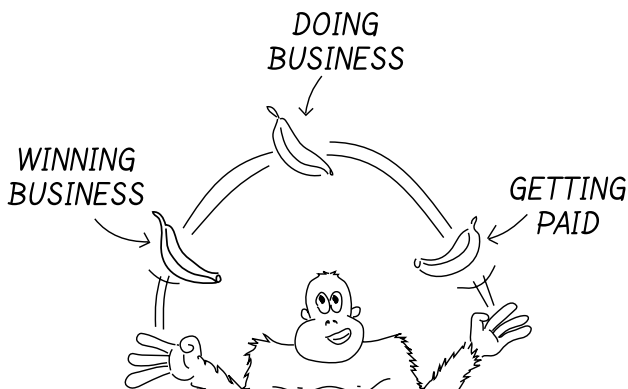


# THE GORILLAS WANT BANANAS

*The Lean Marketing™ Handbook for  
Small Expert Businesses*



Debbie Jenkins & Joe Gregory

Why do some people seem to  
magically attract new business  
while others face rejection after rejection?

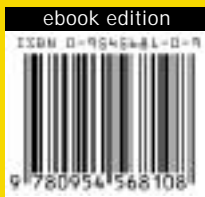
What enables some businesses to  
build an enviable reputation  
without ever spending a penny on advertising, while  
others do everything they can but still get lost in the clutter?

Why do some people achieve great results  
even though they never seem to be busy, while others run  
themselves ragged never to achieve what might have been?

Can you really find a way to  
do less work and get more success?

# The answer is yes!

This pivotal book explodes the outdated  
marketing myths that have become a  
burden to the modern entrepreneur, so that  
you can build your own success and enjoy it!



[www.leanmarketing.co.uk](http://www.leanmarketing.co.uk)

LEANMARKETING™  
★ P R E S S ★

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## Quick Quiz

Read the following statements and tick the boxes that apply to you:

- Are you fed up of constantly chasing after new business?
- Do you get frustrated when your calls are never returned?
- Does it seem that your best marketing emails get lost in a black hole?
- Do you sometimes get caught doing freebies with no clear way to convert these “customers” into paying customers?
- Do you find it hard to keep your sales pipeline full with the right kind of prospects?
- Do you sometimes have trouble turning leads into paying customers?
- Do you get stressed out when there are too many things to do but not enough time to do them?
- Are you often embarrassed by your out-of-date and lazy (it’s never made you a penny) website?
- Have you ever felt ashamed when handing out your business cards or sales literature?
- Does the majority of your marketing strategy get formulated while you’re on the loo?
- Have you ever accidentally taken on a problem client but didn’t know how to get rid of them?
- Are you sick of chasing late paying customers and working your socks off making other people successful without the credit and rewards you deserve?
- Are you bored of hearing the same old marketing “experts” telling you the same old things that you already know and have already tried to do without success?
- Has marketing become a chore that costs you money, rather than an investment?
- Do you want to find better ways to market and grow your business that involve less waste, less reliance on so called “marketing experts” and more time to enjoy yourself?
- Does it seem you’ve tried everything and you’re now at a loss as to how you’re going to turn things around

*If more than 4 of the above statements hold truth for you then you need to read the rest of this book now.*

CHAPTER ELEVEN

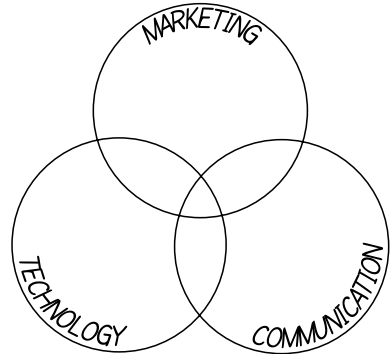
# Top 7 Lean Marketing™ Activities for Getting Business

*“There’s a difference between knowing  
the path and walking the path”*  
Morpheus – The Matrix

# Getting Business

*Now, we know every business is different and technology changes and people change, but we find that the following activities are some of the top tactics a Lean Marketer™ should have in their toolbox.*

1. Networking
2. Giving referrals
3. Giving something for free
4. Public speaking / PR
5. Writing
6. A great website
7. Email / Internet



This isn't an exhaustive list of tactics, but covers the fundamentals. You don't have to do all of them, in fact you'll probably find that you're doing some of them already.

We find that most businesses do these activities to some extent. What we're suggesting is that you do these activities with a goal in mind. With a purpose and a way of measuring the success. You need to determine your Most Wanted Response (MWR) for each activity, work out where to use it in your pipeline and then get on and do it.

## 1. Networking

We subscribe to the Bridget Jones school of networking etiquette, which requires you to "Introduce people with thoughtful comments".

If you haven't seen the film Bridget Jones, I urge you to watch it, just for the networking tips and techniques (it's quite a funny film too!) Let me explain Bridget's technique.

