

Getting More Repeat Business and Referrals Simply And Easily



Written By Ben Wendel & Zac Nelles

Two Entrepreneurs Who Have Done It Themselves And Grown Their Businesses As A Result



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The Newsletter Marketing Systems Story

A Partnership Formed To Help Clients To Fill A Gigantic Gap In Their Businesses

Ben Wendel and Zac Nelles met in early 2011 at a seminar. They are closer in age than most of the people that were at the seminar – which was a bit of godsend for both of them. Both direct response marketers – they work to create marketing where the return exceeds the cost. Regardless of whether they are working on lead generation, customer acquisition, client retention or client value development they create marketing systems and materials that can be run to reliably create results that create greater profits and cash flow.

When they first met it took Ben all of about 3 seconds to work out that between them, they could identify the opportunities for their clients, then create and implement campaigns for our clients to help them grow their businesses.

They did a couple of projects together, and six or nine months later they were talking about what else they could do together that would create great results for their clients, while at the same time leveraging their combined skills.

One thing they noticed with their clients is that there was only so much they could implement by themselves and that if you didn't help the client implement then they didn't make as much money as they deserved.

The Revelation

Ben and Zac were sitting together at a seminar in mid 2011, listening together to another business guru drone on and on about how to get more leads and more customers – this one was talking about print ads.

There are different types of gurus talking about how to get more sales, more leads with different media. Some talked about the internet, (a lot do actually), social media, others speaking, magazines and on and on and on. In fact if you look you can find a guru who will tell you how to get rich using any media.

They started talking back in one of their hotel rooms at the end of that day of the seminar. They had a bit of a revelation. You can use all of those media to get customers. And you certainly would if you had a plan and systems in place to keep the customers generated to get future sales and referrals out of them. If you didn't why would you bother to get those customers in the first place?

They agreed the following:

- Firstly, any face to face sales person with a good amount of time in the trenches will tell you 'straight off the bat' that referrals are the single best source of new customers
- Secondly every one of these business gurus would say something along the lines of you make your money after the first sale but they never really talked about how. You might hear something like "keeping customers is important" or it is all about the "back end." But then they would change the topic back to getting more customers with speaking or print ads etc.
- Since keeping customers was so important rather than teach people how to do it themselves they should create automated turnkey systems for customers retention, referral stimulation and customer value development.

About the time Ben and Zac met, Zac had just heard Dan Kennedy mention the late great Gary Halbert say: "Dan is one of the damn few copywriters who consistently puts his money on the line with his own businesses and campaigns."

It occurred to him that if his marketing ideas and copy was working so well for clients then he should be willing to risk his money building his own business. Ben felt the same way about his marketing ideas, and his design and printing business. If he could make his client's marketing work better for them – he should put his money where his mouth is and build a business.

On the back of those threads intertwining and a handshake Newsletter Marketing Systems was born.



A Bit More About Ben

Ben Wendel is a graphic designer and print solutions specialist who helps entrepreneurs and business owners receive a high ROI on their print based marketing. Over 400 Australian businesses now rely on Ben's marketing guidance and design services. Although he prefers to help small business get high ROI from their marketing, Ben has worked with well known Australian companies including Bloo, IGA, Retravision, Sportspower and Optus. Plus he's worked with a who's who of Australian entrepreneurs including Mal Emery, Glenn Twiddle, Angie Spiteri, John Mu and Robyn Pearce.

Ben's Story (In His Own Words)

I was brought up in the sunny city of Perth in Western Australia. I was raised by my caring parents who showered me and my brothers with love and affection. Although our family didn't have much money, we were all happy.

As I got older and began contemplating my future, my Mum would always tell me "No matter what you do, you will succeed." - With that attitude, I sought out to find my passion... When I finished high school, I decided to go to university. I loved to create things, I loved art, film, writing and music and I wanted to make any of them a career. I began a communication course, majoring in Film and Video, but after 18 months I became fed up with the unpractical nature of the course.

Just as I left Uni, I met my first wife. She already had a two year old son named DJ and after six months, when we were engaged, I took on the role of Dad. So suddenly, at the ripe old age of 18, I had a fiancé and a two year old. I needed a full time job to support them, and wanted to keep in-line with my creative passion, so whilst looking for a job as graphic designer, I ended up in a print shop for a year, where I learned a lot about the printing industry.

During this time, I had another child, my beautiful Daughter Holli. But financially we were not in a position to get by. So I took a leap of faith and decided to start my own design and commercial printing business called Strive Designs.

Business was a lot harder that I'd anticipated, and early on it was a struggle. The only reason that I survived was that early on I got a few good clients who ordered regularly and who started referring other businesses to me. At this time I attributed 'word of mouth' as the avenue that grew my business. (Little did I know that I had accidentally stumbled upon relationship marketing)

Because I was in front of flyers and business cards and marketing all day long, I had a big-head, (seriously... I thought I knew everything about marketing...) But in 2008 I had my ego shattered when I tried my own mail-drop and got only 1 phone call. Shortly after that I was introduced to the world of direct-response marketing by Mal Emery. Over the next few years I immersed myself in the world of marketing and copywriting. I took particular interest in how it applied to printed media such as flyers, newspapers, signage, business cards etc.

I began applying the direct marketing strategies I had learned to my own marketing and my clients' marketing. I had some big wins and some big losses. Nowadays I win more than I lose... But nobody is perfect. Life was good, business was picking up and most of all... I was making a difference in my clients' lives

Then it all fell apart

On Christmas Eve 2009 my wife was involved in a serious car accident which put her in a coma for 2 weeks; she de-gloved her scalp, broke 13 bones and sustained a significant brain injury... To top it off, her father was also in the crash and to this day has still not recovered from his brain injury.



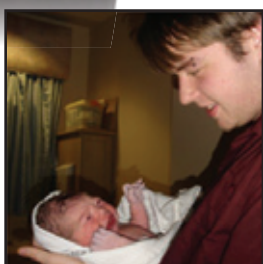
The Car After The Accident.

At the time, I had a 2 and a 6 year old at home who were crying for their mummy and missing their granddad, I was the sole income earner working 40+ hours a week trying to make ends meet, I worked full time for myself, had no savings and was in a pile of debt trying to claw my way out...

Suddenly my world was turned upside down... I was now the full time carer for the kids, I had to try and juggle work in the evenings and I had to deal with the stress and strain of whether my wife would recover from her coma and if she did, what effects would the brain injury have on her personality, on her health and on her future... Honestly, I don't know how I managed, but at the time, without any hesitation, I stepped up to the challenge and just did it!

I was fortunate to have the support of my friends and family, and my clients. Everyone was exceptionally supportive with words of comfort, prayers, gifts and patience...

Over the next 6-12 months, My wife slowly recovered, she



Ben & His Daughter Holli

escaped with minor short term memory loss and difficulty concentrating and her physical injuries only left her in slight discomfort, but under the circumstances it's a miracle she could walk.

There were dozens of lessons learned during this hardship, but there are 2 very important lessons that I'd like to share with you. One personal and one business.

Firstly... Never take what you have for granted, life can be taken away in an instant. Be appreciative of what you have. Things like debt, crying kids and broken down cars are specks of dust in the big picture... Focus on those you love, be grateful for every moment and tell people you love them and appreciate them.

