provided measurable results.

We also need to focus on attracting our ideal clients (the ones we really want to spend our time and energies on) - depending on whether you are a service or product-based business, you may be able to afford some less-than-ideal clients, but your efforts need to be focused on find the kind of clients who will love working with you, who will stay with you as their business grows, and who will refer you to other like-minded clients.

These strategies are largely a matter of common sense, they're quite simple, but they are often overlooked because they require effort. However, they are based on tested principles, and if you apply them consistently you will find your business soaring to new heights.

The Tools You Need

There are only a few tools you need to apply the strategies and watch your business grow:-

1. Clear vision of your ideal client/customer and target market;
2. Clear vision of what your business values and does;
3. Ability to write simple, effective sales copy;
4. Access to printing facilities (a quality office printer is enough to start with);
5. Willingness to work hard to set up systems.

At the end of this report you will find a simple **Copy Checklist** you can print out and use for a final evaluation of every marketing piece you send via print, or post on the web.

A Strategy for Attracting and Keeping Customers

The essence of the strategy is quite simple:

1. Lead Generation - offline and online to tell prospects who you are and how you can help them;
2. Capturing names and contact details at every step;
3. Having a Product or Service to Sell and a great offer;
4. Consistent Follow-Up System for those who do buy and for those who don't;
5. Keep Communicating with Personality so that you generate loyalty and referrals.

It's a simple strategy, but it's not always easy to implement. The good news is that you can apply it to any business and see amazing growth in quite a short time, with very little investment of marketing \$\$\$\$. The bad news is that it takes hard work - especially if you do it all yourself. Like any solution, it's your choice whether you spend time or money to speed things up.

Case Study - Steve

I'd like to begin with a story about Steve. Steve's company sells giftware to retailers and it has been in business for nearly 50 years. The last few years ago it has been struggling - on the verge of bankruptcy. Turnover was high, but margins had been whittled so thin by discounts that they were making hefty losses. Sales people were paid commission on their sales - so they had an incentive to sell more even if that meant that offering bigger discounts. After all, the company's profits weren't their concern - they were only concerned with sales.

Some of their largest clients took advantage of their perceived power and would not only pay late, but would refuse to pay the penalties and take discounts anyway. Steve had BIG problems!

Every year Steve sent his sales team to a Trade Show, paying the cost of booth, transport and accommodation - they always generated a flow of

sales which lasted a few months and then petered out. Last year he decided to accompany them and see if they could make it a profitable exercise, rather than merely a routine publicity stunt. He'd been reading some marketing books by Dan Kennedy, and he had some ideas he wanted to test.

He quickly observed 3 things:

- ◆ a lot of people were interested in his display;
- ◆ his sales-people were giving out catalogues and cards freely;
- ◆ no-one was capturing the details of people who they talked to.

By the end of the first hour he'd made some changes and each sales person was asking for business cards, collecting names, emails, and addresses of people who didn't have cards with them. A short time later there was a bowl on the counter for business cards which were entered in a prize-draw for a basket of giftware. The steady stream of interested browsers continued, some orders were collected, and the piles of cards grew steadily.

The prize was drawn at the end of the day, and another prepared for the following day. That night Steve and his team scanned the cards into their data base and put them aside to take back to the office. The next day they did the same thing. Interest in their booth was snowballing!

After the show, Steve sent a series of follow-up emails and physical mailings to his new list of prospects. Instead of a rush of orders, which dwindled away, orders steadily increased over the following months (as he continued to capture leads and provide incentives rather than discounts).

His customer base grew - he was still selling wholesale, but he had a broader base. Within 3 months he had the confidence to inform his largest client that unless they were willing to abide by the new terms he set (increased prices, reduced discounts etc.) they would no longer be able to purchase from his company - they grumbled and fell into line.

He no longer lay awake at night wondering whether to declare bankruptcy, and his accountant was no longer forced to juggle payments and stretch every dollar to the max.

What changed? The market was the same, his competitors were the same, but Steve found a way to capture the details of people who were interested in his products, and to turn that interest into an increasing volume of sales.

How Can You Use This In Your Business?

Lead Generation:

How many people walk past your shop, business premises, or website, without ever coming in? I bet it's a lot. You are probably less visible than you think you are.

What is your strategy for getting noticed?

Steve showed up at the Trade Show, then he attracted more attention by offering a prize drawing each day he was there. The chances are people won't be out looking for you. They may even buy an inferior (or less suitable) product or service than yours simply because they don't know you exist.