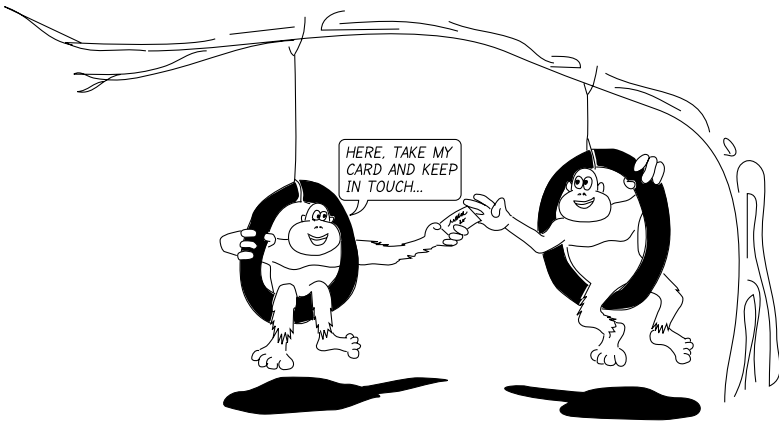
Bridget is at a book launch for the book "Kafka's Motorbike - probably the greatest book of all time". She makes her networking introductions: "Ah Perpetua, this is Mark D'arcy. Mark's a middle aged prick with a cruel raced ex-wife. Mark, this is Perpetua. Perpetua's a fat arsed, old bag who spends all her time bossing me around".

Maybe not!

But the principle is sound – introducing people to one another suggests that you're a well connected person who cares about other people. Here are some more ideas about making networking work for you.

When entering a networking meeting imagine that you're the host and it's your responsibility to ensure everyone around you has a great time and meets the people who can make a difference to their business.

If you use networking as one of your tactics for moving people through the pipeline, then remember to work out how you're going to measure the success.



When out and about, networking, you'll gain more credibility, trust and knowledge by asking people about themselves. Below are some questions that we've found work well, with a few reasons why...

### *1. What Do You Enjoy Most About Your Job?*

If you want people to be positive and switched on then this one will help to keep them talking. You also generate good feelings and a positive response which can be associated memorably with you.

### *2. How Did You Get Started In Your Line Of Work?*

Most people love to tell their life story, especially when they are successful. I'm sure you want to make a positive impression on successful people right? What's more, if you're really listening, you'll be likely to learn a thing or two at the same time.

### *3. What Separates Your Business From The Competition?*

Many people aren't naturally comfortable being seen as a bragger but strangely most of us love to brag! Give them permission and they'll love you for it!

### *4. What's Changed In Your Industry Over The Last Few Years And What Do You See In The Future?*

Let the person you are talking to feel experienced and knowledgeable. After all, we all know more about something than the people we meet. You'll also be likely to gain an insight on their potential challenges from their observations and speculations too. This information comes in useful for the follow up.

### *5. What Do You Want To Achieve Next?*

This one enables the other person to dream a little bit and it presupposes that you already see them as an achiever with goals. It also uncovers clues about how you could help them get there.

### *6. What's One Of The Funniest Things You've Experienced In Your Business?*

A funny and memorable story! What else needs to be said? They'll think you're humorous and witty even though they did all the talking!

### *7. How Would You Like To Be Described By The People You Work With?*

Here's another opportunity for them to compliment themselves, but more importantly it will uncover exactly what you should use when introducing them to people who they may be able to work with.

### *8. What's The Most Successful And Satisfying Way You Win Business?*

Uncover a bit about their processes, this will help you to identify how you could help them and gives you positive references to come back to when you follow up later.

## *9. What's Your Ideal Type Of Client/Customer?*

This will help you to pass leads their way and make referrals that they'll value. It also implicitly tells them that you'll look out for them. This encourages reciprocation in some cases, but at the very least shows them how you like to network.

Obviously, just asking these questions won't really make much of a difference (and would be kind of shallow) if you don't actually care about the answers. You need to approach this style of networking with a real commitment to listening and learning about the people you deal with. The follow up is where you begin to move the relationship towards something mutually beneficial, so what I've covered here is the first contact.

*“There are people who, instead of listening to what is being said to them, are already listening to what they are going to say themselves.”*

Albert Guinon

And, who's to say that it shouldn't be you who starts the ball rolling by looking out for the people you meet and know? Follow this up with the Bridget Jones technique and really make an impact at your next networking event.

*“I'll never forget what's his name.”*

Norman Pliscou

## 2. Giving Referrals

This seemingly generous exchange sets you up as a great company, friendly, considerate and trustworthy. You also get a double whammy each time because the person you advised feels helped and the person you recommended feels indebted.

We love giving referrals!

Make this a habit for people at every stage of your pipeline. If you do this regularly you'll turn it into a habit and people will really begin to love you for it.

Also "soft referrals" such as "I know someone who does personal breakthroughs, their details are..." involves no risk to you. So, go on, do it now. Who do you know who would benefit from reading this book? Go on, tell them about it now!

Another way to ensure you get into the habit of making referrals is to get a couple of extra business cards from people you think you could refer. We always ask people we have a good feeling about to give us a few (50-100) business cards so that we can pass them out if we make contact with someone who could be interested. In most cases people instantly want to reciprocate and ask for some of ours. If this doesn't happen it doesn't matter, they may not be in touch with people who we want anyway, it just makes our job of giving referrals easier.

Our MWR when giving referrals first is to encourage reciprocal referrals – we want them to refer us too. Not only that but we also encourage our network of contacts to ask us first if they need to find someone. They know we'll know someone! That builds trust for us and people really do like us! Honest!