The second lesson is that your loyal customers are your biggest asset in business. During this difficult time, I had to cut back my work hours, I cut back my marketing and I relied 100% on my existing loyal customers to contact me when they needed printing. Because of my past relationships, there was a reliable, predictable stream of repeat orders coming in from loyal customers that kept my business turning over and kept food on my kids' plates.

I believe some of my clients intentionally ordered more or ordered early to help me out financially, they were extra patient, they paid on time and they were very understanding and compassionate... I really do believe that keeping your clients happy and loyal and developing a REAL relationship with them is an integral part of any successful business. (It was in this moment I REALLY got just how important relationships are in business and started to ask the question "How can I create this loyalty with every customer?")

Since the accident, I realized that I was essentially a walking done-for-you marketing machine... I had the skills to write copy (not as good as Zac... but enough to be compelling), create graphic design, build and market websites and give advice on marketing strategy. Despite all this, I was still working 40+ hours a week, I was getting fed up by the job-like nature of my business and not being able to get ahead I really wanted to put my money where my mouth is and use my marketing skills to grow a business, rather than just keep on with 'a job' which is what I felt I had with Strive Designs. I looked at lots of ideas, but eventually met Zac, we connected and a few months later we started Newsletter Marketing Systems

In June of 2012 I split up with my wife of 3 years, we were very different people and she struggled being married to an entrepreneur. I spent a week on my Granddad's farm reflecting on my life up until this point. I realized that the one thing that drove me to pursue success in business more

than anything was that I wanted to make a difference. I had become stuck on the notion that I needed to make money and then I could make a difference. I'd been going about it all the wrong way and I have since taken the approach that I can 'make money by making a difference.'

I have since re-partnered with a beautiful woman named Hollie (makes it hard having a partner and a daughter with the same name!), She also has a young daughter named Scarlet who I get the pleasure of helping raise.

In my spare time when I'm not doing 'dad' stuff, I like to socialize, I tend to be creative in my activities, I play guitar and write songs. I indulge in the occasional computer game or movie watching and of late I started collecting Pokemon cards with my son DJ.



Ben socializing with his brother dressed as beers for Ben's 26th B-Themed birthday

With Newsletter Marketing Systems I now have the opportunity to help businesses just like yours to build relationships with your leads and customers so that you can get large response rates from qualified prospects through the proper use of newsletters (and other marketing materials) while still letting me spend plenty of time with my family.





About Zac

Zac Nelles is a strategic marketing advisor and an award winning direct response copywriter as well as an author and speaker. He has won an award with American Writers and Artists Inc (A copywriting training subsidiary of Agora Inc, a \$300,000,000 direct mail company.)

Zac is also Australia's Only Dan Kennedy Gold Certified Copywriter For Information Marketers. To a small circle of Dan Kennedy's Copywriting Academy Alumni he is known as 'Kangaroo Zac' and Dan Kennedy's personal enforcer.



He has worked with companies from industries including health, finance, business opportunity, beauty, software, seminar providers, coaching, training and consulting. He has helped each client design, build and implement marketing systems to maximize sales revenue while minimizing manual labor. Newsletter Marketing Systems was formed with the goal of helping business owners tap into the single biggest opportunity in their business. Acres of Diamonds in a business person's own back yard. While at the same time delivering more of the best types of new customers – referrals.

Zac's Story (In His Own Words)

Once out of university, I worked in sales for 4 years initially selling roof restorations where I had to find my own leads. Obviously, when you are new to sales, finding your own leads means knocking on doors, doing trade shows and booths at supermarkets.

Yeah, I was over that in about 2 weeks. But where to find leads if I wasn't door knocking? This challenge led me into the world of direct marketing and copywriting. By learning how to create direct marketing systems and how to create sales copy to make those systems effective, plus some trial

and error, I was able to create a steady stream of leads.

A steady supply of leads turned around my flagging sales numbers and ended the tedium of cold calling. In fact every time I put \$100 in the mail about \$2,000 came back in commission. This was my first attempt at direct marketing. At the time I didn't know how good this was. At the end of my time selling roof restorations I took a marketing role in a start up Software Company that sold enterprise project management systems.

After a few years there the entrepreneurial bug bit again and I started freelance copywriting in 2009. Soon after realising that I should also be adding more strategic advice so that clients can get optimum results from the copy I write for them.

It was at this time that I realised I had been preparing for this type of work all my life. I enjoyed strategy games, brain teasers and logic problems of all varieties growing up. What I loved about them was solving puzzles, finding ways around problems – brute force is seldom the best answer. Business is just the only strategy game you can play for real money – and not get laughed at for being 'a professional gamer.' (Seriously, they are real).

Not that I care about the laughing, I still enjoy playing Games Workshop's Warhammer 40,000, card games such as '500,' and role playing games like Call of Cthulhu. I don't enjoy PC based games so much because I spend so much of my working time staring at a computer screen. Most recently this love of strategy games has evolved into an interest in Dreamteam and Supercoach 'Fantasy AFL Football.' In under 3 years I have evolved into an 'outstanding coach' by their standards' (being able to consistently hit the top 15% overall – despite only playing to win 'leagues').

A friend and I have the strategy for the game so down pat we were both able to finish in the top 10% in my first season of NRL Supercoach despite being able to name 7 NRL players if you count code hoppers Karmichael Hunt and Israel Folau who both played afl that year. So five NRL players that actually played NRL that season. I've also only seen about 10 NRL games in my life. We just wondered if the fantasy football strategy applied across codes. Outside of work I still find the time to regularly attend concerts, read plenty of books and cook.

I have taken the title of Self Proclaimed Iron Chef Deep Fried and regularly contribute a recipe in our monthly printed newsletter which you will receive if you have given us your full mailing address. If you haven't please go to www.newslettermarketingsystems.com.au/newsletter and sign up for it.

After reading a book called Born to Run I have become an avid runner. Despite being 6'6" and 150kg - I can do a kilometre in 5 minutes quite comfortably. While I enjoy eating meat I find myself spending more and more time preparing good tasting and satisfying vegetarian and vegan meals as my weekly 'running mileage' goes up.



The 5 Overlooked Sources Of Wealth and Profits In Your Business

When you stop and think about your business for a moment, there are very few things you can do to increase the wealth and profits in it.

You can cut your expenses and find a way to do the same amount (or more) with less resources.

You can sell off equipment, etc and try to do the same amount (or more) business with less resources.

Or you can sell more.

There really isn't too much more you can do.

There are five all too often overlooked opportunities to create wealth by selling more in your business that are frequently overlooked and underexploited.





Overlooked Source of Wealth In Your Business #1: Your Past and Present Customers Can Give You New Customers

Every business owner either wants more referrals or has multiple systems to generate referrals. No matter what everyone believes they deserve all the referrals they get, some of us just think that we are entitled to more.

We all know that referred clients, customers, patients or whatever you call them are more loyal, easier to sell to and also more likely to refer additional business to you than a customer brought in from another source such as a print ad or the internet.

Doesn't matter if you think of your business as a 'one and done' like a new home builder or one that is like a restaurant or an insurance broker or financial planner whose business revolves around repeat sales to the same customer for years.

The more referrals you get for your business by getting your current leads, customers and your past customers to refer to you, the faster you can grow.

