

THE DEFINITIVE



NEWSLETTER

MARKETING

BLUEPRINT

Dates of webinars



July 2nd	Module #1	Strategy & objectives
July 9th	Module #2	Design & Layout
July 16th	Module #3	writing & Content
July 23rd	Module #4	Production & Scheduling
July 30th	Bonus Module	The ultimate Referral Machine

WEBINAR TIME: 6:00pm AEST / 4:00pm AWST

Strategy & Overview



What Are We Covering Today?

1. Why Are Customers Important?
2. Why Do We Need To Keep Customers?
3. What Is A Newsletter?
4. How Does A Newsletter Make You Money?

Strategy & Overview



Why Are Customers Important?

Strategy & Overview



Why Are Customers Important?

- They are the only real asset in your business
- They are a your source of repeat business
 - There is a feedback Loop.
- Your business needs to evolve
 - New model of business

Strategy & Overview



Why Do We Need To Keep Customers?

Strategy & Overview



Why Do We Need To Keep Customers?

- Less Dependent on new customers

Strategy & Overview



Why Do We Need To Keep Customers?

- Less Dependent on new customers
- More profit comes after the first purchase



This Is Your Average Customer

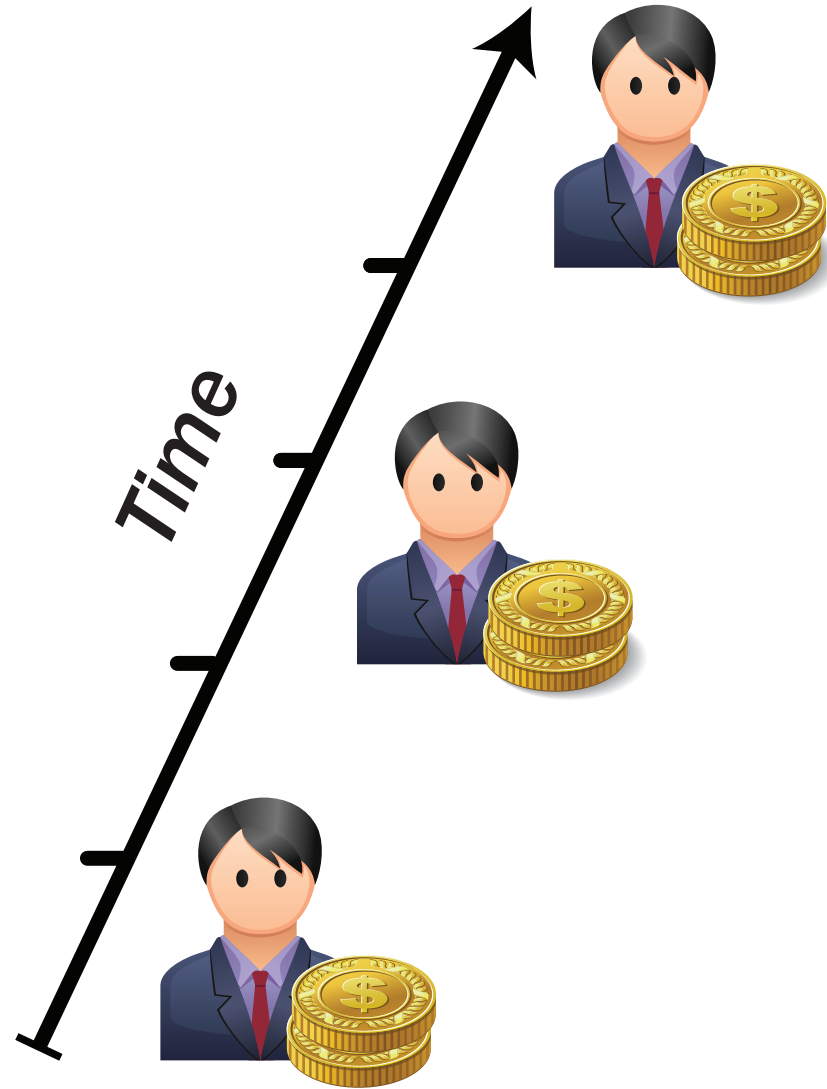


= \$100



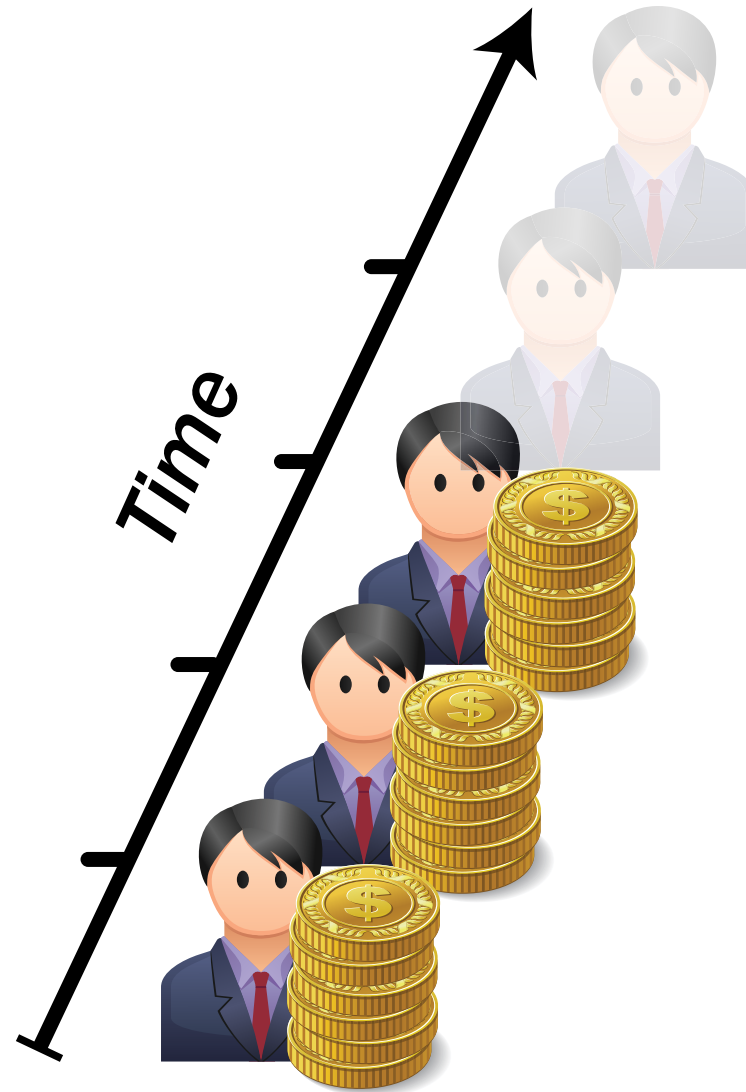
They Spend \$200 Per Transaction.

