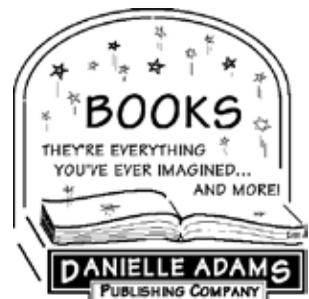


Successful, Low-Cost Direct Marketing Methods

**A Handbook of Highly Effective Marketing
and Direct Marketing Methods.**

~ Premises ~

- Money is not the criteria for the successful launch of a new product.
- Everything you need to know to bring your product to the attention of a national marketplace is included in this book.
 - This entire campaign may be created by writing less than 20 pages of material.
 - While this book is written in what is seemingly a very casual, conversational style, it is actually heavily referenced and the level of technical information is quite deep. It took me 25 years to learn this, you are much more fortunate. This information is revealed to you a few nights of easy reading...
 - This book may be used as a direct marketing reference tool, and contains a complete marketing plan.



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Successful, Low-Cost Direct Marketing Methods

~ By Master Copywriter ~

Jeffrey Dobkin

DEDICATED TO

~ **PATRICIA R. DOBKIN** ~

Who remains ageless.

As beautiful and radiant as the day we met.

She still knows how to make me smile,

I still know how to make her laugh.

To our three children,

~ Danielle · Adam · Nicole ~

They are the center of my universe...

and will be forever.

To my brothers and best friends,

~ Dean and Robert Dobkin ~

Our parents would be happy and proud of us all.

To the people of the Armed Forces.

Thank you for keeping us safe and ensuring
our Freedom.

To all who have tried.