If you don't think you are getting enough referrals, I am willing to bet that you don't have a true system for creating or referrals and you aren't giving your customers a reason to refer business to you. Remember what we said about the minimal standard increasing?

Every business on the planet is going to be more profitable just on the back of having a systematic approach to getting more referrals and having multiple ways to get them. Referrals are just like any other lead source: spaces ads,

direct mail or the internet – you need to invest to get them with both time and money.

We have a client named Weather Safe WA. They sell shade sails and related products. The owner, Mark Lewis uses a newsletter to build relationships with his past residential customers almost entirely for the referral business it generates for him. Almost none of his residential customers are likely to buy again from him for decades – his products are guaranteed for 10 years... and it's not like you are going to be putting another shade sail up in the backyard after you've bought your first.

On the subject of referrals, McLean Insurance retained a larger customer base, they got the more referrals because they worked hard to build a strong relationship with their customers – through their printed newsletter.

They went from less than one or two referrals a month before their newsletter, after their newsletter their peak was 50 referrals a month but they consistently average about 25 a month. Now if half of those 25 referrals buy each month. That is 150 new customers a year – just from referrals.

Michael also says that he gets a 4:1 ROI on every newsletter he mails. With 150 new customers a year it isn't hard to see why.

Or take a look at Nobby Klienman, a financial planner who through the later part of his time in business was able to obtain 90% of his new customers via referral from his existing customers. Almost all of the heavy lifting was done via his customer newsletter.

In his book, Joe Girard the author of "How to Sell Anything to Anybody," says the average wedding and funeral attendance is 52.

From this statistic you can conclude most adults have around about 52 friends/family/colleagues, combined. That means that every customer could potentially refer 52 people to your business over their life time.

So... I ask the question... Who has a business where they get 52 referrals per customer?

Based on an anecdotal survey I can say that most professionals can name 23 or so colleagues in their professional peak body that occupy their position or higher. So if you sell to businesses, then the question is do you get 23 referrals per customer.

Think about your business – how many referrals per customer do you get?

But rather than talk pie in the sky figures... If you don't think you are getting enough referrals let's talk about a really solid goal for a referral rate.

What if you get each active customer of yours to refer just one person to you?

That's it. In the time they are active if each customer refers only one person to you, then that means when they leave, they have already replaced themselves.

However referrals can do far more than that for you.

Almost every sales and marketing book will tell you what you need to do to get referrals. But what most books don't tell you is how focusing on referrals and using referrals as a strategy can significantly grow your business over 5 years.

Let's look at how referral rates can grow your business. Let's say that we have a business with 1,000 customers:

Year	1 Referral from every customer per year	1 Referral from every second customer per year	1 Referral from every fourth customer per year
0	1000	1000	1000
1	2000	1500	1250
2	4000	2250	1562
3	8000	3375	2440
4	16000	5062	3050
5	32000	7539	3812

Look at how quickly your business grows with good referral rates. At some point you are probably going to have a capacity problem... But in the grand scheme of things... that's a good problem.

When you look at the power of referrals like this... How can you not be investing in a relationship with every customer to get more referrals?

Customers expect more these days. They want to feel appreciated. They want to know that if they refer someone that they will also be appreciated. If they feel that all you're interested in is their money then I can guarantee that you're not going to get the referral rates you want.

Referrals can be gotten in so many ways, we help our clients create a referral program as part of our work with them.

The one key thing that you must do in order to get more referrals is to strengthen your relationship with your past and present clients so that you are at the top of mind and they remember you, so they can refer someone.



Overlooked Source Of Wealth In Your Business 2: Your Existing Customers Will Buy From You Again

Well, many smart business people talk about making a sale to get a customer. A customer being someone that they can then sell to over and over again as long as they take care of them and work hard to build a relationship with them.

Now, the business owners who don't understand this, they try to find a customer in order to make a sale. They don't understand the true value of their customers.

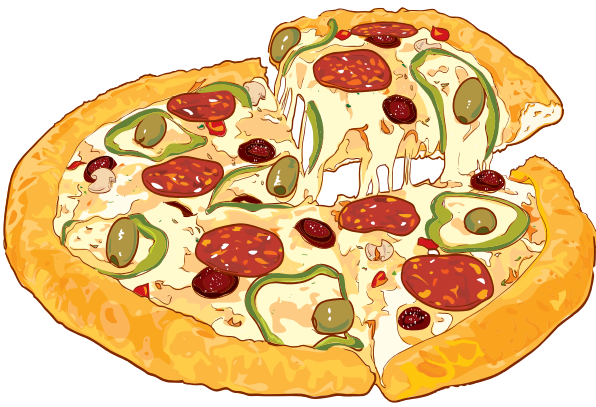
We need to build a loyal following of customers who are willing to repeatedly buy from us as well as are willing to refer new business to you... It's that simple.

For many businesses, Repeat Purchases of the same product is the first reason why you should make an effort to retain your customers.

"A 1% increase in retention represents 100,000's of dollars in revenue in my family's insurance business. Finding a low cost, low involvement strategy to retain existing customers was very important."

Michael McLean - McLean Insurance





Why Ben Stopped Going to The Local Pizza Store.

My loyalty to my local pizza store has been largely because it used to have the best pizzas in the area. You paid a little bit more but the quality made the extra little bit of money worth it in my eyes.

As a customer I've been ordering there at least once a month but closer to once a week for about 7 years. All that time my loyalty was driven more by a lack of options than anything else.

I was probably spending about \$50 a month... That's... \$600 a year on pizza... Not once in those 7 years where I spent \$4,200 dollars with them did I get offered any sort of reward for my loyalty... They didn't try and build any sort of relationship with me.

So despite everything I spent with them over the last 7 years, nothing. Absolutely nothing.

Now, I know they had my address details, they delivered Pizzas to me! So it wouldn't have been hard for them to mail me with some offers, or vouchers or a newsletter or SOMETHING!

Recently though, a new pizza store has opened up... And I haven't been in that old store for over 6 months now... They don't care, I don't care. They probably don't even realise... But that's \$600 a year that they lost because I didn't feel appreciated.

What we need to realise is that it's the business owner's job to build the relationship with customers to make them feel appreciated. Not the other way around... Appreciation makes your customers feel wanted and helps to keep them loyal...

Otherwise they WILL leave you when a better offer comes along – like I did to my pizza store. And while everyone says that customer loyalty is dead. It's not dead you just aren't showing your appreciation and building a relationship to a level that satisfies your customers.



Overlooked Source Of Wealth In Your Business 3: Your Existing Customers Want To Buy More Products and Services From You

You can Cross sell additional products or services to your existing customers – if you only have one product there is nothing stopping you from adding more.

At its simplest, cross selling is going through what each customer has bought, what they haven't bought, then developing a way to systematically promote to the opportunities.

Now the truth is, just because they have product 1 doesn't mean they need to buy service 2 right now. So you need to stay in touch with them until they are ready to buy service 2, while at the same time building their desire to buy service 2 and ideally, to buy it from you in preference to your competition.



Client Story From Zac

A good example of this is: I recently did some work with a company that is a reseller of business phone systems. They sell land lines, internet plans, mobile plans and phone systems hardware. The Phone systems are sold on a 5 year maintenance contract while the land lines, mobiles and internet are on a 2 year contract.

Generally clients don't switch while they are under contract because of enormous penalties.