### CASE STUDY: Networking

Client

Leadership Coaching Business

Activity

Targeted and Focused Networking

Success

- Within 8 months revenues were ten times the initial cost of the networking
- Created a sustainable marketing solution
- Had lots of fun

Sea Change Consulting was established as a leadership coaching business designed to enable people to become exceptional leaders. It's run by Dr Sue Barley in Bristol. Visit her website is [www.seachangeconsulting.co.uk](http://www.seachangeconsulting.co.uk).

Sue's initial aim was to get the business to such a stage that it would market itself through referrals. Sue's experience prior to setting up the company was that she had always gained business through being referred by others.

Sue says, "I wanted the business to provide me with exciting and rewarding work as well as a good lifestyle.

"Most people in this business appear to advertise their work and spend lots of money on brochures and handouts. Through the principles of Lean Marketing™, I wanted to do something different. If my strategy was to develop the business through referral I realised I needed to do things that would bring me referrals."

Sounds simple enough!

Sue joined several business networks, including BNI, which is a network designed specifically to get people referrals. She recalls "I networked furiously. I lived by the principles of givers gain and readily provided people I met with ideas, information and leads whenever I could. It seemed the most sensible approach to me, as networking is all about getting to know people." Sue happily reports, "In the first 8 months I had revenues that were ten times the initial cost of the networking! And of course every person I worked with had a network of people and referred me onto new clients, making the marketing totally sustainable."

In the early days there were times when she wondered when it was all going to take off, when she would see a return on her investment. She persevered with the networking and made lots of new friends and contacts. She was having fun and it was very successful.

We work the Giving Referral system on our Pay It Forward principle. You may have seen the film, if you haven't it's another one we highly recommend, but the ending's a bit sad (oops I've given it away now!)

This principle works along the idea that you give something to someone else, as long as they agree to give something forward too. So, I might give you a really great lead and I'd ask you to pay it forward and think of something you could do for someone else (not for me!) That's the way you pay it forward. You can only work this system if you get really good at listening to people.

*“Be a good listener. Your ears will never get you in trouble.”*

Frank Tyger

You might be thinking “what’s in it for me?” and that’s a great question – watch the film and you’ll see.

### 3. Giving something for free

This is a great tactic – but needs to be handled with care. Here are some ideas.

Free Information (on website, information pack, toolkit) - it’s valuable to your target, but if packaged correctly costs you nothing! The added benefit is they’ll give a little more information to you if they really want it!

Here’s an example – our ‘The Lean Detox Toolkit’ used to be called ‘The Lean Detox Worksheet’ – with about 5 downloads per week. When we changed its name we started getting an average of 20 requests/week. In order to get the Toolkit they must provide us with their contact details and permission to contact them with regards to their enquiry.

So, they get something useful for free and we can begin a relationship with them. Our MWR with this technique is to move them from “Stranger” to people who “Knows Who You Are” – plus it gets them to divulge some “needs” information and they invite us to “keep in touch”.

In addition, someone who knows you can also begin to make “soft referrals”. Not sure what soft referrals are? Well soft referrals are great – they’re from people who haven’t actually sampled your work, but they like what you’re saying. So much in fact that they recommend you to others. For example, you might encourage people to “recommend a friend” from your website once they’ve downloaded your information. They’d be making a soft referral to someone who could also use your knowledge.

Here’s another example and why this one didn’t work quite so well. In 1998 we started offering “Free website evaluations” from our website. Our thinking was that if someone wanted their website evaluated, then they probably had a challenge with it. If we could convince them with a free evaluation that we knew our stuff, they would have experienced our work and be able to pay for subsequent work. Sounds good?

It was. It was too good to be true. Now, we’re pretty good at creating a buzz on the Internet about things, so we seeded a few news-groups, put up the website, promoted it and bingo! We had about 30 requests per day rolling in. Still sounding good?

Each evaluation took about 20 minutes – 30 requests per day at 20 minutes each – for FREE – not such a good idea. But more importantly than that, we hadn’t qualified who our target was. At the time, it was anyone with a website. Which is a bit like a coach saying “I coach anyone with a body” – not well targeted.

Analysing the requests coming in we realised that most of them were for DIY websites – these guys would never pay someone to help them “fix” their site. So we put a clause in saying “commercial sites only”. This reduced the volume to about 15 per day. Still a lot of work to do for free. So we narrowed it further, only the UK. Now we were getting about 5 per day – which was still too many to handle. Because, remember this is just a tactic in the pipeline – you have to use the FREE incentive to begin a relationship – you can’t just do the free bit and hope they’ll buy something else from you!

Our “Free Website Evaluation” enabled us to win new business away from competitors and demonstrate our knowledge, but it took its toll on our time. And taught us a valuable lesson about targeting (physician heal thyself!)

So we looked at our Kaizen model and did some continuous improvement. During the measure stage we found out some interesting facts. One side effect of the free website evaluation was that we were attracting the desperate and curious prospects. Doh! Now what have we told you about these guys? Don't do it. So we removed all reference to the free website evaluation from most of our sites (all except the [debbiejenkins.com](http://debbiejenkins.com) site – more about that later). We put up a “paid for at lower cost” evaluation instead (see below for more information).

In 2002 we did 327 website evaluations. Only a small percentage of these were for free.

We then moved on to our FREE Magnetic Marketing seminar in 1999. This was a half day seminar, with an invited audience of people who had either requested information from us or who had already had a proposal from us, but hadn't yet made a decision. We learnt the lessons from our earlier foray into free and this seminar attracted “Inspired” clients and in hindsight actually cost less than the free evaluations. We began the relationship on the day and set up easy to achieve next dates.