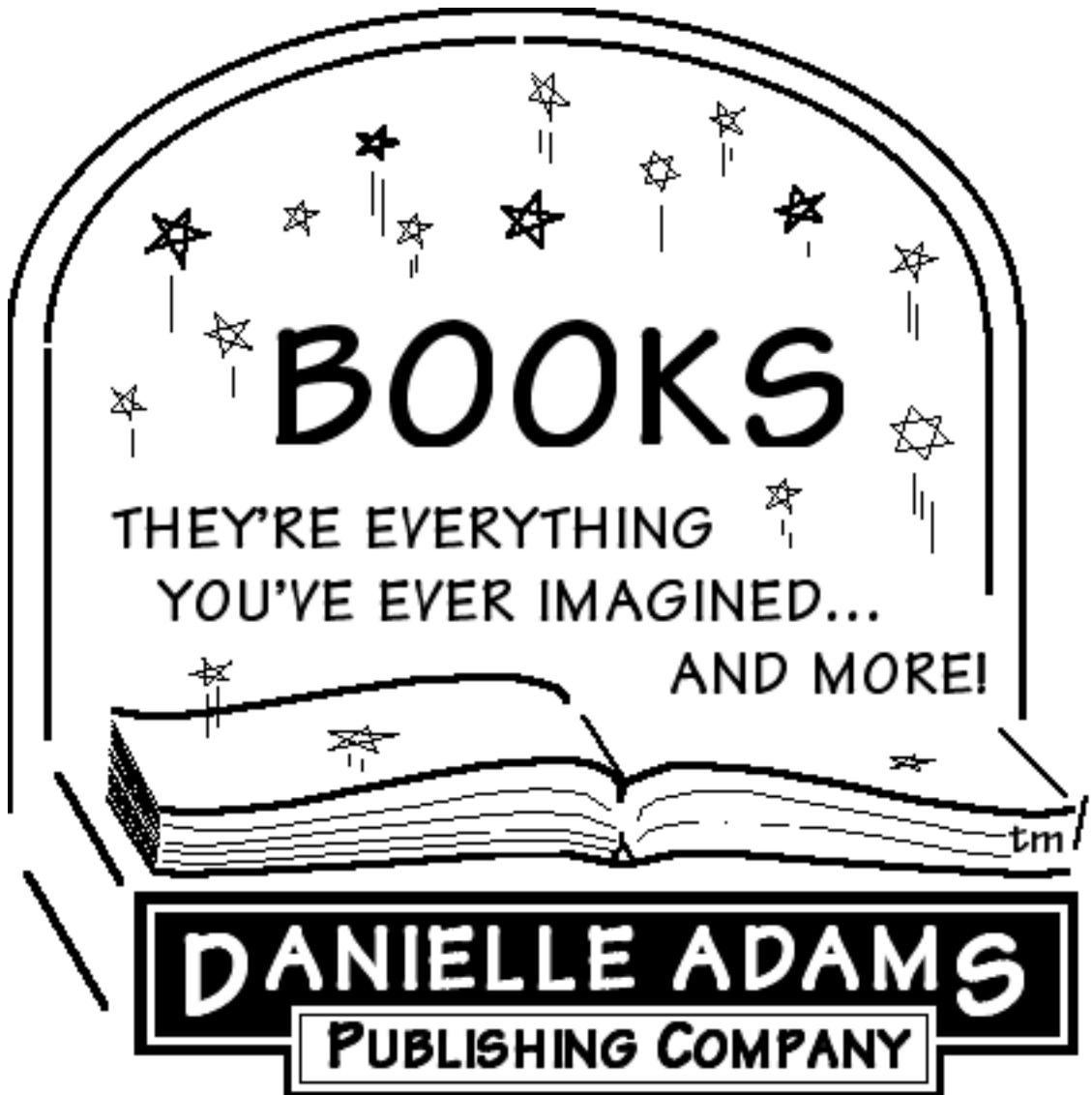
Whether you have succeeded or failed,

I salute you for trying.

And to those who have tried and failed,

and have had the courage to try again.

You are my real heroes.



Gender Notice:

This book has been primarily written in the male gender, not to offend women readers but because there is no pronoun in the English language representing both men and women. While he and she or him and her sounded good when it was used once or twice, it becomes very repetitive and breaks the rhythm and cadence of the book. The contraction s/he became distracting, and switching back from male to female genders even more so. I am not so elegant a writer that I could remove all reference to male and female orientation, nor would I want to as the difference is thankfully apparent in the species. So my apology, no intentional slight is meant.

— In Appreciation —

To the following persons and firms, whose faith in my ability never faltered, and whose trust has kept my business and myself alive and healthy. Thank you.

~ To The Entrepreneurs ~

And Small Business Owners Of America

They have risked everything for the chance to follow their dream.

It is through their dedication and hard work
America is the Heartbeat and Soul of Innovation.

~ Gil Sandoval ~

Sandoval Printing
9 Minnetonka Road
Hi-Nella, NJ 08083
856/435-7320

Printing and Graphics. I've known, done business with,
and trusted Gil and his family for the past 38 years.

Thanks, Gil, for continual great service, and the highest quality of friendship.
And to Chris Sandoval: For his patience in having me as a demanding client and
his awesome creation of the cover of all our books.

~ S. Bianca Barajas ~

Young Entrepreneur

Bianca has been our intern here for the summer of 2008, sort of "on loan" from Penn State. And she's quite amazing. During this time she has shown wisdom well beyond her age and college years. From within she has demonstrated willingness to both complete assigned tasks without supervision, and the ability to go well beyond the assignment and submit additional work she thought would be of good value.

She learns astonishingly quickly, accepts responsibility without fear and has yet to turn down a challenge. Additionally, she has never asked for a cent in payment, has stayed through lunches to accomplish goals at hand and never, ever a word of complaint. Quite simply, she's wonderfully amazing. Thanks for helping us to accomplish our goals. I hope you have learned a lot working here.

~ Robert and Jan Chevalier ~

Robert is the CFO of Corporate Facilities, Inc. a Philadelphia contract furniture dealer specializing in Knoll Office Furniture. But it's his eagerness to be fair in all his business - and his life - that has attracted and retained so many loyal customers and friends. It's his and his wife Jan's graciousness that has made me feel so comfortable on the many trips we have been on together. Thanks Bob and Jan. Patte and I appreciate all you have done to make us feel at home when we are with you, anywhere in the world.

Section I • Getting Results From Free Press

Overview: PR as a Tool - the Press Release

The basic tool of any promotional campaign, a press release is a one-page document you create and send to magazines - they will typeset it and print it for free. Really!

Trade Magazines Welcome Your Press Releases

It's easy to get your press release printed in trade magazines.

Reaching Consumer Publications

These magazines are a little more elusive, but you can have your release printed in one with just a little more effort.

A Consumer Press Release Campaign Example

This is what a PR campaign looks like.

Enhancing your Campaign with your Phone

A few notes help your short two-minute phone presentation.

Objective: Achieve These Results

It's easy, and this kind of publicity can be yours, FREE.

Defining the Product Release

A close look at the parts.

Ads vs. Press Releases

Press releases are printed for free in a multitude of magazines and newspapers.

Recognizing a Release When Published

Pick up the entertainment section of any newspaper.

Guidelines to Increase Your Chances of Being Published

Your chances are excellent to begin with, better with these guidelines.

Instructions: How to Write a Press Release that Gets Published

The details and specifics: it's easier - and shorter - than you think. Page 14

Header

Information presented concisely for a busy editor.

Writing the Headline and Body Copy

Keeping it brief with a feeling it's news.

The Benefits-First Release, and the Release Format

This clever style can increase your response.

Include a Photo

A photo increases your visibility - and credibility.

Timing the Release of Your Material

Magazines need a few months, newspapers only a few days before your release appears.

The Secret Editorial Selection Process - You Are the Editor

All editors are not unshaven coffee drinkers - some even have manners.

Influences at the Publishing Office

Where advertising revenues collide with editorial preferences.

Value of a Published Release

Keeping score of the value of your printed releases.