Value: \$200



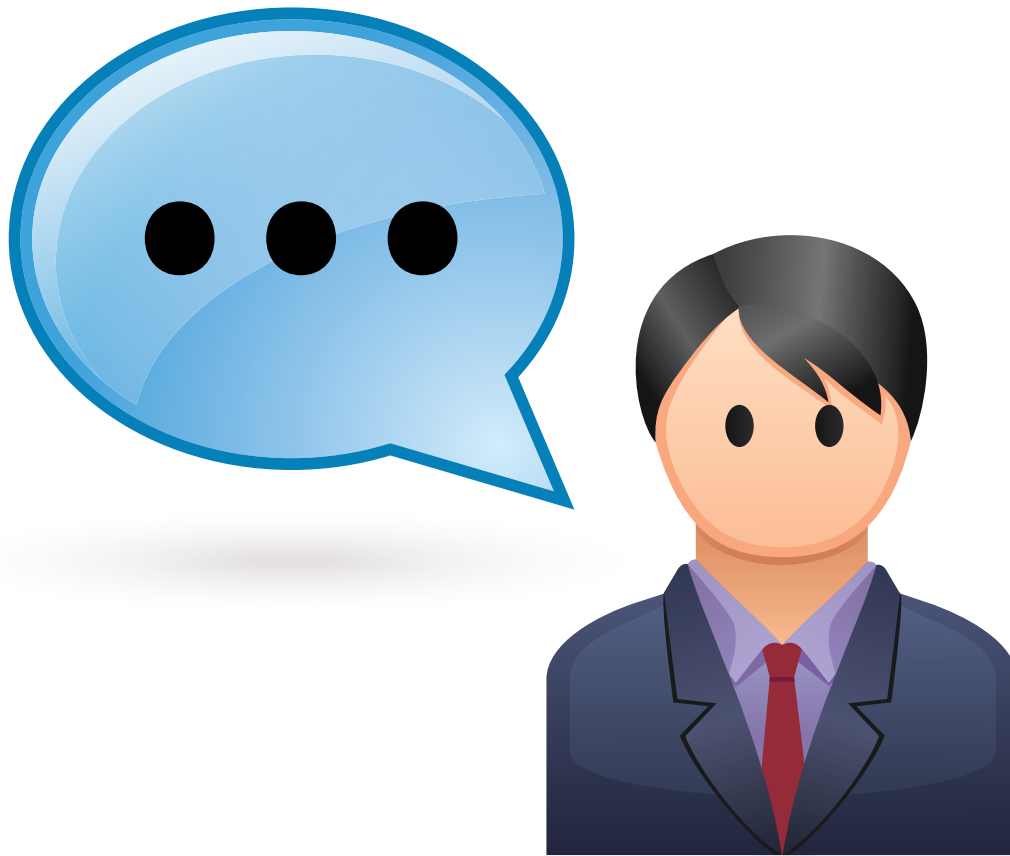
They Make 3 Transactions Per Year.

Value: $\$200 \times 3 = \600



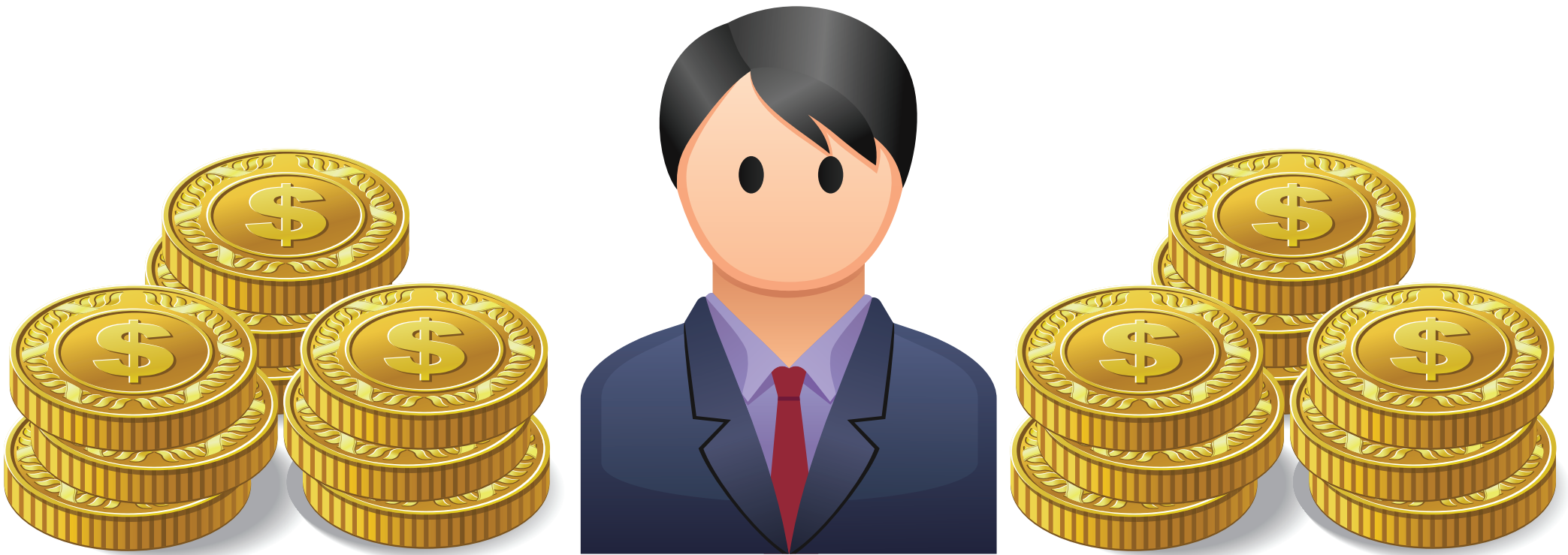
They Stay Active For 3 Years.