So they can end up getting a new client who they have an obvious cross sell opportunity with but the timing isn't right. They might have bought a new system from my client but the phone lines etc won't be up for renewal for 12 months. So what you do in the mean time will determine if they get the sale.

Their competitors usually do something like say, "call us when you are out of contract."

The smartest competitor will make a note in their diary to call the customer when they are almost out of contract.

Here is what they are doing because they work with Ben and Zac

We've gotten the client sending his clients a monthly newsletter, educating them about IT & T, why it makes sense to have them take care of all their telecommunications, not having it spread over lots of providers, plus some other light entertainment (for the rest of us it's a pretty boring topic - phones and stuff isn't it?), they send them regular greeting cards, they invite them to their customer appreciation event for Christmas, they get their phone techs to stop by regularly to make sure that everything is working as it should.

What hope do their competitors have? The customer won't call the guy that said call me when you want to buy. The guy who called back hasn't spoken to them in a year. Their existing provider hasn't spoken to them since they sold them the stuff in the first place and has just sent them bills – if only customer appreciation was as simple as sending them a bill every month.

The cross sell has been locked in through education and relationship before the opportunity ever arose for their competitors. And my client has locked them in for life now. Nobody can get a foothold in there to throw them out...

Now I am working with the client to find out about what other products we can sell to the same customers on the back of this relationship.



Overlooked Source Of Wealth In Your Business 4: Other Businesses Want to Promote to Your Customers

The source of wealth is Joint Ventures or JVs as marketers call them. Except in internet marketing for some reason, there the same idea is called affiliate marketing. But it boils down to sharing leads and customers with other businesses for a share of the revenue generated.

What we are talking about is where someone else promotes their product or service to your customer list. And often times the revenue split can be up to 50:50.

Now, without getting into the specifics, basically, the aim is to share customers and leverage an existing client relationship so that in effect you are creating new customers from another business's existing customers or vice versa.

Generally the idea is that you do JVs with businesses that are complimentary. So for say an insurance agent – you might JV with a mortgage broker or financial planner or an accountant who can help them improve their business or even like a business coach because all of them might enable your client to meet their goals and potentially spend money with you.

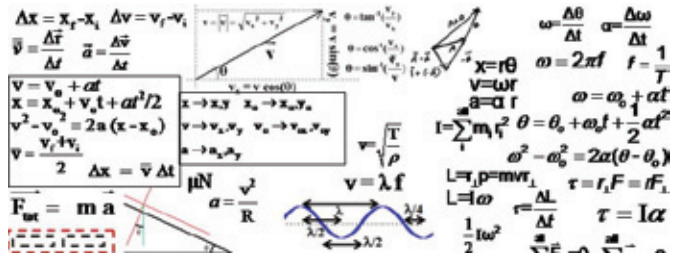
So say you have 2,000 customers and you can get 1% of them to buy a \$1,000 product. That's an extra \$20,000 in gross sales and \$10,000 goes to you for simply for promoting it to your customer list. If it's done well you can get a much better return than that. In any case, \$10,000 out of thin air is pretty good deal in anyone's book. And there is nothing stopping you from doing this many times in a year.

The key challenge in getting Joint Ventures to work is choosing the right businesses to do them with – we have a checklist for that to help our clients assess potential joint venture partners and having a strong relationship with your customers.



These systems mean that your business can be sold for multiples of its annual income or book value simply because you can prove the predictability of the revenue – the buyer is no longer buying a business. They are buying systems that produce an annual income – effectively an unfranchised franchise.

And now we'd like to talk about how you can gain access to all this additional wealth in your business.



Overlooked Source Of Wealth In Your Business 5: When It Comes Time To Sell Your Business Are You Going To Get What You Deserve?

At some point you are probably going to sell your business. Our businesses are a vehicle to create wealth, so that we can have the lifestyle we want both now and when we are finished working.

Most of us have an 'Enough is Enough Number.' We know once we have so many dollars and we are set for life and can stop working. Some of us plan on keeping on working past that but the vast majority of us are in business to fast track the accumulation of enough wealth so that we can sit on the beach and drink margaritas.

And getting paid multiples of earnings for your business makes that dream of reaching our 'Enough is Enough Number' and sitting on the beach that much easier.

When you are looking to sell, the sustainability of your business is important to many business buyers. How predictable is the business's revenue month-on-month or year-on-year?

A strong relationship with your customers increases the predictability of your revenue. Having defined relationship building systems in place shows you are actively generating repeat business and referrals.

"My Clients who are able to sell their businesses for multiples of earnings or otherwise get a premium for their business are the ones who can demonstrate long term value in their customers and clients, usually in the form of a relationship."

David Buttsworth - ABC Business Improvement

Introducing: The 12-24X Contact Formula The Key to Accessing The 5 Overlooked Sources Of Wealth In Business

It is 12-24 'sales-free' customer contacts a year with each customer. This is outside of offers/sales materials such as flyers and catalogues, emails and everything else you do. If you just sell to people they get sick of you quickly.

Remember how a relationship is more than just showing up and asking for money? This is why this wealth is left on the table in most businesses – nobody is willing to implement the 12-24X contact formula.

You can use all sorts of media to achieve this: Phone, email, social media, SMS, print or even face to face...

When you go online... Commercial email has around an 11% open rate – that means that only about 1/10th of your communications count towards building a relationship.

According to the marketing magazine Epsilon, "65% of people say they receive too many emails every day to open them all."

Almost every internet marketer complains about the declining effectiveness of email. That's why. The internet marketers who don't complain run some of the most sophisticated email marketing programs around and are willing to wait a very long time to get results. What most people call email marketing by comparison is like saying a Bugatti Veyron and a Leyland P76 are both cars – technically true, but hardly an apples-to-apples comparison.

But everybody admits email has dropped in effectiveness from the gold rush of the early 2000's and it is getting worse.



Oprah's Social Media Misadventures

Oprah hasn't been able to monetise social media effectively. Her network TV show was watched by up to 12 million people a day. In the blink of an eye she could sell 500,000 copies of any book she wanted to, making it a #1 best seller on multiple lists. Her online book club is nowhere near as powerful – it moved a book from #165 to #35 on a best seller list. Powerful...

12 Months after she launched the O Network and its online media platform she had 2,151, Facebook likes and only 138,400 Twitter followers. Some of you would like that for your business I'm sure.

If you step back for a second, Oprah ranks 151 on the Forbes top 400 Rich List and is judged one of the most powerful people in media on the planet. In a year she has been unable to build a large devoted following on social media despite virtually unlimited funds at her disposal and access to social media's best and brightest.

What chance does Bob and Marg Business Owner have using social media as the primary cog in their business?

Oprah taught us: Don't over estimate your power and influence over the market...

Most relationship marketing experts acknowledge that phone, mail and face to face are the three main ways to grow your customer relationships.

There isn't a lot of leverage in phone calls or face to face. And they are subject to human error – bad hair days, illness, bills that are due, fights with spouses from 3 weeks ago, even what they had for lunch before that all important 2pm client meeting.

Nobby Klienman's philosophy about staying in touch via the phone and face to face is that "a call from your financial planner just to see how you are is as welcome as a cold call at dinner." Probably best to look elsewhere.

It's All About the Leverage

Worse still they are largely one-on-one activities – and should only be used as part of your system for building and maintaining relationships for high value and important customers.