Back at Your Editor's Desk

Shhh. The secret press release selection process continues.

Increasing Your Chances of Publication to 90%

Go from 20% to 90% in 10 minutes. Page 31

Getting Too Much Free Press

Yes it can happen to you, and it can overwhelm you in a hurry.

Should You Send a Letter with Your Release?

You should include a letter with any marketing material you send.

Judge for Yourself

Does a letter persuade the editor, add credibility and increase publication?

How Often Should You Send Releases?

Guidelines.

Sending Product Samples

Making everyone notice you, inexpensively.

Exceptional Presentations

These don't have to be expensive, but they are a lot of work.

The Last Part of Any Campaign

Same as the last part of any order, or any service your firm does.

Getting Help with Writing Your Release Page 45

Easy, fast, and close by, resources can be found in every community.

Summary

Review of writing the release.

Section II • Direct Mail

Page 49

In Direct Mail Your Success May Be Just 42¢ Away

The Letter

This should be inside every package you mail – it is the hardest working part.

Ground Rules

Basic rules everyone should follow.

Eyeflow

The key to directing your reader's eyes is understanding where they start.

Before Writing Letter Copy

A few moments defining your objectives clears your thinking.

AIDA

Attract attention, Interest readers, Direct the interest, ask for Action.

Start with a Rough Draft

Everyone does. No one sits down and writes the perfect letter on the first try.

Biggest Benefit Happened Theory

Why wait until you lose them – start with your biggest benefit and work backward.

Letterhead and Letter Parts Page 73

Defining the purpose of each, designing to that purpose.

Letter Introduction

The preamble to the letter – show some early benefits, get orders early.

The Salutation

Greetings, Dear Reader, and other introductions.

Letter Body

The heart of the letter - if you can get them to read it you can make a sale.

Long Copy vs. Short Copy, Which Really Works Better?

The dangers of long copy.

Page 78

The P.S.

The most powerful part of the letter.

Conclusion/Letters

Other Elements of a Direct Mail Package

The Creative

The style, the format, the sizzle of the type, and the type of sizzle.

Page 84

Package Format

As elaborate as the Publishers Clearing House, as simple as a post card.

Involvement Devices

Additional ways to get your mailing piece opened and read.

Lift Note

Once overused, now more effective than ever.

Sweeps

Save this for the professionals.

Smaller Mailings

More stylized, aimed with precision, better directed, less expensive.

Envelope

Interest every reader early or face the round file.

The Offer

Different presentations can make or break your response.

Limited Time Offer

If you owned a retail shop, you'd call it a "Sale."

Price

Different ways to make your price sound attractive.

Complement the Offer

Keep everything focused on getting the order.

The Added Revenue of Shipping and Handling

How much should you charge, how much can you charge - is this a profit center?

Page 103

Making It Easy to Respond

Every little thing you do here increases your response.

Lists: The Most Important Element in Any Mailing

List Criteria

The best mailing list you can get.

Page 107

List Specifications

How to get what you want, and how to specify it.

S.I.C.

Probably the only thing the government has done that has a positive purpose.

Testing

Everything is testable, and you should test everything.

Naturally, Some Packages Fail

You don't have to be one of these. Here's the secret formula for success.

More on Testing

Big changes in response from changing these important elements.

Results

What you get when you do everything right - as opposed to experience, what you get when it doesn't work.

Getting Help with Production Page 127

In writing, graphics, and marketing, it pays to get the best; get samples and prices.

Printing

Pricing is all over the place - so is quality and service. Be prepared - here's what to look for - and look out for.

Conclusion

You have it all - now comes the hardest part: to start.

Personalized Direct Mail Campaigns

The lowest cost, most effective you can be in any marketing campaign.

Finding Prospects for Volume Purchases Page 137

Get some big big sales; prospecting costs the same: just 42¢ each.

**The Catalog Campaign -
How to Get Your Product in Catalogs**

Page 140

Catalog Basics / Overview

Have a product that will go well in catalogs? Find them fast in these incredible reference tools.

The Specifics of the Catalog Campaign

Find and present your product to the entire industry.

Oxbridge Communications National Directory of Catalogs

A reference tool of unusual quality Page 147

The Power of Direct Marketing

Multiple Exposures, just 42¢ for each sales opportunity.

Conclusion

List Rental Agreement

Feel free to use my list rental agreement to protect you from list abuse (as much as possible, anyhow.)

Section III • Marketing Through Magazines

Introduction

A little background about marketing... you never learned this in school.

Marketing

What the heck is marketing, anyhow?

Distributors and Wholesalers

The traditional players in getting your product to the marketplace. Some figures to consider.

Page 155

Marketing Through Magazines

The beginning of Direct Marketing starts here.

First, Target Your Market

Homework here goes a long way in saving time and expense.

Marketing Through Press Releases

Publicity is a great marketing tool and really free.