Value: $\$200 \times 3 \times 3 = \1800

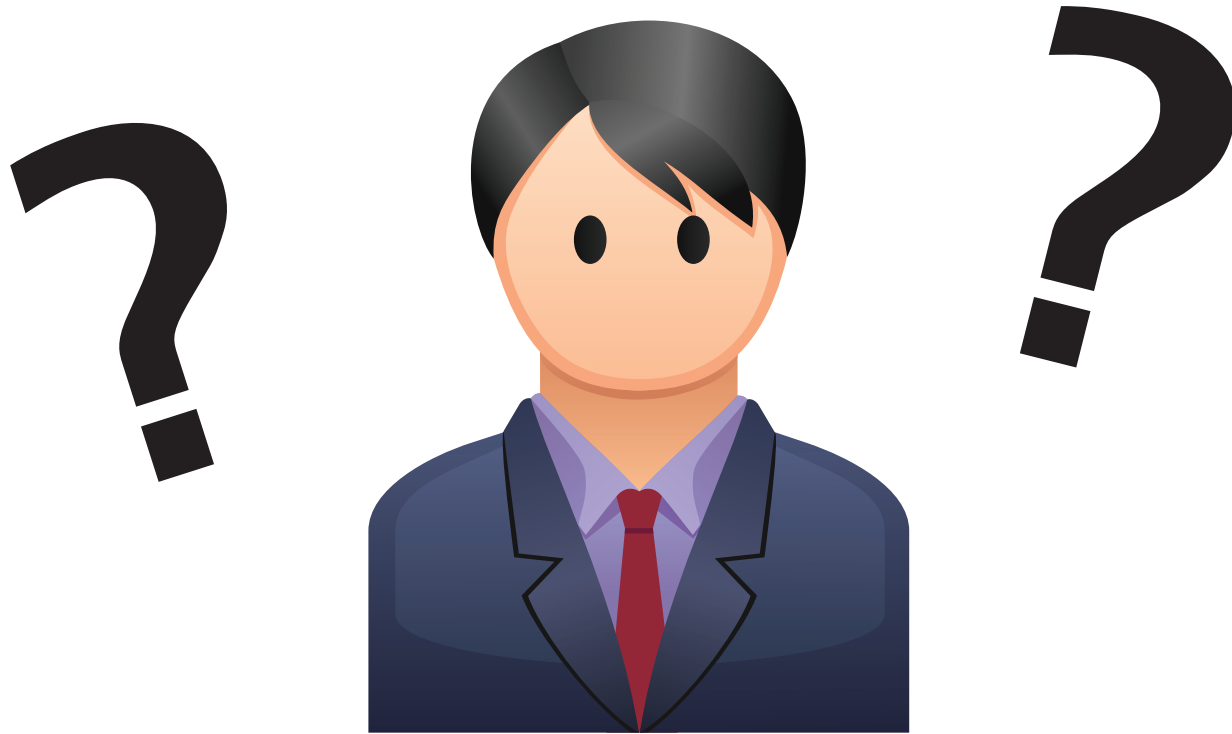


They Don't Refer Any Business.