Sample Service/Introductory Offer/Free Seminar - this costs you more than just providing information but can also move suspects through the pipeline more quickly. You can move people straight from “Strangers” to “Experienced your work” in one shot.

Remember I said it was possible to move people through the pipeline more quickly, but it requires more work (or luck!)

There's a risk with this strategy that you might just attract the time wasters / tyre kickers / curious people. Being specific about who the freebie is for will help you attract the right targets. You can be specific by using a self selection type questionnaire, designed to screen out people who you don't want to work with.

Also if you offer “healthcheck” style samples then be prepared for desperate clients. You might think it would be great to work with people who're desperate - think again – see the chapter on FREE to Fee to remind yourself why this could be disastrous for your business.

Our MWR when doing free seminars or introductory offers is to get from “Stranger” or “Know You” to “Experienced your work” and get them to divulge some specific “needs” information.

In addition, someone who has experienced you can make better and more specific “firm referrals”.

Pinging/Regular Updates - this is a very useful, powerful way of moving people through the pipeline. Time and cost may be higher here but you can hit big numbers with each shot and make each message appear very personal.

So what is pinging? Pinging is any form of communication that gets your name in front of your target. In “techie” terms, pinging is when you send a piece of information down the communications line to see if the other computer is still there. It’s the same for people too!

The most cost effective way of pinging is to use email – this is why it’s so imperative to have a good strategy for collecting email addresses and gaining permission to ping.

Pinging people who “know who you are” moves them to “experienced your work” if you do it well. You also build top of mind awareness, but more importantly you have a captive audience for offers that you send from time to time.

You must only ping people when you have something interesting to share.

This is a good ping: *“Hi John, I was looking on ecademy.com and noticed that there’s an event in Birmingham on the 21st all about marketing on a shoestring. Perhaps we could meet and discuss your marketing strategy for the year at the same time. I could introduce you to Joe too.”*

Here’s a pants ping (alliteration is cool): *“Hi John, don’t forget I can help you with your marketing”*

The best way to ping is by offering (and delivering) a great newsletter. Our “Lean Marketing Tips” has gone through many incarnations since we started it in 1998, but is a great source of new, repeat and referral business.

We also have regular communication whereby we can do quick research by asking for feedback. So if we’re thinking about developing a new service that we think will help our clients, we ask them!

Our MWR with pinging is to get from “knows who you are” to “experienced your work” to “paid for your work” or from “paid for your work” to “repeat customer” to “evangelist”.

Paid for at Lower Cost - allowing people to sample your business with less risk (cost and commitment) is a useful pipeline filler and if done carefully will put off the curious and desperate and encourage the inspired.

I suppose this isn’t really a “Giving Something For Free” example – but it’s close as long as you get the pricing right.

For example we run the Lean Marketing™ Master Class seminar which allows you to experience us first hand without it really costing us any money. This helps us fill our pipeline. Or, in fact, you're reading a paid for at lower cost pipeline filler as we speak! You've tried us out, with little cost or commitment – if you like us you'll refer us, buy more from us, come on a Master Class, or (our favourite) evangelise about us.

We are basically giving you the whole process for doing Lean Marketing™ yourself (high value) for a comparatively low cost. Our Most Wanted Response is that you begin to use Lean Marketing™ and tell other people about the success you're having as a result. In some cases, this will move on to “repeat business” if you want our support to implement specific things such as branding, websites, copywriting, email marketing etc.

Another example is to work with your local business link or chamber of commerce and encourage them to subsidise an element of your work. Careful consideration needs to be given before approaching these organisations, you'll need to really work out what's in it for them and their membership.

Our MWR is to get from “knows who you are” to “paid for your work” quickly and with low risk and then encourage “repeat customer” or “evangelist” behaviours.

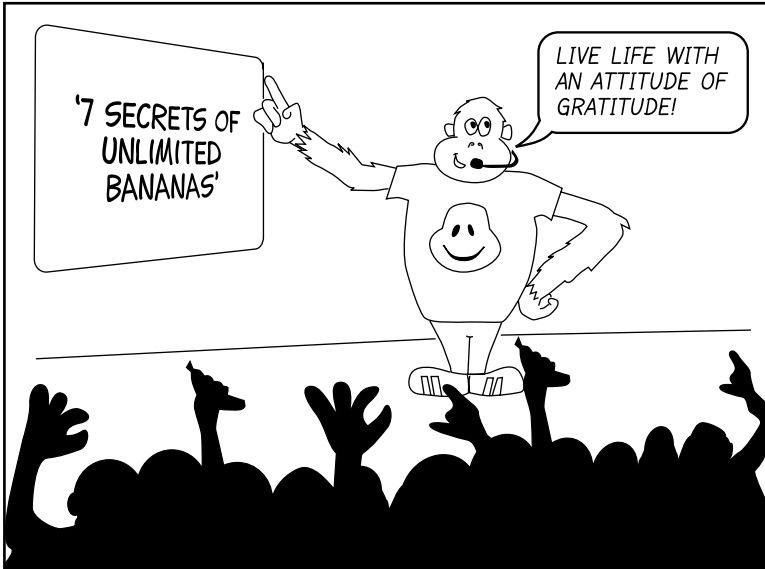
#### 4. Public Speaking / PR

I'm not going to labour over why this is important, so instead here's a few reasons why Lean Marketers™ love it.