Trade Publications

The heart of any national publicity campaign, dissected.

Research Tools of the Trade Made Easy

SRDS Media Directories

Page 172

Incredible Directories that make marketing easy and fast

Bacon's Directories

Another amazing set of media directories. Bacon's Format: Numerical Index of Market Classifications • Alphabetical Cross Reference • Magazine Listings by Classification • Geographical Marketing through Newspapers

Other Excellent Media Publications

Bacon's Press Release Service

Page 198

The Incredible One Evening Marketing Plan

And the Execution of the Entire Plan the Following Day

Incredible but true, you can do all your marketing in an evening. Then walk away with the marketing & PR functions of your product completed after a weekend. Here's how.

It's Not Only Possible, It's Practical and Easy

Here are the instructions - all three pages of them.

The One Day Execution of Your Campaign

And here's the one paragraph that explains this in entirety. Simple, isn't it?

The National Directory of Magazines

From Oxbridge Communications. An easy to use, powerful reference tool.

Oxbridge Communications' Directory of Newsletters

Page 205

Don't overlook newsletters as an intense and powerful marketing tool.

The National PR Pitch Book

Learn how the editors and producers prefer to get pitched - in their own words.

The Talk Show Circuit

Most directories have a TV edition available

Gebbie Press All-In-One Directory

A smaller directory may be all you need.

**Marketing Through Magazines with
Paid Advertising**

Negotiating Ad Rates

Page 212

When and how. You definitely never learned this in college.

Standard Industry Practice: Take 17.65% Off the Top

This is just for starters!

The Specifics of Rate Negotiation

Mail order rate, test rate, 12 time rate, 6 time rate - all spell discount.

Test Rate

If all else fails, ask for the test rate.

Remnant Space - Get 20% - 50% - 80% Off your Ad Bill! Page 221

It's not unusual to have discounts on stand-by space at 50%, 60% or more.

Ad Position

Always ask for great ad position - and get it! Well, most of the time, anyhow.

Good Advertising Months, Bad Advertising Months

The magazine publishers don't tell you this. Neither do their readership figures.

Objective: Response

The only reason you place an ad.

Coding Ads and Releases

Page 231

The specifics of measuring results.

Finding the Magazines

Using what you have learned in this chapter, get free sample copies.

Analyzing and Evaluating the Magazines

Sorting through the mess of magazines and making sense out of them all, in a useful, logical fashion.

Making the Correct Final Selection

Placing ads cost you money. Mistakes cost you more money.

Page 239

Section IV • Ads

Ads are the logical conclusion to a successful PR campaign.

Triple Your Phone Calls in a Week?

The value of writing to a written stated ad objective.

Direct Selling Ads

You can't afford to miss your objective when writing these ads.

Types of Headlines

Page 246

Convince people to read the rest of your ad: the headline is the ad for your ad.

Benefit-Oriented Headlines

How to capture the lion's share of your readers.

Benefit-Happened Headline

Fire your biggest gun first. What are you waiting for, people to turn the page?

"How To"

How to make people read your ad.

Attention Arrestor

Double your money instantly. Completely safe. Secret revealed.

New

Some detergents have been "New!" for years. The reason: it's effective!

Price

Capture the attention of product-oriented markets.

Violator

Don't overlook this useful tool for almost every ad.

FREE!

Get this FREE! Still the best word in advertising.

Secret Formula Revealed

The greatest formula for creating a successful headline.

The Second Most Important Line in Your Ad

Don't lose new readers, keep them reading and their interest up.

Design Ads for Three Levels of Readership

Skimmers turn to browsers then to buyers if you have the right formula.

Two-Step Selling Page 260

An overview of the different objectives of almost every business ad.

Qualifying the Response

Making sure your respondents are likely to purchase your products.

Marketing with Free Gifts

One of the best ways to get attention - and response - to an ad.

Direct Selling Ads

A few words on the objectives and how to attain them.

Incentives for Immediate Action

Most ads only work when readers respond right now.

Coupons

Encourage immediate response.

Business to Business Inquiry Generating Ads

Business Ads

Page 271

Lighten up! All you need is to get a qualified response.

Qualifications of the Respondents

Throw a loose or tight qualification net. Also - how to sell your car.

The Response

The types of response you get with any ad, and their value.

Ad Design and Procurement

Determining the Size of Your Ad

Page 284

Should you start off with the big bang: a full page ad?

Design

The specifics: how to design your ad right on your kitchen table.

Agency Selection Criteria

How to figure out what type of agency will be best for you.

Freelancers and Consultants

Are these the folks you'd like on your side?

Selecting an Agency - Part I Page 294

Where to look, who to ask.

My Personal Recommendation

Surprisingly, I don't recommend myself, er... people like myself.

Selecting an Agency - Part II Page 297

Here are the specifics of what to ask, what to look for, what to look out for.

Conclusion

Creative Sessions

A few lines to start your creative juices flowing.