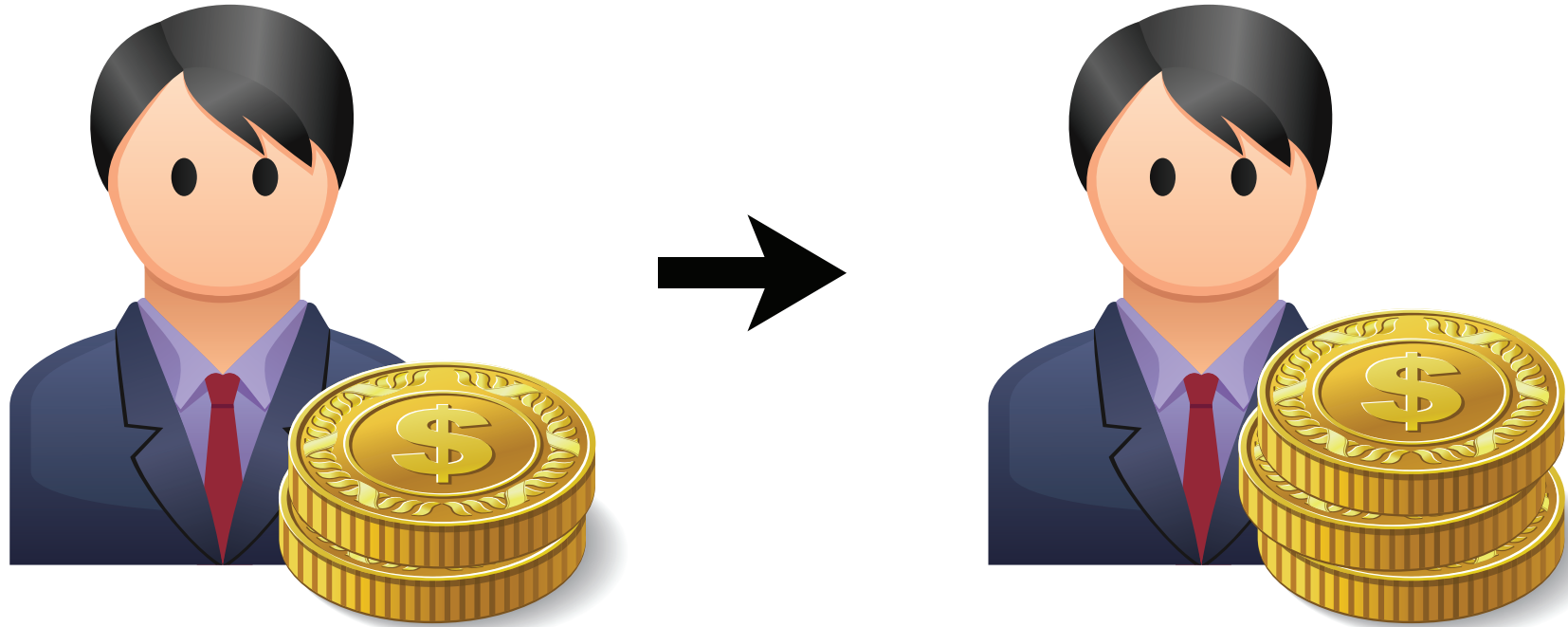
Value: \$200 X 3 x 3 x 1 = \$1800



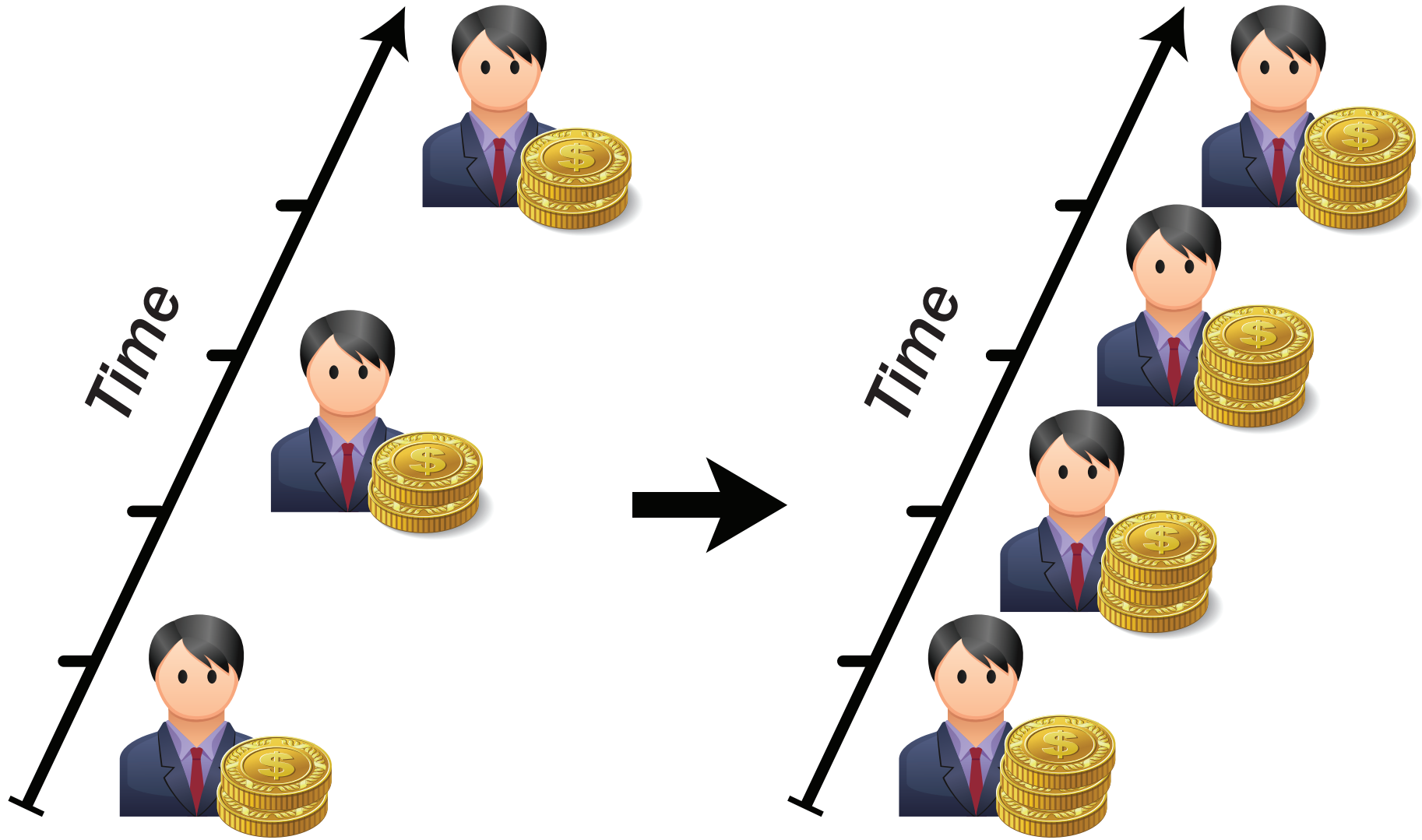
Your Average Customer Is Worth
\$1800 Over Their Lifetime...



