Loyalty Club Profits 4.0

How To Make Extra Money Helping Local Businesses Keep In Touch With Their Customers

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INTRODUCTION

Thank you for your investment in this program. You are now a LEO – Local Email Operator.

My putting this together is the result of years of frustration:

Seventeen years of listening to the challenges people were having with their income set me on a quest to find a simple plan to help them earn more.

As you know, the income opportunities area can be a nasty place. People will promise you the world for 12 bucks. "Push this button and money will spew out."

It sure would be nice if that were true but we both know it's not or they would charge at least 20 bucks for it, right?

"Loyalty Club Profits" is a simple and realistic plan to make extra money without having to go too far from home.

Mostly you can set your own hours and work when it's convenient.

Unlike most money-making opportunities you don't have to go looking for new prospects all the time. Once you have 5 or 10 clients the "hard" work is done. Keep them happy and they'll pay you for years.

I first launched this program in July 2009.

Since that time I've seen many people work to develop their own loyalty club businesses.

The one area where they typically stumble is when talking to business owners.

That's understandable. Most people have an aversion to selling.

Even though this is a valuable service that businesses pay hundreds and thousands of dollars a month for, if you've never "sold" anything it can be nerve wracking.

There is rejection involved and most people don't like that.

Earlier this summer I stumbled on a strategy that gets just about every restaurant owner in my area willing to listen to me, happily.

Of course, loyalty clubs can be and should be used by every kind of business but restaurants are a great first client.

Why?

Because there is a high repeat factor. That means a restaurant could see a customer several times a month.

This is a good first client for you because you will see the benefits of having a loyalty club very quickly.

Everyone eats three times a day. If a restaurant normally sees a customer once a month, having a loyalty club could increase that to two or three times a month. That can double or triple a business and no business owner would turn that down.

So get going right now.

Please keep in touch and keep us all posted on what you are doing. By sharing what's working and what's not working all the LEOs benefit.

Let me know if I can assist you in any way.

GETTING YOUR FOOT IN THE DOOR

Before we get into the actual "how" to run a loyalty club I wanted to cover how to get your foot in the door.

Because NOTHING else matters if you aren't having conversations with business owners.

If you follow the SIMPLE strategy outlined within these pages, at the end of 30 days you'll be well on your way to...

1)Being a valued resource in your community

2)Making money every month helping businesses with their loyalty clubs.

And yes, it can all be accomplished by sending 1 email per day. I'd send more if I were you to speed things up BUT if time is a concern, just send one.

Around the same time I started talking about this method, I was also talking about a strategy I was using to get the attention of business owners which involved hiding $20 bills in my community.

This is not that!

Here's how it all started...

In June 2014 I did an offline mailing to 100 restaurant owners.
It lead to 4 phone calls and 3 clients.

At a meeting with a couple guys who owned one restaurant I billed myself as their "one stop marketing department". I told them I'd do it all for them....birthday club, flyer design, ideas etc.

I know you're probably not that confident but confidence is not needed for where this is leading.

With me being their marketing department in mind they handed me a letter from a church that wanted a donation.

They told me they get buried in these type requests and wanted me to handle them moving forward. GREAT! This is called BUY-IN. A very good sign.

As I was driving home from that meeting they called to give me the phone number of yet ANOTHER charity who wanted a donation. Hmmm.

My brain went to work.

Donations, ads in yearbooks, silent auction items and the like don't REALLY benefit the business in question.

Yeah, they'll get "exposure" but do you remember any silent auction items from any fundraiser you've attended?..name an advertiser from your yearbook or church bulletin?