Best Trick in Copywriting I've ever learned!

Non-Disclosure Agreement Form

We use this in our own office.

Section V • The Ultimate Campaign

Overview

Page 308

The ground rules for the campaign.

The Worst Mistake in Marketing

Where you shoot yourself in your marketing arm.

The Campaign - Part I

Start to finish, it begins here.

The Press Campaign

Start this first. You've already learned about it in Chapter One!

The Campaign - Part II

With a little work up front, this campaign is easy to perform.

The Letter Campaign

Letter structure, objectives, copy style.

Creating a Data Sheet or Brochure

Create a page that's right at home in black-and-white, or something fancy.

Creating the Letter Series

*Never forget they are not letters. Handling a Mistake in Print;
Turn a spelling error into a positive.*

The Cost of the Campaign

Keeping the cost low.

Conclusion

This successful program is within your grasp.

A Technique to Delay Brain Death in Heart Attack Victims.

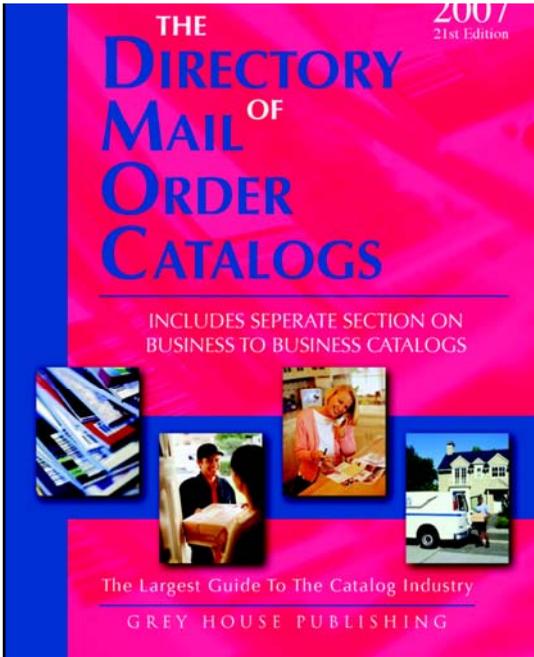
Go on — save someone's life... read this chapter!

Page 333

References — Page 356

How fortunate we are to have these wonderful reference tools.

Take advantage of these valuable resources.



Order Catalogs is the premier source of information on the mail order catalog industry. It is the source that business professionals and librarians have come to rely on for the thousands of catalog companies in the US.

New for 2007, *The Directory of Mail Order Catalogs* has been combined with its companion volume, *The Directory of Business to Business Catalogs*, to offer all 13,000 catalog companies in one easy-to-use volume.

- **Section I: Consumer Catalogs**, covers over 9,000 consumer catalog companies in 44 different product chapters from Animals to Toys & Games.
- **Section II: Business to Business Catalogs**, details 5,000 business catalogs, everything from computers to laboratory supplies, building construction and much more.

Listings contain detailed contact information including mailing address, phone & fax numbers, web sites, e-mail addresses and key contacts along with important business details such as product descriptions, employee size, years in business, sales volume, catalog size, number of catalogs mailed and more.

Three indexes are included for easy access to information: Catalog & Company Name Index, Geographic Index and Product Index.

The Directory of Mail Order Catalogs, now with its expanded business to business catalogs, is the largest and most comprehensive resource covering this billion-dollar industry. It is the standard in its field. This important resource is a useful tool for entrepreneurs searching for catalogs to pick up their product, vendors looking to expand their customer base in the catalog industry, market researchers, small businesses investigating new supply vendors, along with the library patron who is exploring the available catalogs in their areas of interest.

This is a godsend for those looking for information.” –Reference Book Review
“The organization, scope and continuous updating and revision of this work ensures its place as a standard reference.” –ARBA

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Successful Low Cost Direct Marketing Methods

A Handbook of Highly Effective Marketing and Direct Marketing Methods

If you have an idea or product to market, you've come to the right book. This manual is magic. This book shows you step by step one of the most effective ways to market a product with little money. No experience is necessary. And no selling phone calls are needed - ever.

New ways to immediately start marketing are discussed in depth. A how-to guide makes your marketing and advertising more effective. The book is rich with ideas presented with exceptional clarity, in an easy to understand and easy to use fashion.

Unique campaigns are presented with explicit directions on how to adapt them to your own products. Where to discover new markets, and how to explore them. How to enhance your own current campaigns and make them work harder.

Discover procedures for exploring new markets; learn the rules for increasing response, including the reasons behind them. It's quite simple, really. If you have product, you can begin marketing it right now. Instructions are all included in this reference text. If this sounds like your dream I assure you it can be your reality. This book shows you how to achieve it - step by step. Anyone can do it.