You don't need to invest in a booth at a trade show, you can do it cheaply and simply by identifying your target market clearly, creating an offer that will appeal to them, and sending that offer to them in a plain envelope, or on a postcard. You can identify prospects through online searches and through the Yellow Pages if you don't already have a database. Networking events, workshops and seminars are an even better option, if you choose them carefully and use them well.

How many new customers do you need?

If you're a service business, you probably don't want hundreds, so you can afford to target your most likely prospects first. If you send out a carefully crafted oversize postcard to attract their attention, with an appealing offer guaranteed to interest them, and they're not willing to go

online and visit a landing page to claim it, the chances are they're not a serious prospect for you. If they do take that trouble, then you are on your way to a future customer.

The Time/Money Trade-off:

- The Offer

You can create your offer, and write the letter yourself - or you can hire someone to write it for you, who has studied and trained to do it effectively. Many people can become quite good copywriters, especially if they're already good sales people, but there are some crafting principles which will make your letters more or less likely to be read and responded to. Research shows that there can be a dramatic variation in response depending on the actual letter used.

- The List

You can buy a list to mail to, or you can compile one yourself. On a small scale, although it takes time to develop a list, you can probably do this fairly cheaply. Research shows that offline lead generation creates a better response, and attracts better long-term clients, targeted Google Adwords advertising, Facebook, LinkedIn, and even purchased advertising can generate a great return and be the first step in building your list.

- Targeted Advertising

You can target everyone on your list simultaneously, or you can invest \$100 in printing and postage, send out the mailing, get orders, and reinvest in more marketing. Clearly online advertising doesn't have this same barrier, although you need to determine where you'll spend it.

Investing in a reputable service to help you with your advertising can be valuable investment if you can afford it - but keep an eye on your results over time. Some companies do a great job setting things up for you, and then don't do much in return for your ongoing fees. If you aren't seeing results, take action.

Either approach works, although there is a difference in speed of return. You need to decide whether it's better for you to invest your time or your money in the efforts. Of course, you might say you don't have

either. If that's your excuse then probably next year you'll be in just the same place you are this year.

Online vs. Offline Lead Generation

I love online lead generation methods - they're cheap, easy to track, and highly automated - but your long-term plans shouldn't just be online.

There are two reasons for this:

1. Just one of anything is dangerous. Your whole business is dependent on things continuing just as they are. Your goal should be to determine where your ideal customer is and go there to find them. Most clients aren't just in a single space, so you shouldn't be either. If you are just online, you are at the mercy of government decisions to restrict or monitor the internet, Google's algorithm changes, and technology development or interruption. You can focus on one thing at a time, but you should be moving into other media as quickly as possible.
2. Off-line lead generation and sales is far more effective, and generates better conversion and better customers. This has been tested repeatedly, but the strongest proof is the money and effort Google (the giant of online advertising) invests in physical mailings, booths at trade shows, and other non-internet methods of promotion.

Capturing names and contact details:

How many people walk past your shop, your business premises, or visit your website, and then disappear without trace? You really need to have a strategy for capturing leads!

It doesn't need to be aggressive or obnoxious, it just needs to be consistent. In fact, the right strategy will have prospects asking to give you their details.

Sometimes you just need to ask for them. However, if you offer prospects something in return for their contact details you are more likely to get them. Steve then upped the ante by inviting them to participate in a prize draw - they had the possibility of receiving

something significant in exchange. You can do this by providing information, a gift, or a coupon. You want to be careful about offering a discount on your services and lowering their perceived value, but a limited offer can be very effective.

Offering a physical product instead of an electronic download gives people an incentive to provide their physical address which is an enormous asset. They're likely to give you a genuine address because otherwise they won't receive the product, whereas many people have email addresses specifically for 'junk' mail. Once they've provided that address, you've effectively lost contact with them.

The important thing here, is that you have a system for capturing contact details and following up afterwards

Why Should People Give You Contact Details?

You Have Product or Service and an Urgent Offer :

Every business does something for its customers - if it doesn't, then it isn't (yet) a business. Your prospective customers may be looking for a solution to their problem, or they may have decided there is no solutions for it. You need to tell them what you do, but most importantly you need to focus on what it does FOR THEM!

This why it's often good to hire an outsider to promote your business and write your copy, and why it's always good to listen to your customers comments about why they like you - it might not be what you think it is. I'm a copywriter, and I engage a friend to write some of the copy for my own business, because I'm just too close to it. I also listen carefully to my clients and let that shape my expression of what I do.