But human interaction is not what you can base true systems for customer retention around – far too many sources of error and there is no consistent delivery.

The best, most leveraged, fastest, highest ROI way to build a relationship is... good ole direct mail, it should be the main focus and the centre piece in how you build customer relationships.

Here's why

According to an Epsilon Magazine Channel Preference Study 50% of consumers pay more attention to mail than email.

"59% of executives prefer printed resources to online resources" – Doremus/Financial Times Study

60% of consumers enjoy checking their mailbox and receiving mail (Epsilon)

The average Australian receives less than 5 pieces of mail in a week total. This includes bills and magazine subscriptions etc. Australia Post (Who else can smell opportunity?)

According to the USPS 98% of consumers retrieve them mail from the mail box the day it is delivered.

The preference for direct mail over electronic communications extends to the 18-34 age bracket. Epsilon. Australia Post backs up this statistic in its own marketing for its direct mail division

A Bangor University study called "Using Neuroscience To Understand The Role of Direct Mail" found that tangible materials such as direct mail trigger a deeper level of emotional processing and generate more activity in the area of the brain associated with integration of visual and spatial information than any other media. This deeper processing better imbeds the images and ideas in the memories of test subjects – physical marketing materials are more EFFECTIVE than the same materials sent electronically.

This Bangor University study says that electronic communications are NOT to be confused under any circumstances with sending tangible marketing materials such as direct mail – they don't have the same effect. Even when the content of the materials is the same. (Sorry internet marketers – go argue with science)

That's why for businesses looking to get started in building or cementing an existing relationship with their customers, so they can lock their customers in for life, reduce churn, increase repeat business, referrals, increase their cross selling, I recommend a monthly printed newsletter that looks personal, arrives in their letterbox the same time of the month like clockwork 12 times a year just like their favourite magazines.

Why a Printed newsletter and why monthly?

Repeat purchases are driven more on relationship than anything else. People will buy again and again from people or businesses whose products and services are good and that they like and have a relationship with.

Done correctly, a monthly printed newsletter is the single most powerful relationship building tool you can get. It will stimulate referrals, repeat business, it creates cross sell opportunities, lays the foundation for joint ventures and dramatically increases the sale price of your business.

But, most importantly – on its own, a monthly newsletter gets you your 12 non-sales touches a year all evenly spaced out – the bare minimum that you need to build a relationship with a customer. All but eliminating the risk that they can forget about you.

Think about the 3500 marketing messages your clients see each day. That is 105,000 messages a month, 315,000 a quarter – being in touch any less than a monthly with effective mass communication media is like saying you don't need your existing customers. Laser targeting to the right people, consistency and frequency are the secret weapons to cut through the marketing mess out there.

We can help you add the remaining 12 touches to get you up to 24 contacts a year once the newsletter is humming along.

What about the people who don't have the time or skills to write, design, print and then post a newsletter 12 times a year?

Newsletter Marketing Systems can take care of all of that for you. Without going into the specifics, we offer a service that ensures that you get 12 monthly customer relationship newsletters out over the next year, AND it will take no more than an hour of your time each month.

With a modest sized customer list your investment is very reasonable \$65 per recipient per year all up. With a good sized database it drops to less than \$30. But this is about return not cost. We have one client who is spending gladly spending \$200 per client a year on customer retention (and looking to spend more) because each client is worth tens of thousands of dollars a year to them.

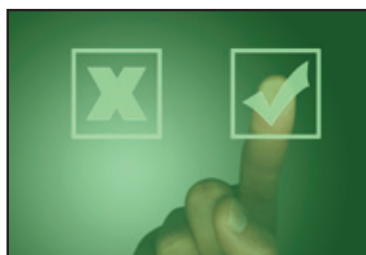
Quite frankly, if you can't invest that to keep your customers for your business then your customers are spectacularly worthless and I struggle to understand how you are in business or why you'd spend a couple of hundred dollars or more to get them as a customer in the first place.



What Happens If You Want To Use Newsletter Marketing Systems' For Your Monthly Newsletter?

Find out what is involved in getting your first newsletter into your clients' hands.

If you are thinking about engaging Newsletter Marketing Systems to write, design and print your monthly customer newsletter then here is what happens next.



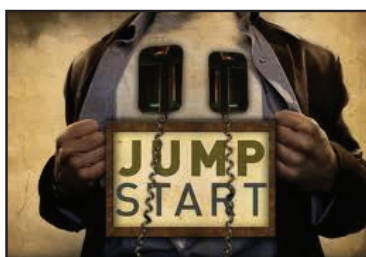
You decide to engage Newsletter Marketing Systems to help you increase your referral rates and the frequency of customer repeats



We have a no cost or obligation Existing Customer Opportunity Audit to determine the opportunities in your business. If the business case is compelling and we like each other...



We can publish as much or as little of your newsletter for you as you need.



We have a 'Jump Start Meeting' to fine tune your strategy, come up with a content plan and discuss designs.



Once your newsletter is approved we will get your first newsletter out and keep your future newsletters flowing according to our "Never Miss a Newsletter Schedule"

Who Can Benefit From Getting More Repeat Business And Referrals?

What types of business are growing their customer base and creating more repeat business simply by doing their monthly customer newsletter with Newsletter Marketing Systems



Savvy Business Owners That Know The Best Source Of New Customers Is Happy Existing Customers

Why? Savvy business owners now realise that the best source of high quality new customers for the lowest possible price is referrals from existing customers who are satisfied with their business.

Customers receiving a monthly newsletter in the mail are more likely to refer than customer who receives no relationship building materials. Referrals are created by delivering outstanding customer experiences, being front of mind, being known, liked and trusted by your clients. It doesn't hurt when you offer a worthwhile incentive either.

Savvy business owners realise that investing to keep happy clients referring new clients to them by sending a customer newsletter to build front of mind awareness on its own will stimulate referrals.



Smart Business Owners Who Want Customers For Life And Know They Need To Invest To Keep Them

Why? Smart Business Owners are looking for ways to keep their customers for life. They know that they can get a repeat purchase from an existing customer for about a sixth as much effort as they can get an initial purchase from a new customer.

The inside track to customers for life is achieved by publishing a monthly print newsletter – smart business owners accept that this is a necessary investment and make it. After all, every customer lost is one that needs to be replaced. Smart business owners tries to minimise their losses.

Insurance Brokers Who Are Looking To Get Ahead Of The Competition.

Why? Between online commoditisation and the big insurance companies continually encroaching on their traditional 'turf' Insurance Brokers realise that they need to base their business on something other than price.

Building a strong relationship with clients and positing yourself as a trusted advisor rather than as just another sales person can be an edge for insurance brokers. This can be what it takes to retain clients for longer, get them to purchase more of their policies with you and refer friends, family and colleagues to you rather than just price shopping.



Business Owners That Are Sick Of Dealing With Customer Churn

Why? Customer churn can cripple a business. Before you can grow your business to a new level every customer you lose has to be replaced.

Business owners realise that if you don't make this their goal then their business will go backwards. When you really want to grow a business the easiest way to do this is to gain more customers via referral – One referral from each client over their lifetime is a solid goal – this way each lost client replaces themselves before they leave.