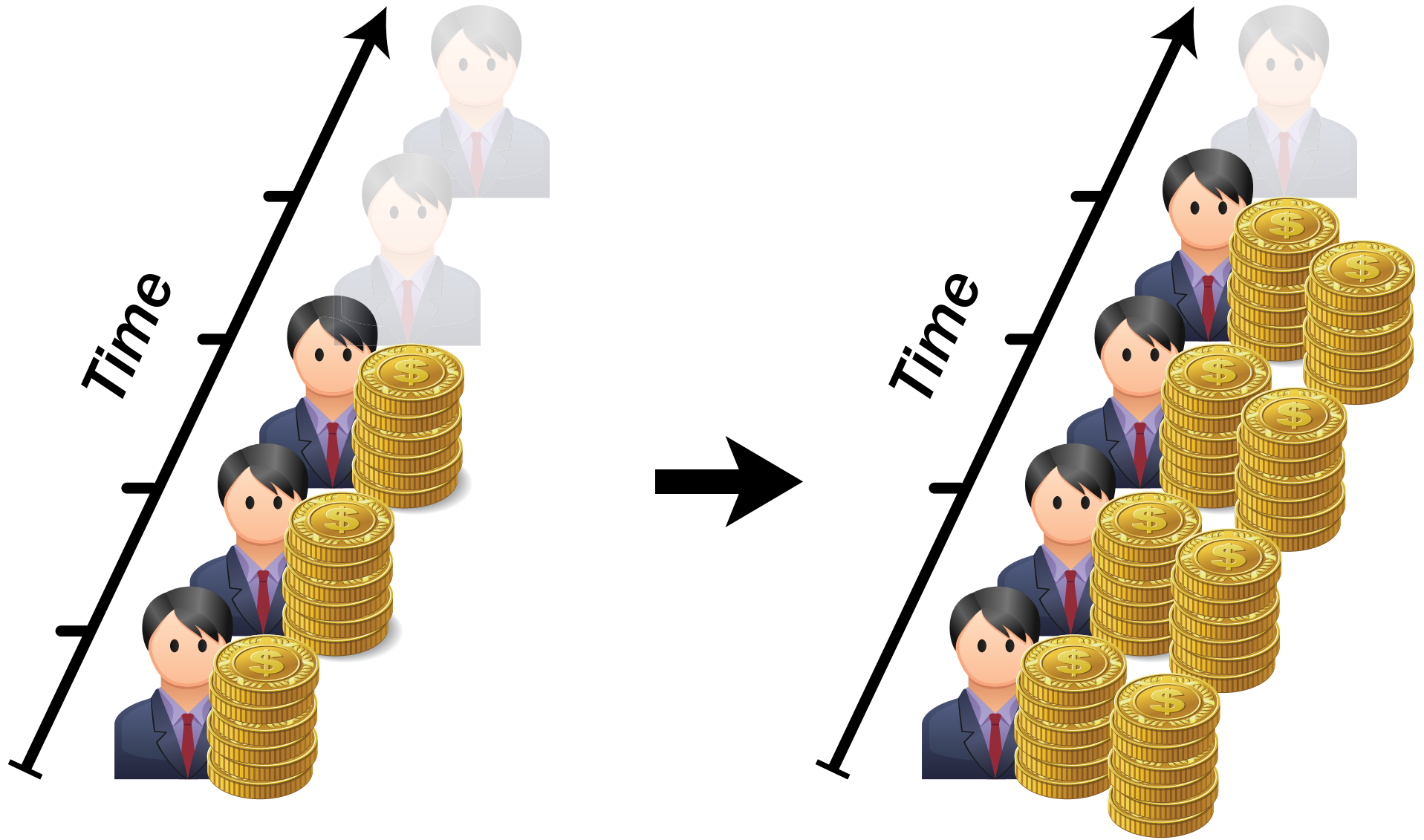
What Could Happen If We Built A Relationship With This Customer?



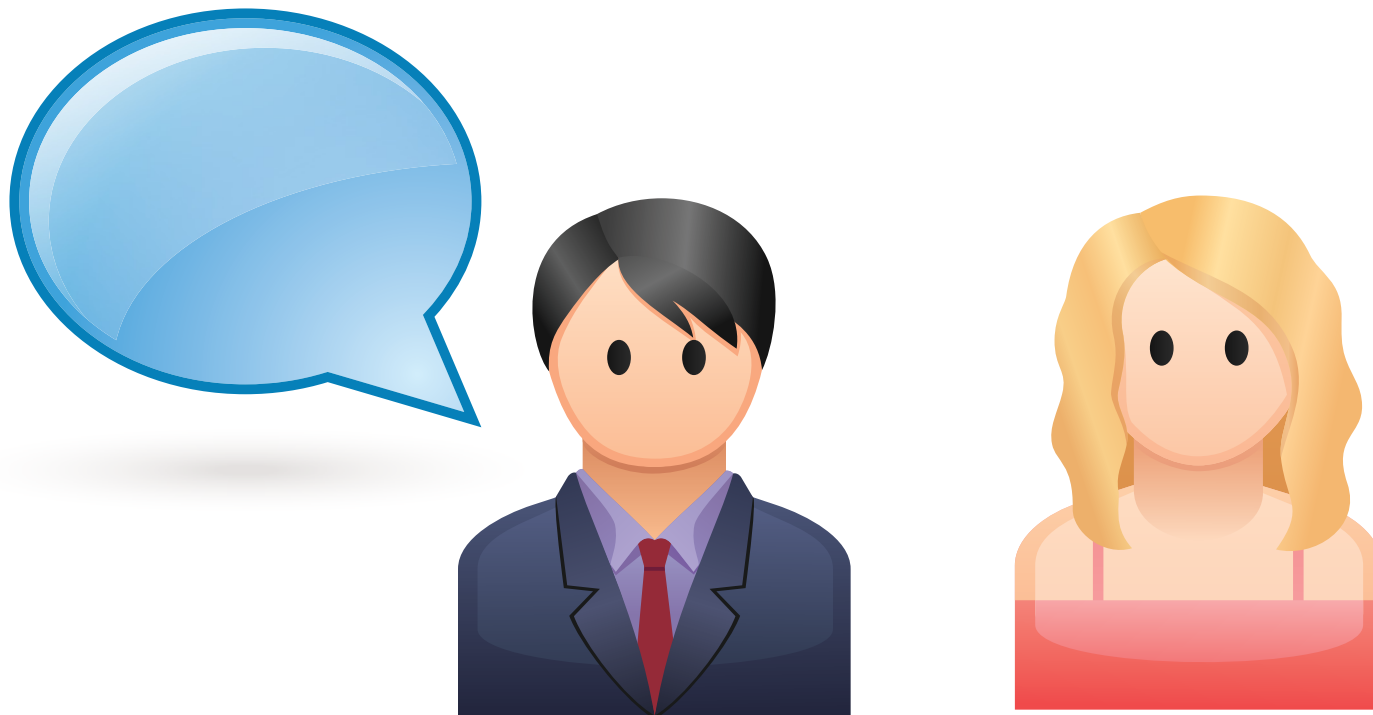
The Transaction Size
Could Increase to \$300?



