

# How To Use Free Standing Inserts To Boost Response Rates In Your Newsletters

**(And anywhere else they can 'ride along' for free as well)**

You'll probably be most familiar with Free Standing Inserts (FSIs) in your newspapers.

They are all the advertising that falls out when you open the paper – and they work very effectively in that media – many marketing greats will tell you flat out that this is one of the most commonly overlooked, high return, advertising opportunities. And they are a great way to get some advertising to go out with your newsletter.

The reason they are so powerful is that you have spare weight you've paid to post in every newsletter you mail. So for the minimal extra cost of printing you get a free whack at making some extra cash. Naturally, you can use this FSI idea any other time you send physical mail – invoices/receipts, other direct mail or shipping products.

This report will cover some of your options for creating free standing inserts to use in your newsletters. Some word of warning – not all of these options will be relevant right now, and not all them will apply in every situation. Make sure you revisit this guide regularly for ideas.

Usually these are A4. However, there is no reason for not doing a larger FSI, I personally wouldn't recommend having more pages of FSI than newsletter.

For example:

If you are doing a 4 page newsletter and have the occasional 4 page FSI – no harm no foul. If you have as much or more advertising than newsletter your newsletter gets repositioned as the thing you send your customers with all the flyers in it – hurting your newsletter's effectiveness long term along with the value of your customers.

Again, like the writing module – this assumes you are familiar with direct response copywriting at least to the level where you know how to write a headline and lead, some basic sales architecture, the difference between a feature and a benefit and how to ask for the next step.

Although I personally don't train clients in the art of copywriting, I can give you a good resource list to get yourself up to speed relatively easily if you want some help. One day this will change but for now, I figure why re-invent the wheel.

## **The Referral Program Insert:**

We cover referrals in depth in the Ultimate Referral Machine. And one of the most powerful tactics we have for getting referrals is the newsletter with FSI asking for referrals.

This FSI should be a staple of your newsletter insert program – we have seen results between .5% and 2% response each time this FSI is run. So every month you could have your newsletter going out and for a minimal additional cost of adding this insert each month you could be growing by an EXTRA 6% to 24% per year.

For those of you already getting our newsletter you'll probably have seen our referral program insert which is a good reference for what these should look like.

You'll want to outline the particulars of your referral program and tell your customers/clients/patients how they can refer business to you.

Then on the back you can use the space for things like

- Listing your services
- Testimonials from satisfied clients
- Client spotlights – proving your can do what you say.

## **Customer Feedback Form**

Call it a survey or a feedback form. Get the questions answered that you want answered.

Ask the right questions and you can get valuable customer insights. Ask the wrong questions and you'll be disappointed.

Try and gather market research type information to gauge interest in products and services and what problems your customers are experiencing. So that you can solve those problems or get those products and services into your business.

Don't ask them if they like the newsletter, that isn't helpful data – if they like your newsletter they will be more open, more friendly, easier to deal with and will buy more from you than they had previously.

The struggle with mailing out feedback forms is getting them back. If you can make them reply paid then do that. If you can set up an online version do that or if they can fax back, do that. If you can get them to bring a completed survey to a physical location for a freebie then do that.

The lowest response is when your customers have to address an envelope and put their own stamp on it after completing the survey – but you'll know full well that it was REALLY important they tell you it.

## **Client Spotlight/Case Study**

Sometimes when you have a really good case study it is hard to get it to fit in your newsletter and still get the content mix right.

Many of the case studies I write for clients and myself are actually 2 pages plus. When that happens, do yourself a favour and use them as an FSI and be sure that there is call to action for the product or service featured at the bottom.

A case study is really a way to brag about the results you can get for your customers when they use a particular service of yours and you can showcase real results. It's far more effective than out and out boasting – and if your customer is genuinely impressed with the results you've gotten they will boast all about it for you.

If you need guidance on writing case studies I would get the book 'Stories That Sell' by Casey Hibbard. Its about 80% of what you need to know to write your own case studies – the other 20% is how to create a compelling message.

### **Drive Your Customers To A Free 'Event'**

The reason I say free event is that you are unlikely to be able to get them to paid event, with the limited space you have in an FSI.

Anyway... When I say free event it might be an in office meeting, a tele-seminar, a webinar or even a one-on-one executive briefing. I hope we are all mature enough marketers to know that these are all events where our primary goal is actually to sell them something.

You could also do a customer appreciation event where there is no selling going on but they are welcome to bring friends, family professional peers or colleagues. (Referrals).

To make this FSI work you will need to sell your customers on attending the event – there needs to be reasons for them to attend such as:

- Learning something (you should be able to give away some useful content)
- Camaraderie
- Hanging in out with peers
- Having fun
- A cool experience.
- A free meal

### **Generate Leads For Another Product Or Service**

If you have multiple sales funnels (either in the current company or another you own) set up then you can use your FSI to generate leads for those other funnels.

This tactic was originally shown to me by Dan Kennedy; he'd just done it very successfully for financial planners. He created funnels for every product a client financial planner had, with free reports, follow up letters and emails to get the person who asked for the report to request a meeting and a script for the sales meeting.

He then created an FSI for each funnel so that they could be rotated through the Financial Planner's newsletter. When his customers saw the FSI and said "that's for me, I'll go and get that report" the financial planner was able to follow up and get meetings with those customers. Naturally this financial planner sold a lot more to each customer than he would have otherwise.

You could also use this approach in order get customers to come into your store front or call and speak to a sales person.

### **Buy a product**

Again Glazer Kennedy Insider's circle do this well. You'll often see a 4-page sales letter for a \$300 product in with their newsletters.

It's an easy up-sell for them. And for the right price point it can be for your business too.

So if you have a business where customers can buy without interacting with a salesperson then this could work for you. A word of warning, this isn't going to work unless you know how to write sales copy strong enough to sell from the page.

I'm including this more for the sake of completeness than I am expecting this to be relevant in most cases. But if you have a list big enough and are a competent enough copywriter there is no reason you couldn't pay for an entire mailing through mail order purchases from your FSI.

### **Affiliate/Joint Venture Marketing:**

You can use your free standing insert to promote affiliates/ joint venture products.

Depending on which world you live in (The internet marketing world or the real world) I am talking about using your free standing insert to send your customers to someone else in return for some sort of compensation – either a share of revenue generated or a flat fee per person marketed to – akin to list rental.

When doing Joint Venture/ Affiliate marketing your FSI needs to drive your customers into their funnel. If I was doing a an FSI to promote Newsletter Marketing Systems to Print Town clients, I would want them to request our free report "The Business Owners Guide To Getting More Repeat Business And Referrals" – so I would sell them on going and getting that free report in the FSI and then let NMS's funnel take care of the rest (turning them into customers).

If I was promoting the local gym and they wanted phone calls to talk to their leads and then close them, I would simply create an FSI talking about why they would want to become members of that gym and then ask them to call for more information or better yet a free personalised assessment.

If you joint venturing 'simple' products you can just ask for the order off the page. People do still sell successfully that way and for low cost products it can be the way to go.

There you go all the different ways you can use FSI's to generate even more business out of your newsletter.