I was recently working with a client who was struggling to generate enthusiasm and customers for his business. As we discussed it, and I looked over the copy he was using I realised that while **he** loved the features highlighted in the copy, his prospects didn't care about them. They valued different things. It wan't until he focused more on speaking

to the problems his customers knew they had, and how he could help them solve it, that he started to generate results.

Another client tested some email copy which she liked against copy I wrote for her (which she hated) - she only ran the test because she didn't want to waste my fee. In the end, the copy she objected to had a response rate over 90% (to a clearly defined target market), compared with less than 5% response to the copy she liked.

The important thing to notice here, is that the copy you use can affect your response **dramatically**. Copy that appeals to your prospect can generate a lot of money. If you do the math in the case above: a \$400 product sent to 100 people with a 5% response would make \$5,000, but if you got a 90% response that is \$36,000 - quite a difference!

Part of your Lead Generation attraction is not simply the core product or service you sell, but the offer you make to win them over. It has to have an enormous perceived value, but at the same time, it can't detract from them paying full price for your core product.

That's why free reports (like this one) are so popular. They really do provide great value to readers (most of them do, anyway), yet it's not the same as your service. You can even offer a totally unrelated, but desirable object: how many times have you handed over your contact details or left a comment in order to win an iPad or gift basket?

Your goal is to provide something so attractive that your prospect takes action now - that means giving a deadline, or genuinely restricting the quantity available. For an electronic product scarcity is arbitrary, but for a physical product, or for your services, it isn't. So offering 10 only free coaching sessions is a genuine offer because your time is limited. The first 10 to download a report ... not so effective!

You also need to ensure that your offer is very, very, clear **to the recipients**. I recently responded to an offer that sounded too good to be true - and it was! It turned out that the offer was not what it appeared to be on first reading. It was reasonable value, but I had a sense of

disappointment when I learned the actual price of the item. After re-reading the offer closely I realised that I had misunderstood it because it was not clearly stated, but I still felt cheated. I wasn't sure if I had been the victim of manipulation, or genuine miscommunication. This is not a feeling you want to create in your customers - because it will make them resistant and suspicious in the future - you'll have to win back their trust.

The bottom line is that you always want to communicate as clearly as possible because that builds trust.

Shock & Awe Packages

Dan Kennedy speaks about this as a way of differentiating yourself from your competitors. When you think of the cost of acquiring a customer, making them feel really special can be done quite simply, and be worth far more than the investment you make in preparing it.

A 'Shock & Awe Package' has thud value (it makes a thud when you put it on the table) - so it needs to be a physical delivery. It will cost you to assemble it, but if you craft it appropriately, it not only sets you apart from your competition, it also makes you the only logical choice for them when they are looking for your product or service. It makes your prospect feel valued, it provides them with something useful to them, and it certainly makes you memorable.

Consistent Follow-Up System:

Once you have the contact details of people, whether they have bought or not, you need to follow-up judiciously. Often businesses forget to nurture customers who have bought from them, and then wonder why they never show up again. This is not the same as sending out a sales flyer or email whenever you need cash or have new products. SMBs in particular need to treat their customers as assets, and earn their loyalty. You can do this by building a relationship with them, sending out a monthly newsletter, which is not just a sales letter (although should always have something to sell), but contains valuable information, entertainment, and communicates who you are.

You need to be careful with your follow-up and this is where sophisticated Customer Relationship Management Software (CRM) comes in. I was talking with a friend the other day about a charity which she had supported for many years. Over the past few months they have increased the number of requests they sent to her - through email and regular mail. None of these letters acknowledged the support she was already providing, they simply asked for donations. Since she is also in marketing she had sorted them out and collected quite a selection including: more requests for the support she was already providing (as though she were a total stranger); one-off donations for 6 different causes; and, monthly contributions to 4 different causes. The end result of this battery was that she cancelled the support she was providing, requested to be removed from future mailings and now discards everything she receives.

You are not a charity, but it is important to treat current customers differently from people who have never bought from you. If you keep sending them offers to buy things they've already purchased (and only need one of), you will tire them out unnecessarily - and possibly even make them wonder why they didn't wait to purchase at a lower price. Believe me, that's not a response you want or can afford.

If you can't afford a really efficient CRM, that's fine. Just make sure you have good records and manage them carefully. Email is a virtually cost-free way of communicating with clients and prospects - just make sure that your emails sound attractive and helpful so that they aren't deleted unread. You need great subject lines, that are relevant and attractive, and interesting body copy that will keep people reading, and clicking through to your offer.