Smart business owners realise that referrals can be stimulated by sending clients a printed monthly customer newsletter and they realise that at the same time they will decrease the number customer of defections which means they are have less customers to replace in the first place.



Mortgage Brokers Who Want To Get More Referrals and Refinance Business From Their Existing Clients

Why? Most companies in the mortgage business don't look after their customers very well. This means that they miss out on refinance opportunities for their existing customers (and the loss of commissions should they refinance elsewhere) and also referrals from friends and family.

Smart Mortgage Brokers are aware that they need to be 'present' when their clients are looking and one cost effective opportunity is by sending a monthly customer newsletter.

Newsletter guru Jim Palmer talks about how a Mortgage Broker client of his sends his monthly newsletter and without fail he gets *at least one referral* each month.



Financial Planners Who Don't Want To Live And Die By Industry Standards.

Why? There are only so many hours in the day. The sales and marketing advice dispensed by Financial Planning peak bodies often limits the number of 'touches' a financial planner can make to an individual client.

Using a newsletter means that manual labour is multiplied, and clients (and prospective clients) can be contacted more times a year than just by face to face or the telephone. Allowing financial planners a chance to retain clients for longer, get them to purchase more of your services and refer friends and family to you more easily.



Accounts Who Don't Want To Be Compliance Officers

Why? While some accountants are perfectly happy doing compliance work, many accountants know their clients should be engaging them as strategic advisors. However, this type of relationship requires the establishment of trust.

Being a strategic advisor will enable accountants to do more work with each client while retaining them for longer and also be more likely to receive referrals to other clients. Accountants who want this strategic advisor work are willing to send a monthly customer newsletter to their clients to reap the rewards of higher profitability.

Frequently Asked Questions

1. *Who should get my newsletter?*
2. *Why every month? How about 4 times a year?*
3. *It's too expensive to do a newsletter?*
4. *Why not email my newsletter, email is free?*
5. *What can I do? I can't write. I don't have time to write and I am too busy to do my own newsletter!*
6. *How does this program work exactly?*
7. *What if it doesn't work like you said it would?*
8. *What if I do a newsletter and it doesn't get me any results?*
9. *Why are you guys able to do this?*
10. *How long will it take to get results?*

1 - Who Should Get My Newsletter?

Every customer, lead and person on your database whose mailing address you have. They all could become customers or refer you new customers or provide you with repeat business. So you need to stay in touch with all of them. If you can't invest another \$50 per person per year to maintain a relationship with them after all the money you've spent on marketing to get their mailing details in the first place, then perhaps you should be looking at ways to make your business more profitable per customer rather than getting more customers.

2 - Why Every Month? How About 4 Times A Year?

3 Months is a long time between drinks. Anything can happen. Your customers can wander off, forget about you or generally feel neglected – leaving them open to your competitors poaching them off of you. Generally, other publications that show up quarterly don't get most people very excited. Like the magazine your health insurance company puts out 4 times a year.

'Real' publications tend to be monthly. Think about all those magazines that are in the business of keeping their subscribers up to date on trends and happenings on a topic. You should aim to be more like them rather than those quarterly things that get sent out.

Any respectable marketer will tell you that you should be

doing at least 12 free touches a year to show your list that you care about them, although more is better. So why not get 12 free touches out of the way on autopilot?

3 - It's Too Expensive To Do A Newsletter

Okay. You may have a point. The question is compared to what? Yes, it is cheaper to not send out a newsletter than to send one out.

A newsletter is actually fulfilling the role of customer retention so you have already spent money to acquire the customer, so why would you spend all this money to get a customer and then not want to keep them? Let's say you spend \$100 getting the customer in the first place, why wouldn't you be willing to invest \$99 a year to keep them? (Sending a client one our newsletters isn't that expensive – usually less than \$65 a year for a client)

And that only measures their value in repeat business. What about potential referrals, purchasing other products through joint ventures and ultimately contributing to the sale price of your business?

In the end you need to measure the Return on Investment not the cost. People in general tend to do what is cheapest, not what is likely to yield the best possible return.

4 - Why Not Email Instead, It's Free?

Commercial email has around an 11% open rate – that means that only about 1/10th of your communications count towards building a relationship.

According to the marketing magazine Epsilon, "65% of people say they receive too many emails every day to open them all."

Almost every internet marketer complains about the declining effectiveness of email. That's why. The internet marketers who don't complain run some of the most sophisticated email marketing programs around and are willing to wait a very long time to get results. What most people call email marketing by comparison is like saying a Bugatti Veyron and a Leyland P76 are both cars – technically true, but hardly an apples-to-apples comparison.

But everybody admits email has dropped in effectiveness from the gold rush of the early 2000's and it is getting worse.

Honestly you need to choose the best tools for the job – email is not the best tool for client retention – it can supplement the effort but it is not the primary tool for the job.

5 - What Can I Do? I Can't Write. I Don't Have Time To Write And I Am Too Busy To Do My Own Newsletter!

The best answer for a business owner is a little glib. You should learn to write and make time to do a newsletter every month. It allows you build a personal relationship with your clients and prospective customers. They get to see you are a fun interesting person worthy of doing business with.

However, Newsletter Marketing Systems we know that isn't always practical. This is why we help take all the effort out of doing a newsletter. We create the fun, interesting content, we can help you write articles specific to what is going on in your business and put together offers that will mean that you have a measurable sales offer to put in front of each customer, each month. At the small end of the scale you can get a newsletter out to 200 clients for around \$65 per person per year. If you have 1,000 clients the investment drops to around \$35 per person per year. Obviously the larger your database the lower the unit cost gets.

A very good price considering many businesses couldn't buy a customer for so little and you get repeat business and referrals from the same piece of marketing.

In the end you need to stick to your guns – if you know your time is best spent outsourcing your newsletter while you do what you are good at then go that way.

6 - How Does This Program Work Exactly?

When you get started we agree the design and layout of your newsletter. Every month we provide you with a 4 pages of general interest content for your newsletter. You can then change anything you like. You can add an article you've written or else one you've sourced from us.

7 - What If It Doesn't Work Like You Said It Would?

We manage the mailings and your content so that you are at least 45 days in advance. We can handle changes in content up to 30 days out and additions to your mailing list 15 days out. The reason we do this is so that there is almost zero chance of us not hitting our deadline this way.

If you are worried about results we offer a 90 day money back guarantee on this program. If you decide you don't want to continue we will refund your entire membership dues. We won't refund your mailing costs – we aren't in the business of financing your marketing.

8 - What If I Do A Newsletter For A Year And It Doesn't Get Me Any Results?

If you can't track any results back to your newsletter we will be surprised or more likely, be interested in your tracking methods.

However, if after 1 full year of using our newsletters you can prove that those newsletters didn't make an iota of difference to your business in terms of more new customers, more repeat business from last year, then we will refund your write and design investment as our way of saying sorry for wasting your time.

9 - Why Are You Guys Able To Do This?

Firstly we have the combined experience in every aspect of creating and publishing newsletters. It is nothing more than 'bread and butter' for us. So it doesn't worry us about what are we going to put in the next issue. We have all that planned out. We write and design for our respective livings. This is what we specialise in doing.

10 - How Long Will It Take To Get Results?