The Purchase Frequency Could Increase to 4 Times Per Year?



The Number Of Years Active
Could Increase to 4 Years?



They Simply Refer Just 1
Customer Over Their Lifetime.



So What Difference Does This
Relationship Really Make?



This Is Your New Average Customer

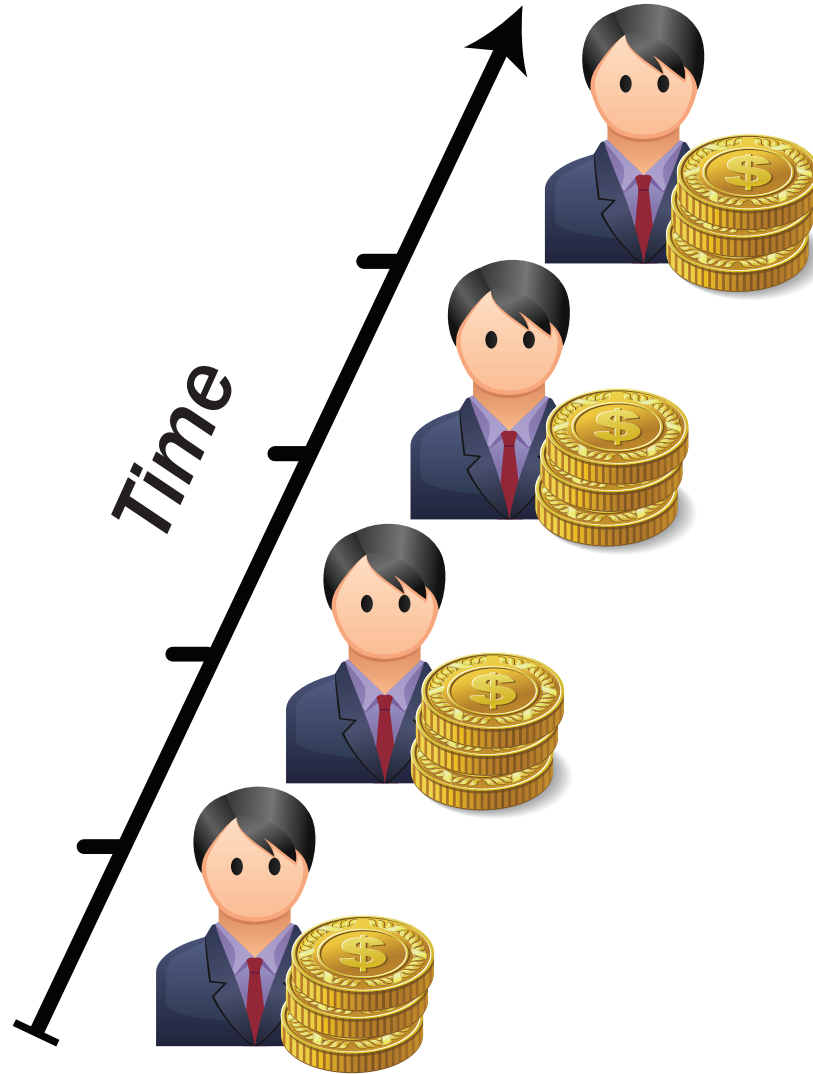


= \$100

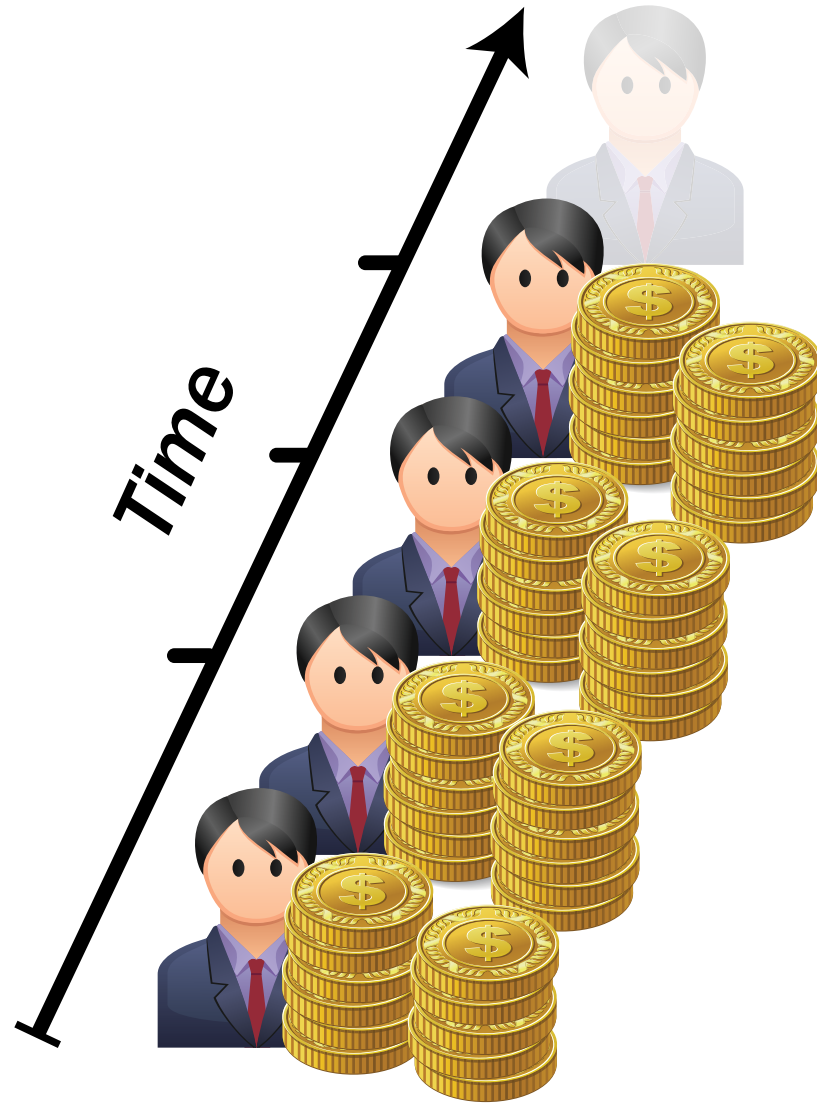


They Spend \$300 Per Transaction.