Try not to send current customers offers for things they've already bought - you want them to feel as though you pay attention to them, and to eagerly read everything you do send them. At the same time, prospective customers need to be encouraged to take action, offered related items at various price levels, and offered opportunities to engage with you further. You don't know why they aren't buying from you - yet. If you keep following up they may eventually buy themselves, or

introduce very valuable customers to you, so don't give up on them once they've given you their contact details.

Keep Communicating with Personality:

There's a bit of an art to writing newsletters that keep people reading your story month after month, but your goal is to have people enjoy your letter so much that they write or call if it is late.

These days, your clients want to build relationships, far more than they want merely to purchase goods - they can probably do that cheaper elsewhere. Set yourself apart from the masses and you'll never have to worry about customer loyalty again! What's more, your current customers will be a steady source of referrals.

Ideally you'll pursue your relationships both offline and online. Physical newsletters have a much longer shelf-life, and are far more likely to be passed on, and read, than emailed ones are, so it's worth the cost of printing and mailing them if you can possibly manage it. If you can't manage it right away, think about it for the future.

In the meantime, work carefully on the image you want to project - it should be you, but you at a higher volume. You should be thinking of the 5 or 6 things your current customers most value about you (or the things you want them to value most) - and everything you produce should speak to those characteristics or needs. That way, you'll attract your ideal clients right from the start.

Even if your newsletter is free, don't be careless with it's content. You are building your reputation and your brand in everything you do, and you want to be honest, consistent, and memorable (in a good way!).

In summary, your ideal strategy would look like this:

1. Online and offline Lead generation with an offer and call to action;
2. Capturing contact details;
3. Follow-up - online and off-line;
4. Customer & Prospect Nurturing over time via monthly newsletters.

Implemented energetically and consistently I've seen businesses transformed from just barely getting by to having more customers than they can handle. I've heard stories of businesses using these simple, relatively old-fashioned tactics, and multiplying their profits (not their income) by factors of 100 and more. I haven't heard of any business who genuinely implemented these tactics which hasn't found that they have a steady stream of the kind of customers they love to work with within a few months. Imagine what a difference that could make to your business!

People are tired of faceless corporations. They are moving away from mass produced generic products and services and moving back to craft beers, to handcrafted items, to custom-built furniture and clothes. If you try to compete with the big boys on the territory you'll lose, but, if you give your business personality, quality service, and a focus on excellence then your ideal clients will flock to your door.

I challenge you to try this method in your business - I've seen it change real estate businesses, wholesale businesses, health providers and other service businesses. Dan Kennedy claims that there is no business for which this method does not work and I suspect that he is right (since he offers \$10,000 to anyone who can prove him wrong), so I just like you to take a few moments to think about what it would mean to have a steady stream of your ideal customers knocking on your door. I suspect that you find that vision as attractive as I do.

If you think that your own business could benefit from this method of client attraction then I'd encourage you to get in contact with me and discuss how to implement it. In any case, I'd encourage you to try implementing this strategy. There's enough information in this report for you to know everything you need to do.

This is your opportunity to stand out from the crowd - Don't just copy Big Business - Be Different!

Who Am I and What Do I Do?

I spent over 20 years working with women in rural communities in Africa and Asia and homeschooling my 4 children. I learned a lot about business development - and the core of my discovery is that business growth is the single most effective way to transform lives and lift people out of poverty. It's a truism, but a rising tide really does lift all boats.

Healthy Businesses Bring Prosperity

Because of my experience I am passionate about growing businesses. I know some amazingly successful people who have turned no-opportunity into opportunity, and others who seemed to have every advantage, who have wasted their chances and ended up with nothing. Money doesn't grow on trees, and effective poverty-relief doesn't come from demonstrating and complaining - it comes from hard work, from taking small opportunities and using them to move forward - it can even come from sweat-shops.

Government does make some difference, but not as much as you might think if you watch the nightly news and read newspapers. Reports show that a consistently high level of taxation or discrimination can be more conducive to business success than an apparently 'compassionate' one that is unstable and inconsistent - history demonstrates that some people prosper even when the deck is stacked against them.

I have seen over and over, that businesses which invest in their customers and steadily broaden their reach grow. As they grow, they contribute back to their communities - not necessarily through charity, but simply through everyday expenditures, this in turn stimulates other businesses.

It's not so different in our culture. If local businesses focus less on the challenges of internet competition, and more on making themselves exceptional and irresistible, they will find price-resistance decreasing and their flow of customers and profits growing healthily.