##### *Being the focus of attention is efficient.*

If you're at an event where potentially everyone there could buy what you sell then you're very unlikely to get them all by walking from one person to the next and talking. Get up on stage and you have an audience – this means you only have to say your message once and many people get to see how good you are!

If you use your talk to demonstrate your skills (eg as a trainer) then you're also moving the audience through your pipeline to the 'sampled your work' stage.



So, being the focus of attention is good, but in order to get the maximum number of new leads into your pipeline you'll need to set up a process for getting them queuing up to give you their business cards at the end. The trick we recommend is called...

### *“Special Package Magic”*

This seemingly simple trick is devastatingly powerful. I think the key ingredients to its magic are human curiosity and peer pressure.

1. Prepare some additional material to support your talk. Incentives such as a tips list, the talk notes, useful/fun information, a discount for one of your services, details of a competition etc. all work.
2. Package these up in a sealed envelope. Our preference is silver plastic, but brown/white paper, a plastic bag or wallet folder will all work well enough.
3. At the end of your talk pick up one of your special packages and tell your audience that you've got some additional FREE information for them (be vague about the contents) and all you'd like in return is a business card.
4. Stand in a prominent place, at the exit is good. Get some assistance if you think it's necessary.

5. Watch the line of people form, all with business cards at the ready.
6. Smile – if you don't grin when you see this simple trick work like magic then you're probably suffering from a Botox overdose!

Our experience is that you'll get around 90% of the people in your audience give you their card. The other 10% usually don't have a card, don't have a pulse or know you already.

### *You can actually get paid to look good and sell.*

If you're good enough and you've got an interesting message, then some people will pay to have you appear at their events. Getting paid for speaking in public means that your pipeline filler is also a source of income – now that's lean! There's a bit more to getting paid for speaking slots than just having the right raw materials though. We recommend the following...

### *Confidence and Capability*

Some people believe that getting up to speak in public is more widely feared than death itself! This is crazy but it can be overcome. If you're the type of person who dreads getting up in front of people then get some training, join a Toast Masters International chapter or find a course. We recommend BassClusker ([www.bassclusker.com](http://www.bassclusker.com)), you can buy their courses from our site ([www.leanmarketing.co.uk](http://www.leanmarketing.co.uk) in case you'd forgotten). Our experience is that once you've got the capability, the confidence will follow naturally.

### *Speaker Profile*

You're going to have to look out for suitable events and opportunities at first (use the Internet for this) but once you make the approach (by email/phone) to the event organisers, they'll usually ask for some more information on the speaker. Having a speaker profile prepared in advance will ensure that the next step is easy. A well presented document (that can be emailed) will make you look more professional too. Visit [www.debbiejenkins.com](http://www.debbiejenkins.com) to download my profile for ideas.

## *An Agent*

Many agents will feature and promote you for free until they get you a booking and then they'll take a commission. This is fantastic because you only pay for results – and all you need to do is set your fees at the right level and you both win. Others may charge a small up-front admin fee and then a commission per booking – in our experience these people can get faster and more consistent results than doing it yourself – so if you're any good and speaking is going to be a big part of your pipeline then they're worth the investment.

### CASE STUDY: Public Speaking

Client

Professional Communication Trainers

Activity

Public Speaking and Special Package Magic

Success

- 95% response with permission to follow up
- Won new Project with major client within 3 weeks
- 75 new contacts in one hour

Professional Communication Trainers, BassClusker (Dr Andrew Bass and Paul Clusker) used the Special Package Magic technique after a talk to a group of young professionals and got contact details from 95% of delegates (around 75 people). Their package included more notes on the course and details of their website – [www.bassclusker.com](http://www.bassclusker.com)

Paul Clusker says, “Three weeks after the event we followed up the contact with an e-newsletter and the day after received an email request to run a session for a major PR and Ad Agency who had seen us speak. We quoted by return and agreed a date a day later.”

Andrew Bass comments, “Usually after delivering a talk like this, lots of people would be impressed, but they would leave before we got a chance to find out who they were. If something gets a response this strong, as this special package technique does, then you know it's worth repeating.”

### *Having other people say how good you are is effective*

If you get coverage in newspapers, magazines, on radio, on a public platform or on TV then you can hit a bigger audience without paying and you increase your reputation as an expert, because someone else has chosen to tell everyone about what you've got to say. There are certain benefits to being seen in some places rather than others but that will largely depend upon who you're trying to attract. If people share and talk about what you're doing then you've essentially created a free marketing channel that just needs managing so that they continue to say the right things.

### *You don't pay to look good*

PR is always preferable to advertising because you're not paying for coverage. So, if you're trying to build reputation and awareness then tell the connectors (the media) what you're doing on a regular basis.

## 5. Writing

If you've got something useful to say put it in writing. There are thousands of places that your work can get published and noticed and all this leads to awareness. Plus, if you pull it together, when you've produced enough of it then you can potentially sell it.

We consider every email we send as part of our marketing strategy. Whether we're dealing with suppliers, customers, potential customers, or responding to requests on newsgroups, we try to get across what we believe and show a bit about what we know.