Every product has an inventor. Just look around - everything you see was at one point a thought, a glimmer in a person's imagination. Some people worked hard and long to get their product or ideas to the marketplace, some had assistance and expertise from people who have done it. Some people hit a home run the first time they stepped up to the plate. Through these pages I've tried to increase your batting average, and make sure you're on the scoreboard as soon as possible, at the least cost.

Money is not the determining factor of the successful marketing of a product. If it was, Euro Disney and New Coke would be knee deep in profits. You just need a product or idea, a plan easy enough to implement so you will, and some perseverance. Throughout the book I have outlined in a clear and precise manner exactly what to do, and what steps to follow.

Don't let your early sales attempts be misdirected. Don't follow the path of so many who plan for failure: calling a dozen or so firms, then when no one buys their product, they give up. Having counseled many individual entrepreneurs, start-up firms, young firms, and small, medium and large businesses, I understand completely how devastating a few early sales rejections can be. It's very tough talking to people on the phone and having them say "no" to your sales pitch time after time - to a product you invented, are developing or marketing.

Ask any sales person - you've got to knock on a lot of doors to make a sale. For every "Yes" you may get a hundred "No thank you's." Sounds pretty dismal, doesn't it? Or does it? One positive response out of a hundred sounds like a winner to me. Kindly remember, a 1% response rate in direct mail marketing may be all you need to become very rich, very fast.

This book is based upon my founding principle of Multiple Exposure Marketing. It concentrates on finding qualified prospects through both established and nontraditional direct marketing strategies. Following up by a planned sequence of multiple exposures to your best prospects. All without a single selling phone call.

Through skillfully planned marketing as demonstrated in this reference manual, your customers will raise their hand and come to you. I accept the fact there are thousands of people who aren't interested in your product. Fine. They won't call. There will be thousands of people who definitely will be interested in your product. And they will call. This is the way the campaigns in this book are designed. Use the step-by-step techniques to initiate the campaigns, and interested customers will step forward.

The enclosed method of marketing doesn't use any telephone selling. From the privacy of your own home or office you can initiate entire campaigns without a single phone call. So in case you have call reluctance, don't like the phone, or fear call rejection and getting the "no's" most salesmen get paid to hear, you won't hear any. Non-selling telephone campaigns are included for those who don't mind telephone work.

When you market a product, there are only a few moves you can make that are the most effective, the most profitable. Fortunately, with their correct selection they can be very, very effective. They are the basis of every marketing program I have ever written. Here they are.

~ Overview ~

Getting Results from Free Press

Generating publicity: Publicity is not just for the rich; the media responds to any well planned and executed campaign. What is it? How do you get it? How do you generate it? The specifics: how to get maximum free press coverage - and get written-up in as many magazines as you would like.

A press campaign is simple to understand. A press release is a short description of your product typed on a sheet of plain paper or letterhead. It is sent with a photo of your product to editors of newspapers and magazines. When published, it appears as a short story written by the publication, plus the photo.

The statement "everyone loves new products" includes newspaper and magazine editors. I don't know of any who don't welcome a well presented new idea or product. The pages of some publications are comprised of as much as 80% press material.

By reading this book, your chance of sending a publication a press release and having them publish it is unusually good: maybe 80%. If you'd like to see your idea or product write-up printed in a magazine - for free - the press release is the vehicle to do it, and the chapter on consistently getting free press is the way to go about it.

From the free write-up you receive, you're likely to get a few orders, plus lots of leads and inquiries: people expressing interest in buying your product or service, or at least receiving more information. Depending on the type of inquiry you receive, you'll respond with a direct mail package to entice them to buy. If you follow the outline of the press release plan, you can get multiple free write-ups, and get more inquiries than you ever thought possible at almost no cost. The direct mail chapter then shows you how to prepare effective mailings to these inquirers.

The beauty of a press release: the only cost is the sheet of paper it's written on, the photo, the envelope and the postage to send it. Unlike an ad that you write, design, typeset, lay out, and purchase magazine space for, a press release is run for free.

Bad news: Since the write-up from a press release in a magazine is free, as you can imagine lots of individuals and firms send press releases. Good news: Surprisingly this can work in your favor. Most press releases are not to the specifications the editors would like, and because of this are unsuitable for publication.

When following the guidelines in this book for submitting press releases, your press release has the same opportunity for review and publishing as one sent by General Motors. If properly prepared and sent with a nice letter, your chances of having it published in the magazine may be even greater. Yes, even if you work from your home or a small office. I can't tell you how many brilliant new businesses have started this same way. Everyone likes new ideas, and most innovative ideas come from entrepreneurs and smaller companies.

Writing press releases • Writing style • Design and layout • Photo Releases
• Rules for correct presentation • Why follow these rules? • Targeting the releases to the correct editor • The editorial selection process • How to increase your chances of having your release printed • Actual campaign to have the best possible chance of getting it printed in your top 12 favored magazines • How to write an effective release, one that won't have the benefits edited out • Timing • Marketing campaigns using only free press • Submitting press releases • Getting maximum exposure • Writing benefit oriented releases to maximize response. Don't risk writing or sending a press release until you read this chapter of specific instruction and insights.