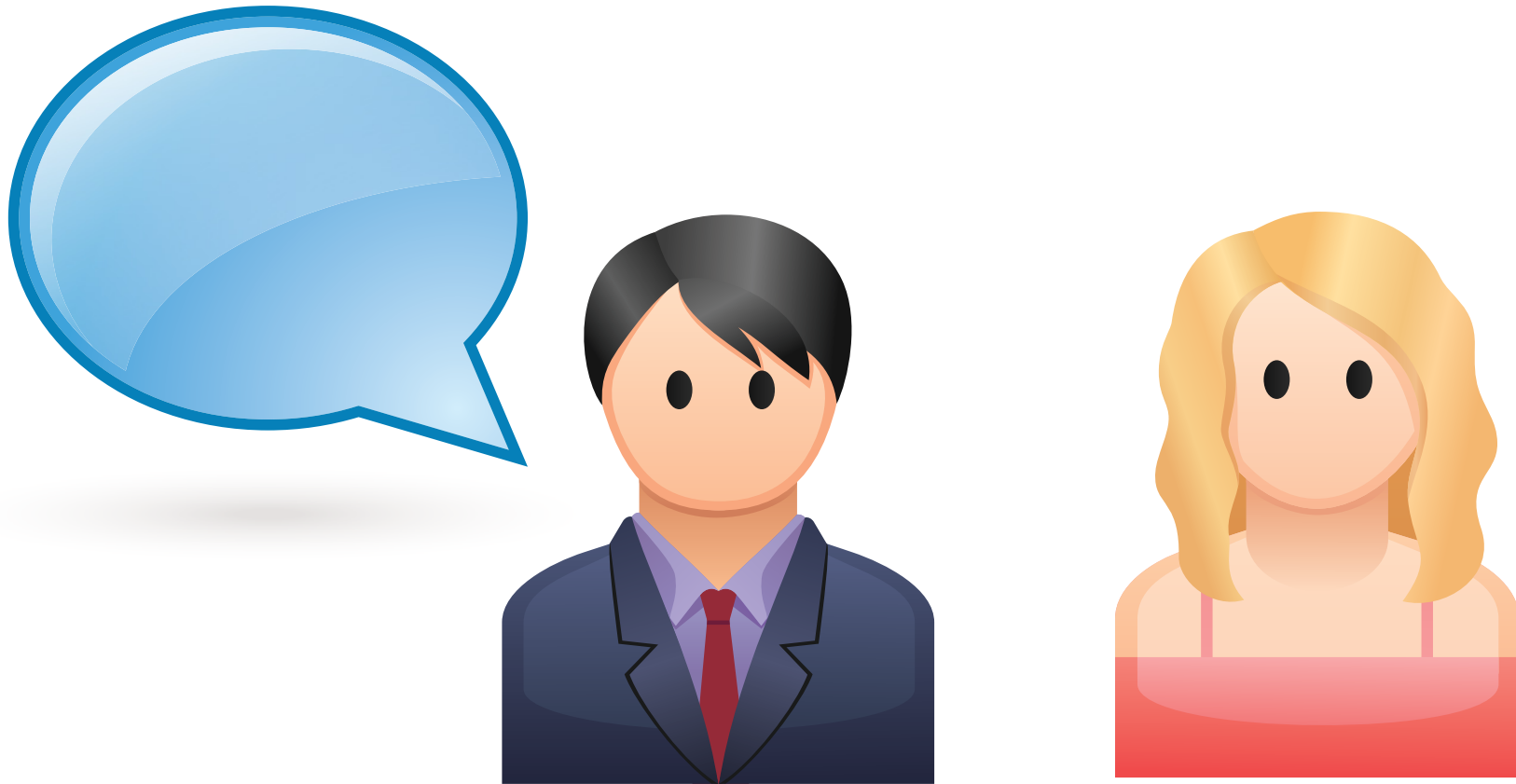
Value: \$300



They Make 4 Transactions Per Year.
Value: $\$300 \times 4 = \1200



They Stay Active For 4 Years.
Value: $\$300 \times 4 \times 4 = \4800



They Refer 1 New Customer
Value: \$300 X 4 x 4 x 2 = \$9600



Your Average Customer Is Now Worth
\$9600 Over Their Lifetime...

Seems Too Good To Be True...

But These Numbers Are Realistic

33% Increase in Transaction Size
25% Increase in Purchase Frequency
25% Increase in Years Active
100% Increase in Referrals

RESULT

A \$533% Increase In Customer Value!

Strategy & Overview



Why Do We Need To Keep Customers?

- Less Dependent on new customers
- More profit comes after the first purchase
- Allows You to spend more on customer acquisition (MACPA)

Strategy & Overview



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- Allows You to spend more on customer acquisition (MACPA)
- Builds wealth and stability

Strategy & Overview



Why Do We Need To Keep Customers?

- Less Dependent on new customers
- More profit comes after the first purchase
- Allows You to spend more on customer acquisition (MACPA)
- Builds wealth and stability
- Better Quality of customers

Strategy & Overview



What Is A Newsletter?

Strategy & Overview



What Is A Newsletter?

- Types Of Newsletters

Strategy & Overview



What Is A Newsletter?

- Types Of Newsletters
- What Is the purpose of a newsletter?

Strategy & Overview



What Is A Newsletter?

- Types Of Newsletters
- What Is the purpose of a newsletter?
- Email Newsletter vs Print Newsletter?

Strategy & Overview



What Is A Newsletter?