Once it's written you don't have to keep on saying it, you can just make sure people find it and share it.

I'd encourage everyone in business to get good and snappy with their writing. I don't care how bad you were at English in school, if you can speak convincingly and you know your stuff then you can get it down on paper and people will want to read it. Get on a course or better still just start your writing career now!



## 6. A great website

Why use the Internet for marketing? Why should you have a great website and what is a great website anyway? To really understand the benefits of marketing on the Internet we should ask ourselves the following question:

Do I want to want to chase my target market or would I like my target market to chase me?

Traditional, Gorilla Marketing starts with identifying your target market and using different techniques to get your message across to it. This principal applies to anything from a simple leaflet to television ads – once you have identified your target (a task in itself) you need to get your message in the right place and at the right time.

For television ads viewing figures and demographics greatly affect who the target is and how much you are going to pay to advertise (don't forget the potentially huge production costs on top).

With a leaflet distribution and bulk mailing is time consuming and finding the right people to send your message to is very difficult, you only get what you pay for with mailing lists.

With telesales – cold calling can fall upon deaf ears. The database you probably purchased will usually be full of unqualified leads. This means you will get a low sale to call ratio no matter how great your services, products or sales skills are.

You might remember that we've said that all of these techniques have inherent waste. This is bad for your business. The Internet, however, is different.

Whilst your competition run around wildly trying to generate business and seem to be spending more and more money on marketing every year to keep up with the competition, Lean Marketers™, using the Internet, sit back and watch the e-mails and enquiries roll in.

*Why? Take a look at the following process:*

Once you have identified your target market you write the copy for your website keeping in mind the words that people will use to look for you on the search engines.

You make sure all the contact details for your company are included giving the broadest response rate.

Then you offer something for free – we've talked about free – this is the best way to deliver free – because it's so cost effective to you

You offer visitors the chance to hear news and tips every month for free. This is called an opt-in mailing list.

The next step is to create a monthly newsletter to send to all of your visitors – this can be used to give them important information (setting you up as an expert) and gaining trust or to let them know of special offers. You're letting them experience your work and ping them.

These people are already qualified leads and are much more likely to buy from you – not only did they look for you, they also asked you to keep in touch with them and let them know of special offers.

The added advantage of this is that you get your own personal database of qualified leads with details such as name, telephone number, fax number and e-mail address which greatly increases your chances when using conventional marketing.

Basically your website acts as a magnet to any potential leads on the Internet – so you don't spend all of your time chasing your target market.

It's important to remember that you need to look good online. What does that mean?

- Websites Pull - website design shouldn't follow the same form as traditional "interruptive" promotional techniques.
- On the Web you aren't competing for attention, you're competing for visitors.
- Impact doesn't work if nobody can see it.

- People using the web are generally looking or searching for a solution.
- People have limited time for finding solutions.
- If you provide people with fast access to their solution then you look good online.
- If you try to impress busy people with gimmicks that impede their progress while searching for a solution, you look bad.
- You must strive for clarity:
- Visitor's aims should take full priority.
- Just because you have a lot to say it doesn't mean that everyone wants to hear it.
- Tailor the experience to what they will want to see and do.
- Don't cram everything into one page.
- Create a site that leads and guides visitors to your mutually beneficial action.
- And, of course, ask yourself the "So What?" question.



A good question when considering content for your website (or any marketing material for that matter) is "So what?"

"My site has a flashy opening page with my face on it!" - *"So what?"*

"My site will tell customers all about how the company began in 1975." - *"So what?"*

"Our logo spins around and around" - *"So what?"*

Can't think of anything compelling to justify it? Then get rid of it!

Developments are being made all of the time. User's expectations are changing and the fashions and fads of yesterday don't always apply today. People are beginning to understand the web more too. Sometimes goals we had in mind for our website in the past are not in line with our goals today.

## 7. Email / Internet

Using email and the Internet is a really cost effective way of communicating with your target audience. However, due to it's speed it's also a really quick way of making an ass of yourself and your business.

When using these fast and low cost (well potentially low cost) media, make sure you give each message the same attention and thought as you would if it were an ad on the billboard at the side of the road.

### *Successful Email Marketing*

When things are a bit tougher and even the cost of envelopes and stamps has to be accounted for in your direct marketing efforts then there is no better time to take advantage of email marketing. Not only is it much cheaper and faster than traditional snail-mail - you also have the benefit of getting the message straight onto your target's desktop.

However, successful email marketing does require some work! Here's a list of the most important things to consider.

#### *1. Lists*

The importance of using ONLY opt-in lists cannot be overstated. These are lists of people who have specifically requested to receive information on a explicit topic via their email inbox. The most responsive opt-in lists are ones which your own company has gathered from current customers and interested prospects. By 'gathered' we mean collected by openly asking people if they would like to be on your list to receive email. If you choose to rent lists, be very, very sure they are opt-in lists. Otherwise you certainly will annoy some recipients and do real damage to your brand name.

## 2. Subject Lines

Many spammers<sup>3</sup> use pushy subject lines – “FREE!” and “NEW!” and other exclamations in block capitals. Therefore, you’ll find that, while some copy might work perfectly well in print ads for your company, it will make you look like a spammer online.