It depends on what shape your list is in. If it has been ignored for months or years or just pitched at constantly, it will take a while to nurture it back to full health. But all things being equal you should be seeing good results somewhere between 6 and 12 months. If you plan on 'sticking your toe in the water' and try a newsletter for a couple of months then don't bother. You are wasting our time and your money. You have to give before you will receive and with newsletters that can take up to a year.

Some of our clients have gotten results from the first issue they mailed.



Do You Qualify To Work With Newsletter Marketing Systems? Take This Quiz To Find Out.

Set A

YES

NO

1.	Do you rely on repeat purchases from your customers?	<input type="checkbox"/>	<input type="checkbox"/>
2.	Are you putting together a list of high value repeat customers?	<input type="checkbox"/>	<input type="checkbox"/>
3.	Are you making sales to get customers?	<input type="checkbox"/>	<input type="checkbox"/>
4.	Do you want more frequent repeat purchases?	<input type="checkbox"/>	<input type="checkbox"/>
5.	Are you looking to be more than just another vendor?	<input type="checkbox"/>	<input type="checkbox"/>
6.	Do you look at maintain a relationship with your existing leads and customers as a marketing investment?	<input type="checkbox"/>	<input type="checkbox"/>

Set B

YES

NO

1.	Are you getting a customer to make a sale?	<input type="checkbox"/>	<input type="checkbox"/>
2.	Are you selling a 'one and done product'?	<input type="checkbox"/>	<input type="checkbox"/>
3.	Is marketing an expense?	<input type="checkbox"/>	<input type="checkbox"/>
4.	Specifically, do you believe that maintaining customer relationships is an expense of operations?	<input type="checkbox"/>	<input type="checkbox"/>
5.	Are you thinking why don't I use email for a newsletter that's free?	<input type="checkbox"/>	<input type="checkbox"/>
6.	Do you think that maintaining customer relationships is not worth the effort and they will just come back when they are ready?	<input type="checkbox"/>	<input type="checkbox"/>

If you answered "Yes" to four out of six questions in Set A and answered "Yes" to no more than two out of six questions in Set B then congratulations you have the right mindset about marketing and are looking to get the right things out of a newsletter program.

If you don't qualify, all is not lost. You just need to review this material again, look at your expectations and finally read our FAQ in the next book to get a clearer insight into what a monthly customer newsletter can help you achieve in your business.

Here Is What Leading Marketing Experts Are Saying About The Power Of Marketing With Newsletters:



The Most Powerful Tool In Business

“Newsletters are the most powerful marketing tool in business today (Yes! Better than the internet). Each one can make you tens of thousands of dollars if implemented correctly.”

Mal Emery & Ian Marsh
Co-founders of Streetsmart Marketing

Nothing Maintains Your Fence Better

“My single biggest recommendation is the use of monthly customer newsletter(s). Nothing, and I mean nothing, maintains your fence better.”

Marketing Legend Dan Kennedy
NO B.S. Direct Marketing



Benefit BIGTIME With Customer Newsletters

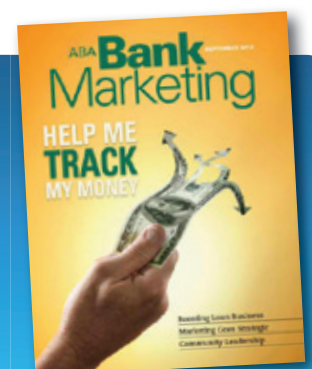
“Who should be sending out newsletters to their customers, clients, patients, and prospects? The answer is everybody!!! That’s right; there is not a business on the planet that couldn’t benefit BIG TIME with a monthly company newsletter. There is no better way to develop a relationship with people than sending out a properly written newsletter.”

Bill Glazer
Glazer-Kennedy Insider’s Circle

They Generate Cross-Selling Opportunities

“Statistically validated and reliable surveys show that 75% of readers remember seeing an issue of their bank’s newsletter, and over 50 percent of them read every or almost every issue. Better yet, newsletters generate response and cross-selling opportunity—a full 24 percent of readers said newsletter articles led them to request more information, respond to an offer, or do more business with the publishing bank.”

Bank Marketing (And you know what bankers are like.)



Here Is What Newsletter Marketing Systems' Clients Have To Say:

Easy For Us To Get Our Newsletter Out Each Month

"We love working with you guys. It makes it easy for us to get our newsletter out each month. We don't have to worry about co-ordinating suppliers, meeting deadlines or stuffing envelopes ourselves. It is a perfect fit for us."

Bernie Kroczek - Bernie Kroczek Real Estate
Publisher of PropertyCare Monthly



I Wish I Hadn't Waited So Long To Do My Newsletter

"I ran a small newsletter for a while and found that I just didn't have the time nor the graphic design talents to keep it going on a regular basis. After meeting with Ben & Zac I now had deadlines to write articles and get photos to the boys and they have turned out a very professional magazine style newsletter that we are very proud of and my clients are impressed with. I proved that I couldn't do it on my own but with the help of the team I now just write the things that I want my clients to read and the boys make it look great. It has raised my profile to my clients and it makes us look more professional. I wish I hadn't waited so long to get it happening! If you want to take your business profile to the next level then a newsletter is the way to do it, And the best guys in the business to do that for you would have to be Ben and Zac."

Mark Lewis - WeatherSafe WA
Publisher of The Weather Report



Already An Expert

"Since we started publishing our Print to Profit Newsletter, clients have started asking us for guidance about their printed marketing materials. In a matter of months we have been transformed into experts in the eyes of our clients."

Blair & Simone Cariss - Cariss Printing
Publisher of Print2Profit News





The Newsletter Paid For Itself After The First Issue

“Since we sent out our first newsletter, We’ve had three clients reactivate. One we haven’t worked with in five years and two that haven’t worked with us in four years. That has paid for newsletter for the next year. I’m looking forward to seeing what result we get from our next newsletter.”

Peter Lane - Peter Lane Biz Development
Publisher of Funky Farming



Enquiries From Our First Issue!

“Our June newsletters arrived today and look great. We are also generating LED lighting enquiries from our May newsletter (our very first issue). Thanks for making doing a monthly newsletter so easy.”

Shannon Daniels - Triumphant Property
Publisher of Property Progress



Flood Of Orders From Our Newsletter!

“Last newsletter I featured the ‘Fridge to Go’ Lunch box, in the last two weeks we’ve had a flood of orders for those lunch boxes through the Mums and Baby website and my eBay store. It must be the newsletter as I rank nowhere in Google for that product”

Amelia Sutcliffe - Mums & Baby Shop Online
Publisher of Shh... Mums The Word



My Old Customers Came Back & Ordered!

“Just sent out my first issue of Truck Trailer & RV Builders review and I was contacted by a client I hadn’t heard from in four years and they reordered from me.”

Luke Davies - Liner Transport Equipment Pty Ltd
Publisher of Truck, Trailer & RV Builders Review



The Newsletter Marketing Systems 5 Point Guarantee



Newsletter Marketing Systems offers the following guarantee to all of its clients.