- Types Of Newsletters
- What Is the purpose of a newsletter?
- Email Newsletter vs Print Newsletter?
- Newsletter alongside other Marketing

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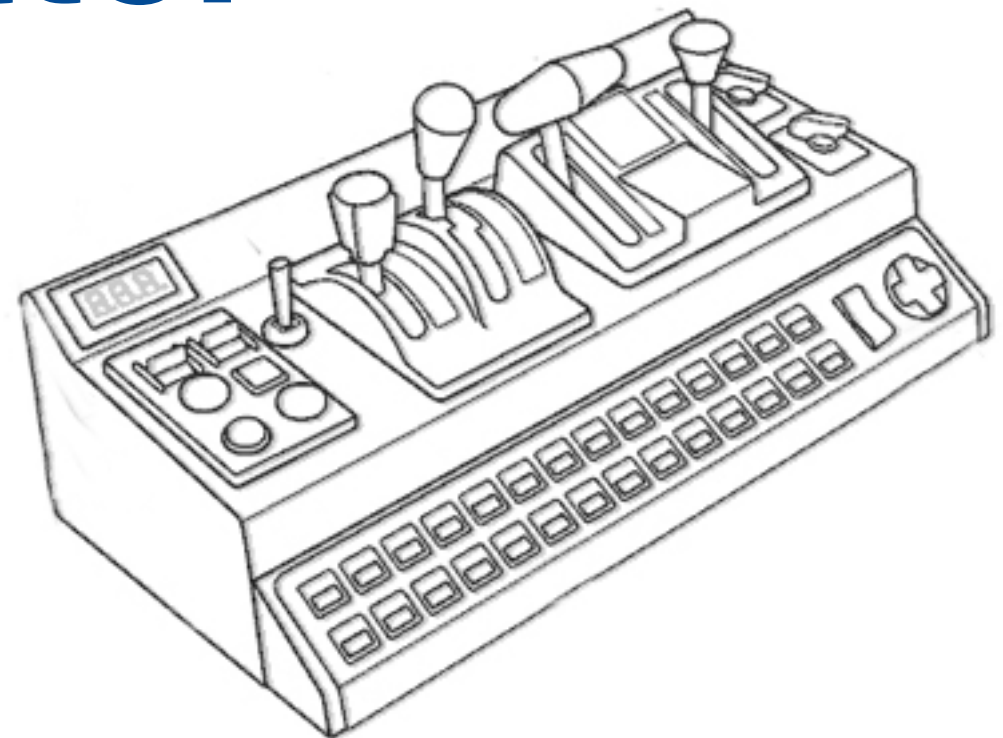


Newsletters are like the glue that holds all your other marketing together

Strategy & Overview



How Does A Newsletter Make You Money?



Strategy & Overview



How Does A Newsletter Make You Money?

- Builds & maintains relationships

Strategy & Overview



How Does A Newsletter Make You Money?

- Builds & maintains relationships
- Builds recognition / branding

Strategy & Overview



How Does A Newsletter Make You Money?

- Builds & maintains relationships
- Builds recognition / branding
- Improves Customer Retention

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How Does A Newsletter Make You Money?

- Builds & maintains relationships
- Builds recognition / branding
- Improves Customer Retention
- Increase repeat purchasing & cross-selling

Strategy & Overview



How Does A Newsletter Make You Money?

- Builds & maintains relationships
- Builds recognition / branding
- Improves Customer Retention
- Increase repeat purchasing & cross-selling
- Spur on referrals

Strategy & Overview



How Does A Newsletter Make You Money?

- Builds & maintains relationships
- Builds recognition / branding
- Improves Customer Retention
- Increase repeat purchasing & cross-selling
- Spur on referrals
- Can Convert Prospects

Strategy & Overview



How Does A Newsletter Make You Money?

- Builds & maintains relationships
- Builds recognition / branding
- Improves Customer Retention
- Increase repeat purchasing & cross-selling
- Spur on referrals
- Can Convert Prospects
- Educates Customers

Strategy & Overview



How Does A Newsletter Make You Money?

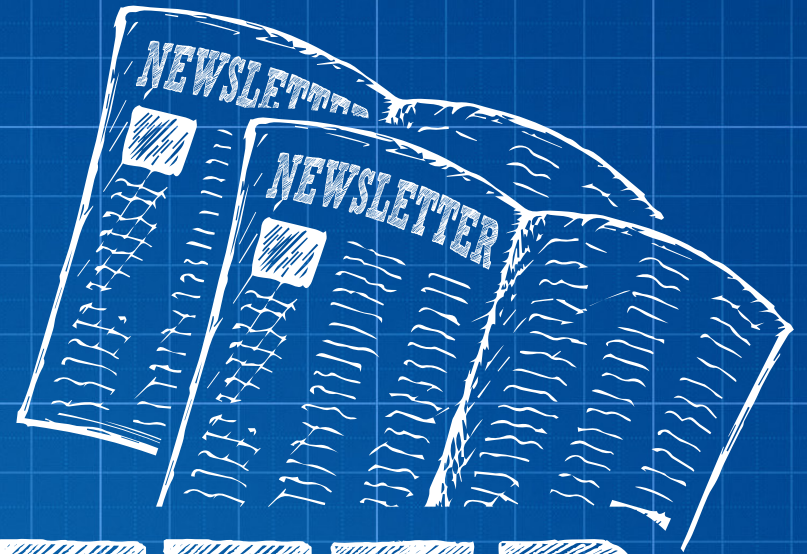
- Builds & maintains relationships
- Builds recognition / branding
- Improves Customer Retention
- Increase repeat purchasing & cross-selling
- Spur on referrals
- Can Convert Prospects
- Educates Customers
- Provides advertising / JV opportunities

Strategy & Overview



How Does A Newsletter Make You Money?

- Builds & maintains relationships
- Builds recognition / branding
- Improves Customer Retention
- Increase repeat purchasing & cross-selling
- Spur on referrals
- Can Convert Prospects
- Educates Customers
- Provides advertising / JV opportunities
- You are perceived as the expert



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