This puts a real burden on you as a copywriter – because your subject line must be compelling enough for someone to click on, without resembling spam. You really have to get inside the heart and mind of your prospect to do a good job. And even then you’re only guessing. The current anti-spam email filters will actively filter out subject lines with “Free” and “Offer” and surprisingly they even filter out emails with excessive use of exclamation marks! Well that’s me stuffed!

### CASE STUDY: Website That Works

Client

Coaching and training organisation specialising in all areas of career development, customer care and media expertise

Activity

- A great website [www.waringwell.com](http://www.waringwell.com)
- Targeted networking
- Writing for magazines and newspapers
- Giving something for free
- Public Speaking

Success

- Growing the business by taking on associates
- Won assignment to be the online coach for a major recruitment website

When Heather Waring, the founder of WaringWell, started up her Coaching and Training company she recalls: “I was on a steep learning curve, never having run my own business before, but in a sense that made it more exciting and challenging. I remember thinking ‘If you don’t promote your own business, no-one else is going to’ and that realisation was pretty powerful.

Having a vision for WaringWell was her first step – she decided where she wanted to be in 1,3,5 and 10 years time. That exercise really gave her focus, the realisation that she was in control and the freedom to be creative. Knowing where she was headed was also a great measurement tool and one that she visited regularly and set goals against.

At first she attended numerous networking events but has now trimmed the list to a few key ones where she makes good contacts and opportunities that reflect the philosophy and values of WaringWell. Heather adds, “A great deal of thinking went into how I wanted the company to be regarded and I believe that that has paid off. I am now at the point of bringing on board associates to work with me and that will allow me to further build the business and develop new areas.”

She took the time to build a web presence and is currently refining and evaluating that. As a result of the focused attention more and more of their business comes through the website and it is attracting clients of the kind that WaringWell wants. The most wanted response (MWR) for the website is to get the opportunity to talk to potential customers and to give them a clear idea of how coaching could benefit them. To do this she offers a free initial 30 minute coaching session. In this way she is able to evaluate their needs, move the prospect through the pipeline as they now know what she’s capable of and start building a relationship.

During this initial session Heather can also determine whether the prospect is really inspired to bring about change. She has strategies for moving each prospect forward and ensuring her time is used to best effect. She also encourages referrals.

Heather works to the Kaizen principle of continuous improvement. She says: “Evaluating our coaching service is also key as I strive to be the best coach I can possibly be. I evaluate informally through word of mouth and encouraging clients to tell me what works well for them and what doesn’t. I also send a formal evaluation after the first 2-3 months and again at regular intervals after that. This ensures that both myself and WaringWell walks our talk.”

Having courage to ask for what she wanted has also proven useful. One example is taking the opportunity to tell a major jobs website that what they needed was an on-line coach. They agreed, Heather became that coach and they introduced her to contacts who in turn wrote articles about her business and provided her with the opportunity to build her journalistic skills. Heather adds, “Asking for what I want has got me other pieces of work and opened up numerous doors.”

We recommend a test of at least two different subject lines before you do a broadcast email. One of them will be a clear winner in terms of response and point the way for your future creative work. We consider any broadcast email sent without a test to be wasted money.

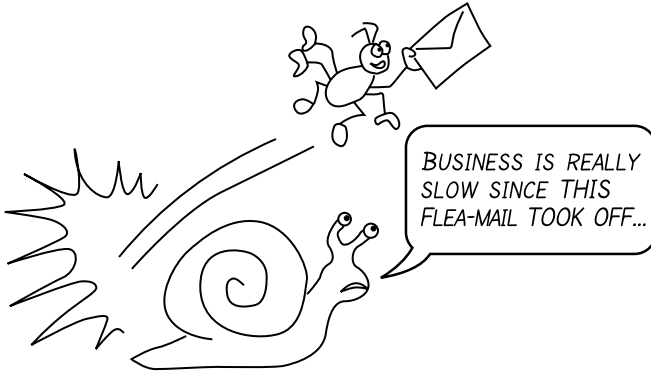
It would be even better to run a test of between 5 and 10 subject lines. Choose the three top winners and then refine them - test again and choose the ultimate winner.

Final note: ‘News from [insert company/brand name here]’ is NOT a compelling subject line!

### *3. Message Text*

Although email marketing is much closer to direct mail than any other marketing channel, classic direct mail copywriters sometimes have difficulty making the transition. Their favourite type of long copy doesn’t work in email marketing.

When recipients open an email marketing piece, they don't want a long, pleasant introduction. They simply want to know, "What's this about?" and "Where do I click to act on it?" And, if it's not obvious, they also want to know, "Where did you get my email address?" They want to know all this within the first screen, without scrolling down.



So, your message should go straight to the point and include a hotlink immediately whilst maintaining a polite, non-spammy tone. After that you can put in a short paragraph or two of descriptive sales copy. Next, close and offer a way for recipients to get off the mailing list if they choose to.

Keep your entire note shorter than two screens and again, testing your message will enable improved response rates.

#### *4. Frequency*

You have two challenges when choosing frequency. If you email people too frequently they will get annoyed and stop opening messages from you; but, if you email people too seldom they'll forget that they subscribed in the first place and they may think you are a spammer.

If you are sending the same message each time, you probably shouldn't send any more frequently than quarterly to the same list. If you are sending different messages or newsletters, test both monthly and two-monthly frequencies to non-customers and fortnightly and monthly frequencies to customers. A few companies have been successful with daily messages, but these are all extremely short and enjoyable messages such as "Joke of the Day" or "Your Horoscope". Most companies doing this are careful to offer several alternate frequencies - twice weekly and weekly for starters.