- 1.** You can try Newsletter Marketing Systems risk free. We offer a 90 day money back guarantee with your newsletter. If for any reason you decide that Newsletter Marketing Systems isn't for you, simply let us know and we will refund your write and design fees. Print and mailing costs are non-refundable – you give final approval of what goes out.
- 2.** We guarantee that every time you do a mailing that every piece will be printed and posted. If not next month's newsletter is on us.
- 3.** We guarantee to keep you up to date about any undeliverable mail.
- 4.** We guarantee that you will always have next month's newsletter ready to go so that you don't miss a month otherwise we will pay you double your monthly membership back.
- 5.** If after mailing 12 newsletters with Newsletter Marketing Systems there hasn't been a measurable increase in referral rates or lead conversion or customer retention or an increase in additional sales just show us your numbers then and now and we will refund your year's write and design fees.

Total Satisfaction No Matter What Industry You Are In!



How Can I Discover What Sort Of Opportunity Exists Inside My Business Right Now?

Discover Just How Much Untapped Opportunity Lies In Your Business!

We have developed a proprietary audit to discover just how much opportunity 'The 5 Overlooked Sources Of Wealth' represent in your business.

To this end to we do what we call an **Existing Customer Opportunity Audit** – a chance for you to find out how much opportunity exists with your existing customers. We will help you identify just how much opportunity these 5 strategies represent in your business are and how you can capitalise on them.

This is not just another sales pitch disguised as a consultation. I'm not going to lie – the aim is to see if a newsletter (The most important and often first step to tapping into those 5 gold mines) is going to help your business, but we are only going to recommend you do a newsletter if that is the next logical step.

If there are better next steps we will tell you – we don't want to work with everyone, just businesses and business owners that we can genuinely make a difference for and frankly that isn't everyone.

Here is what we cover in the existing customer opportunity audit (It will take about 27 minutes):

- Identify the value of and ways to implement the strategies we've discussed today SPECIFICALLY in your business
- What your referral rates could be based what our current clients are getting
- Identify easy money on the table opportunities that are being neglected currently
- What an increase in customer loyalty will mean – retention rate makes a huge difference to your ability to grow
- What 'cross-selling opportunities' exist in your client base with your existing products and what systematically exploiting that will mean in the future
- Identify who else might like to access your customers
- We can briefly look into what this will do to the sale price of your business
- How we might be able to build systems to leverage these opportunities in your business

At this Point You Can Say "Stop I've Heard Enough!"

If you get this far – we will gladly give you a \$23 gift voucher for the Coles Group & Myer (These can be redeemed at Myer, Coles, Coles Express, Kmart, Target, Liquor Land, First Choice Liquor and Officeworks) or donate the \$23 on your behalf to a charity of your choosing.



FREE \$23 Gift Card For Your Time

That gift is only available for businesses that book an "Existing Customer Opportunity Audit" in the next 60 days.

However, if we agree that a newsletter is the next best logical step and you want to hear about it then we will also:

- Calculate your ROI, breakeven and we'll model the results of your newsletter program.
- Advanced tactics on how to make money from your newsletter, there are heaps more ways to do it and we haven't had time cover today.
- Content strategies to maximise the effectiveness of your newsletter.
- How to get your newsletter delivered and open so that your effective content actually builds a relationship (this is harder than you might think.)
- You'll learn about the system we use so that you never have to miss a month – we actually guarantee to get you a newsletter in the mail every month on the same day, otherwise that issue is free.
- Explore the best strategies for you and your business to get your newsletter written, designed and printed and mailed each month.
- We explain the precise workings of our newsletter system so that you get the perfect customer newsletter out on the same day every month to everyone who should receive it - Guaranteed.
- Finally we will be able to work out if we are a good fit for each other

The newsletter itself represents a world of money making opportunities in your business if it is the right next step. So why don't you take a look at the opportunities in your business today?

To find out how we can make of all this happen for you, request a **Existing Customer Opportunity Audit** by filling in the enclosed form and using the reply envelope, faxing it to **08 9463 6079** or else go to fill it in online at www.lifetimecustomers.com.au

You can also fill in the enclosed order form and mail it back to us at **PO Box 839, Gisborne Vic 3437**

If at the end of the “Existing Customer Opportunity Audit” you feel for any reason whatsoever we have wasted your time, then simply let us know and we will give \$100.00 to a charity of your choosing as our way of saying sorry. What could be fairer than that?

So send in your request for a consultation to us via one the ways outlined below:



Call **1300 120 106**



Register your interest online at www.lifetimecustomers.com.au
info@newslettermarketingsystems.com.au



Fax the Priority Assessment Form to **(08) 9463 6079**



Mail the Priority Assessment Form to:
“**Newsletter Marketing Systems**”
PO Box 839, GISBORNE VIC 3437

Remember the consultation is totally risk free and you have nothing to lose.

Looking forward to meeting you

Ben Wendel and Zac Nelles

Ben Wendel and Zac Nelles

P.S. We can start with 5 new clients a month. This is because it takes a lot of time to get a new client into the system and make sure that they aren't going to miss any issues. So once we have our 5 new members each month you have to go on to a waiting list until next month.

P.P.S. Ben and Zac have decided that in order to give each client the required amount of attention so that their newsletter is a success we will strictly limit Newsletter Marketing Systems' number of clients to no more than 200.

That is it. Once we hit the 200 client mark or else we reach a client count (below 200 clients) where we feel we can't take on any more clients without diminishing the quality of service we offer we will stop accepting new clients – at that point the only time we will accept a new client is when an existing client quits.

Neither of us wants a to run some sort of gigantic bureaucracy or ad agency handling 1000's of clients newsletters with an appallingly low quality or mass produced feel. We want a business with a manageable number of clients where we can get all our clients great results.

This is the joy of being a privately owned family business – we don't need to appease shareholders with higher quarterly profits, we can run a business that works for us and gets our clients great results.



EXISTING CUSTOMER OPPORTUNITY AUDIT

SPECIAL NO COST OR OBLIGATION ACCEPTANCE FORM

Yes! - Ben and Zac, I would like to know what an increase in referral rates, an increase in repeat business, what cross selling opportunities I have in my business and who might be interested in marketing to my customers. I would like to request a *"Existing Customer Opportunity Audit"* I understand it is no-cost or obligation to me.

Yes! - I am returning this form **within 60 days** of receiving *'The Business Owner's Guide To Getting More Repeat Business And Referrals'* so I would like to redeem my Free \$23 gift card just for having a 27 minute chat.

Yes! - I am eager to **identify the value of and ways to implement the strategies we've discussed SPECIFICALLY in MY business:**

- What your referral rates could be based on our what our current clients are getting
- Identify easy money on the table opportunities that are being neglected currently
- What an increase in customer loyalty will mean – retention rate makes a huge difference to your ability to grow
- What 'cross-selling opportunities' exist in your client base with your existing products and what systematically exploiting that will mean in the future
- Identify who else might like to access to your customers
- We can briefly look into what this will do to the sale price of your business
- How we might be able to build systems to leverage these opportunities in your business



FREE \$23 Gift Card For Your Time

First Name Last Name

Job Title Company Name

Company Website

Email

Postal Address

Suburb State Postcode

Phone Number

Please nominate 3 dates / times that would suit you for a consultation. At least 7 business days hence.

Fax this Form to **(08) 9463 6079**

Mail this Form to **"Newsletter Marketing Systems" PO Box 839, GISBORNE VIC 3437**

Fill in the Form Online at www.lifetimecustomers.com.au

newsletter

MARKETING SYSTEMS



Call **1300 120 106**



Register your interest online at
www.lifetimecustomers.com.au
info@newslettermarketingsystems.com.au



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