Direct Mail

The longest, most in-depth chapter in the book to market a product or service.

Direct mail enhances all other marketing campaigns. It's also the lowest cost way to enter most markets. Costs for direct mail campaigns can be well under a dollar to reach each of your very best prospects, on a one-to-one personal level, several times. You can aim an entire campaign with precision, with virtually no wasted advertising expense.

What are the important parts of a direct mail campaign? Which elements work the hardest inside your mailing package? Which parts of the package do you really need? And which ones don't you need when confined with a tight budget constraint? The results may surprise you: a simple series of letters may be the key to selling your biggest accounts. No fancy brochures may be necessary. Just the precise aim of a very targeted campaign of a series of letters. If you can write a letter, you can be successful in direct mail. If you can't, you can learn how to from this book. Or you can copy the model letters in this book and use them. Letters are included to help you market your product to catalogs, to your largest accounts, and to your biggest potential customers.

Effective campaigns on a limited budget using almost no money • Letters as direct mail vehicles • Copy for letters and flyers • The creative package • The offer • Pricing your product • Tricks of the trade • Limited time offers • Lift notes • Setting shipping and handling fees • Increasing order size • Envelope teaser copy - getting your package opened or thrown out? It's up to you • Informational data sheets • Long copy vs. short copy • Lists - specifications, selection of lists for you to mail to, how to sell your own list • Catalog campaign, how to get your product in catalogs, where to find catalogs in the specific markets you select • How to submit your product for the best chance to have it included in a catalog.

Marketing

What the heck is marketing, anyhow? If you're not sure what exactly marketing is, you're not alone. The shortest definition I can think of runs just five words, marketing means "Selling to a defined group." Sales means selling to anyone. When you narrow your selling effort down to a targeted audience, that's marketing.

In a broader based business meaning, marketing includes everything you do to sell the product, and get it to the purchaser. So it includes pricing, packaging, distribution, advertising, press releases - everything. In the marketing chapter, we'll discuss marketing in the sense of finding the people who want or need your product. This is direct marketing, as addressed in this book.

Once you have defined who the people are that want or need your product, the marketing chapter shows how to find them. We'll find groups of prospects who are the most likely to become purchasers.

Let's take an example. If you have a product that water skiing enthusiasts will love, the marketing chapter will show you in clear and direct terms, an easy way to find water skiers, instructors, boat owners, water ski shops and marinas. Let's not stop there - let's find people who rent slips for their boats, jet ski owners & licensed boat captains. Obtain names of competitors in water ski events, and find people who have boat licenses. Let's compile ship supply store owners, and property owners with boat docks. You'll find campaigns to get your product into water ski catalogs, power boat accessory catalogs, and see if mailings to their recent purchasers will pay off. This is just to start.

Here's an unusual statement. (You might want to check this out right now to see if this really can be done.) Without any experience, using the methods outlined, it's possible to find all the people in your specific target markets in a single evening. Then the next day create a press release and send it to all the magazines in their target markets. Don't believe this can be done? Check it out - you have the book in your hands.

If you have a product that sheet metal workers will buy, or football players need, or florists can use - all these groups are easy to find, following the step by step instructions included. Any group you can define you can find.

I've taken a lot of marketing classes, read tons of books on marketing, and have counseled many clients on marketing. I've even presented classes on marketing. What I've learned is that everyone has their own ideas about how to market - and I can't argue with any way that makes you money, as long as it's within the realm of legality and good taste. In this book there are methods that will work for you, and there are strategies that will supplement and enhance your own marketing methods. They're plentiful. Complement your own style with these programs. And make your own selling method work even harder with the principles found on these pages.

Use this book to enhance your current campaigns to become additionally successful. Discover more ways to find new prospects, low cost ways to enter new markets, and increase your client base inexpensively.

If you have a product, this book shows you - step by step - how to find the people who are most likely to purchase your product, then several methods of how to reach these groups at an exceptionally low cost.

Marketing Through Magazines

Magazines give you wide reach to a market, but no depth. Ads give you big numbers of possible readers, but the very format sometimes makes a harder hitting sales tool (such as a direct mail piece) necessary to give prospects a more in-depth sales pitch. But to reach the numbers, the magazines are a great start.

Once you have identified your audience, you'll learn how to find all the different magazines serving those industries in the Marketing Through Magazines chapter. How to use the magazine reference books for this purpose, and the advantages of each are shown. You'll see which manuals to use where, and how to use them more efficiently. Searching for your markets will be narrowed down to about an evening at the library; it will be time well spent.