Even if the recipient is not ready to buy after your first message, they may buy after subsequent messages BUT not to the same message.

### *5. Text vs HTML*

You may have heard news that HTML email marketing is beating response rates from text-only email by 100% or more. However, at this time we do not recommend that UK companies roll out massive HTML campaigns without exercising caution and testing. The average Brit has lower bandwidth and a lower tolerance for being online for a long time than the average American (especially while it still costs money). This situation will change and needs to be monitored.

### *6. Where next?*

You should definitely drive people from your email promotion to a specific landing page (or splash page) on your site, rather than driving them to your generic home page. This has been shown to increase conversion rates (whether that means sales or sign-ups, etc.) significantly! Any and all links within your email should direct people to a page that further “pitches” the message in the email. And, if you can, insert the sign-up form right there on that same page. Your prospects should go through a seamless transition from email to landing page to sign up.

Some other approaches in addition to email marketing that you may wish to consider:

- Viral marketing techniques - encourage your target market to spread the word through viral techniques and tactics - these include screensavers, puzzles, games, competitions, images, postcards etc - the aim is to make the material interesting enough for recipients to send it on to other colleagues, friends and family.
- Newsletters - publishing a subscribed newsletter on a monthly or quarterly basis and offering tips, ideas and information about new products and services etc, to existing clients and encouraging new subscribers through your marketing materials such as, via your website, email signature files and flyers.

## Making Money and Saving Money Online

It can be challenging when deciding to conduct business using online channels like the Internet and email. You might waste money, you could miss opportunities or you could squander your time. Some people are afraid that making the wrong decision can be a costly mistake - and they're right!

However, by keeping one golden rule in mind you can avoid the costly mistakes others might make. The Rule: only do things that will make you money or save you money - anything else is a cost!

By focussing on those activities that have a high probability of making you money or saving you money, you'll race ahead of the competition and have their customers racing to your product or service.

Here are 3 things you should DO when thinking about having an online presence. These 3 things will get you on the right track.

### Three things to do...

1. You must have the best product or service before marketing your business online. You'll be competing with millions of other sites - the Internet creates an even playing field, so you need to elevate yourself above the competition by being the best (or at least vastly different). You must have a passion for your business and that passion must be visible in all your online marketing.
2. Get a great website. You may already have a website that just isn't working or you're just about to commission your first website - either way, you need a great site! A great site will:
  - Have objectives set and measured
  - Have a Most Wanted Response - i.e. what you want your visitor to do - call or email or fill in a form
  - Be simple, this means avoiding noisy and ego-driven intro pages
  - Build trust and create relationships with your visitors
  - Have compelling sales copy that persuades people to buy from you!
  - Be or provide a solution that your target is looking for

3. If you have a product oriented business or a service that can be bought online then get an e-commerce site. It won't be as expensive as you think. There are a few steps to get right: you need an online shop; you must be able to take their payment details securely and most importantly you must be able to fulfil their order! And don't forget, the customer may not always be right, but they're always the one with the money and it's your job to take their money while providing something great in return! Your e-commerce solution will enable you to do this, 24 hours a day, 7 days per week, 365 days of the year!

It's a fact that more people would learn from their mistakes if they weren't so busy denying them. Learn from the mistakes of others, here are the top 3 things NOT to do!

Three things not to do...

1. Don't create barriers to sales. I'm sure you've seen sites with barriers to sales - they don't have contact details or include a physical address or a telephone number, the words don't actually tell you what they can do for you, you can't place an order!
2. Never be a Spammer. Unsolicited commercial or bulk email is the real term. What it means to you is that strange email that turns up in your inbox offering breast enlargement (especially if you're a man!) or 4-day diets! You get these emails because some people steal your email address in order to market to you. Don't do it! If you want to do email marketing - do it legally, with permission! Anything else will only harm your reputation.
3. Don't do everything yourself. This is one of the hardest pieces of advice to take - you may think you're saving money by doing everything yourself, but you're not! Your best friend's 14-year-old son might be able to teach you HTML but can he teach you all the tricks that the experts build up over the years? Get good honest advice and develop relationships with people you can trust.

So, by focussing only on those activities that will make you money or save you money you can avoid repeating other people's mistakes and have a trouble free online experience!

## Before We Continue

Practice your top 7 Lean Marketing™ tactics:

1. Networking – choose 3 networking events that you'll attend within the next month, put them in your diary.
2. Giving referrals – go through your email contacts list and make 5 referral connections now.
3. Giving something for free – make a list of all the collateral you could package up and give away.
4. Public speaking / PR – get yourself on a public speaking training course or join a club.
5. Writing – take out that last proposal you wrote. What fabulous information can you rework into an article that all your contacts will love? Ping them and ask for feedback.
6. A great website – do you have one? Do you know if it's working? If you have a site review its effectiveness (go through the stats files, count the number of referrals you've received, work out how much business it's made you). If it's a lazy, good for nothing site – start again. Don't delay!
7. Email / Internet – how effective are you at using the Internet – review you current activities, ask some colleagues how they use the Internet, join some online newsgroups (especially one outside your own professional sphere).

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