Clear, Persuasive Communication Creates Opportunity

Most growing businesses have a widening network of suppliers and clients. The best way to maintain this network and keep it healthy is through clear communications. Even with the explosion of video communications you still need scripts and written communications to explain who you are and what you provide, and that's how I was introduced to the craft of copywriting. All writing is not equal, and when you are talking to your prospects, you need to find the most persuasive arguments for them. It's not about YOU and your perceptions of their need, it's about how THEY see the situation.

I came to copywriting through studying in marketing and business development. I saw first-hand the difference that persuasive writing and selling skills made in businesses. While in Mozambique, I found myself writing and editing Grant Proposals and learned the importance of presenting requests appropriately. In developing partnerships, I also saw the need to communicate regularly, interestingly, and appropriately with all parties.

One particular situation where I heard about this in action was a private project in Kenya which created a partnership between extremely poor women living by a garbage dump, and a Design Institute in New York. Through careful communication, vision and hard work, a partnership was forged: the women make jewelry from recycled materials from designs created in the US, and it is sold in the US for high prices. The women are using their income not only to feed and educate their children, but to transform their community. You can either respond with outrage that the women only get a portion of the proceeds, or you can be amazed at the number of people whose lives are improved by the partnership! However, these situations don't happen by chance - they are the result of marketing efforts, hard work and written communication to encourage and inspire.

Hilton Copywriting Copy Checklist

We all know the power of a checklist just to make sure you haven't missed any key items.

Whether you're flying a plane, packing for a trip, or going to the supermarket a list ensures you don't overlook the obvious - I'm sure most people have experienced the moment when you realise you have forgotten something really important - something too obvious to miss!

So here's a simple **Copy Checklist** for you to use before you publish.

The Audience:

- ☐ Do I have a clear picture of the audience for whom this is intended?
- ☐ Does my product or service meet a felt need or solve a problem they know about?
- ☐ Do they know who I am and why they should trust me?

The Product / Service

- ☐ Have I identified 5 or more unique features of the Product/Service?
- ☐ Have I associated each with compelling customer benefit?
- ☐ Have I identified 5 or more powerful Emotional or Personal benefits which my clients value and are willing to pay for that my product provides?
- ☐ Have I identified 5 or more Business benefits which will directly improve their bottom line?
- ☐ Have I confirmed with my target audience which are the most powerful of reasons?
- ☐ Can I test the features/benefits/offer?

The Offer

- ☐ Is the offer clear and easy to understand?
- ☐ Is the offer urgent?
- ☐ Is this the very best value offer you can make? (Utterly irresistible for your desired buyer)
- ☐ Do the bonuses mesh with the core offer and add value to it?
- ☐ Have I stressed the value of the components to demonstrate the value for them and their business?
- ☐ Would a coupon be useful?

The Guarantee

- ☐ Is the guarantee clear and understandable?
- ☐ Am I willing to abide 100% by it?

- 🕒 Would changing the guarantee (time-frame, conditions, financial) make it even stronger?
- 🕒 Does the guarantee have a unique, eye-catching name?

Other

- 🕒 Have I checked all mechanisms for taking the order? (Phone, fax, web address etc)
- 🕒 Are they all working correctly?
- 🕒 Have I double checked all addresses to ensure that they're accurate?
- 🕒 Am I using a 'grabber' to attract attention? If so, does the copy refer to it?
- 🕒 Have I tested my headlines with my target audience to make sure I am using the strongest possible headline?

The Copy:

- 🕒 Does the **Headline** stress the Big Idea, make a big promise, and offer an important benefit?
- 🕒 Does the letter have a **single main idea**?
- 🕒 Does the letter follow a proven **structure**?
- 🕒 Does it have a **single desired outcome**? (ONE specific action for them to take)
- 🕒 Is there a **double-readership path**? (Clear subheads for readers who are skimming to get the gist?)
- 🕒 Are there appropriate **formatting highlights**? (Bold, underline, bullets, copydoodles)
- 🕒 Have I **read the entire letter aloud** carefully checking for clarity?
- 🕒 Have you checked carefully for typos - especially in the headlines and subheads?
- 🕒 Have I **double-checked** the headline and subheads?
- 🕒 Have I used **stories**?
- 🕒 Is there **plenty of proof** to overcome all the reasons why the prospect would fail to act NOW?
- 🕒 Does **one paragraph lead inexorably to the next ...** and the next ... until they reach the end?
- 🕒 Are the **pricing and terms** correct and consistent throughout the letter?
- 🕒 Did you **include a P.S.** that adds the necessary push to cement the sale?
- 🕒 Does the copy reflect my persona throughout?
- 🕒