This is the chapter that shows you how to do all your marketing in one evening, and how to execute the complete press release campaign the following day. In addition, you'll find the specifics of negotiating with the magazines for a good rate, and good ad position. This placement strategy is simple, and the rules follow logic and common sense. What to say, and exactly when to say it, will help even the first time buyer of magazine space sound like a professional. Finally, how to pinpoint the magazines in which you'd like your ads to appear - out of the sea of magazines serving your markets. It's easy once you follow these procedures and tips.

Marketing Through Magazines shows you specifically what easy-to-use reference tools are available in any library - to quickly learn the marketing function.

How to define your Markets: figure out who you are going to sell to and where they are • Where and how to reach them • Easiest to use marketing reference tools, and the characteristics of each • How to use marketing references most effectively the first time you see them • Additional services they provide • Defining your markets • Pick your most likely target audience from potential markets • Primary, secondary, and tertiary markets • Different industries serving each of your markets • Specific magazines that address your target industries • Assessing each industry • Assessing the magazines serving those industries • Tightening the list of markets and magazines when you are getting serious • Good advertising and press months • Bad months to advertise • How and when to negotiate for ad space costs and position • Don't miss the one evening marketing plan • The execution of the entire PR plan the following day • How to analyze the magazines serving each market

Ads

The logical progression from a successful press release campaign is to start looking at magazines for the placement of an ad. Find the magazine that has the very best chance for your success. Generate some sales from the ad directly, then send direct mail literature (from the direct mail chapter) to people who have inquired, which will generate additional sales.

How to create an ad that generates the maximum response is easier than you think - whether you do this yourself or give it to an ad agency. Either way, how to achieve better direct response effectiveness is addressed in depth. Make sure your ad will absolutely positively be the most effective it can be.

Making the ad yourself • Ad size considerations • Ad design • Rough and tight comprehensives, final mechanical • Writing the headline • Writing the body copy • Finalizing your ad • Most important part of an ad • Marketing with free gifts and premiums • Qualifying the respondents • Setting Response Parameters • Qualifications of each type of response • Qualifying the response you want to receive • Generating the response you are looking for • Lead generation vs. Direct orders • Make sure your ad will be 1. Effectively written - to receive the most response 2. Placed in the best possible magazine 3. Run in the most effective month; that 4. Ad space is purchased at the maximum discount you can get 5. Appears in the best position in the magazine

Plus: How to find a good agency. Some agencies are like boats - they are large holes into which you endlessly throw money. Some have never had a campaign for a client that made money for anyone besides the agency. They all look good up front. This is how you pick one out correctly, the first time.

The Ultimate Campaign

Using what you have learned in the other chapters, you are encouraged to create a winning sales campaign aimed at your best markets and your 100 (or 1,000) best prospects. As incredible as it sounds, is how incredible this campaign works. All you need is your idea or product, and to follow this step-by-step plan for an excellent marketing campaign.

You'll be able to introduce any product to any industry, to any marketplace nationally. Conduct a comprehensive multi-industry marketing campaign that addresses both a media campaign and multiple contacts to your 100 best and largest prospects. Note that there are NO TELEPHONE SALES PHONE CALLS used in this campaign. Wage an unusual print campaign based on my own proven marketing methods; use the same materials in any industry or market; sign on new inquirers into the same program at any time. It's a formatted, systematic program that can be expanded or reduced according to your needs.

There are hundreds of different ways to sell or market products. I have presented an easy to follow step-by-step method of finding and reaching people who need your products, then producing meaningful sales. It's a formula you can duplicate and use over and over to repeat your success with every new product and idea.

Ideas are presented for your immediate use. Implement campaigns to get new customers and increase your depth of exposure in your current markets. Then add new markets you've resisted entering because of the unusually high market entry costs. Get more customers and reorders. Get more and more catalog houses offer your product, so you can sit back and get checks in the mail. I've seen it happen to clients, and it can happen to you.

Learn hundreds of tips, tricks, and inside information about marketing that are presented in a clear, easy to understand style of writing. Step by step instructions on how to be effective in bringing a new product to market. Read this book in a few nights of enjoyable reading. Read it again and again for the wealth of information. Keep it as a valuable resource in marketing.

You don't need anything to start but an idea, a product, or a service, and the desire to make it happen. Call if I can be of any help: 610/642-1000 rings on my desk.

Please drop me a note if you like—or dislike—this book, or have any criticism or suggestions. It's only through your feedback that I can make the next edition better and more effective. I hope you enjoy this marketing reference tool and make good use of these marketing and direct marketing techniques. Feel free to write me (jeff@dobkin.com) anytime with questions or comments.

Written for

Those who don't know how to market products.
Those who know how to market products but would like
to learn more effective ways.
The Inventor and the Entrepreneur.
The small firm with a product but little money to invest.
The medium size businesses with sales up to \$40 million.
Corporate fallout who now look to market their own products.
Home based business owners. Owners of second income businesses.
Anyone who would like to get it right, the first time.
Anyone who has ever had an idea and said
"This is a great idea, I could market this and make millions!"

Well... here's how...