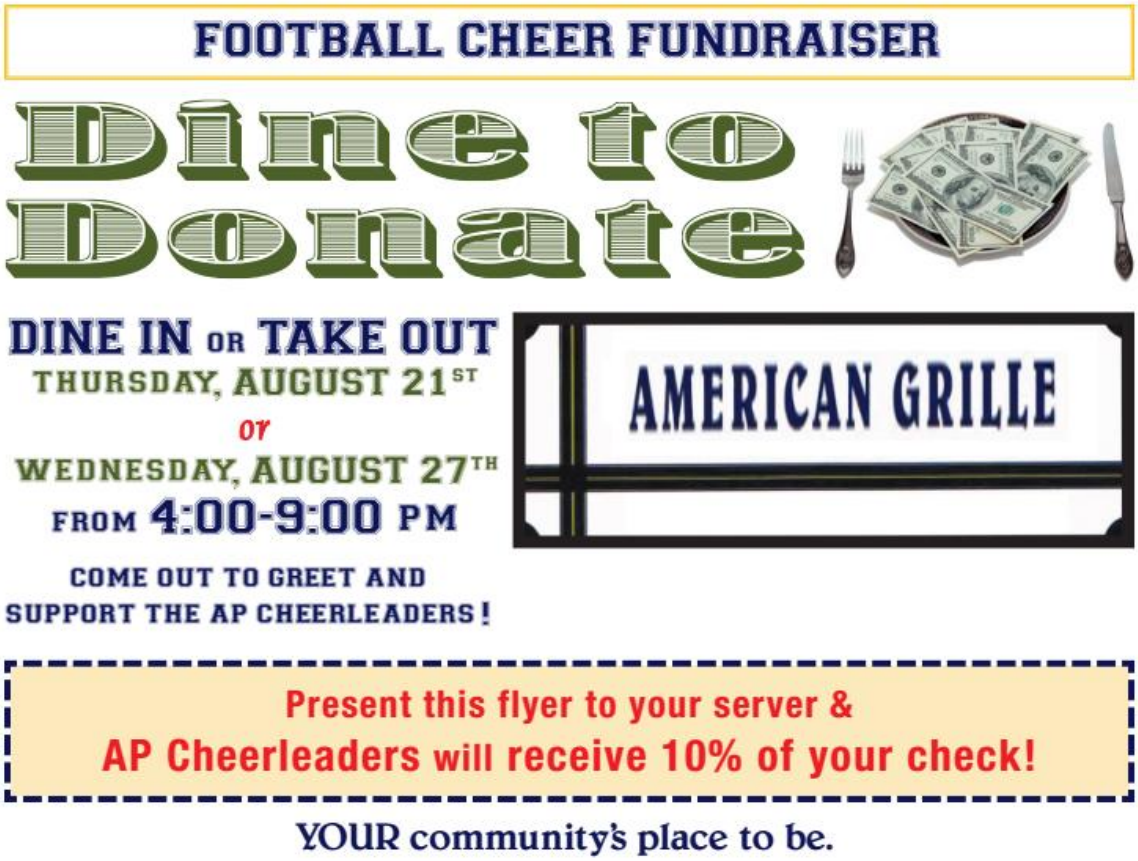
I wanted to come up with something that would benefit both the charity AND the restaurants.

I don't recall exactly when it hit me but the idea of a restaurant fundraising event popped into my head.

You've probably seen them.

Dine at a certain restaurant on a certain date and the charity gets a certain percentage of the sales to their group supporters.

Here's an example flyer...



When I first came up with this idea I made the mistake of contacting restaurants first.

I sent them this email....

SUBJECT LINE: Community fundraiser at (Restaurant Name)?

Hello...

I'm writing to find out if you are open to fundraisers where non-profit community groups fill your place on slower nights in exchange for a % of pre-tax sales.

Obviously, there would be specifics to work out, I'm just checking to see if it's something you'd consider.

Thank you,

Leo Quinn

My assistant emailed 106 local restaurants.

I'm going to pause for a minute and define "local" for me.
I live in the Capital District of NY near Albany.

I'm approximately three hours from NYC, Boston and Montreal which is something like within three hours of 1/4 of the population of North America...I think I read that somewhere.

I'm willing to drive 30-50 miles for a client.

Not every day but 2-4 times a month for sure.

They pay me $150-$300+ per month and I don't have to be there on any set schedule to earn that...I earn most if it from home! I can hit several businesses on one trip which saves mileage.

Your definition of local may be different than mine.

Anyway, of the 106 restaurants that got my email...

Four said NO and 35 said YES. One said "YES YES YES!" because she loved helping the community and knew the benefits to her business too.

That doesn't mean that the 67 who didn't reply weren't interested. It just means that they didn't respond...for whatever reason.

Also, it should be noted I only contacted LOCAL restaurants...not chains. Too much red tape dealing with chains, although many already have a similar charity program in place.

Shortly after the "yeses" started rolling in I realized I'd made a mistake.

I did it backwards.

I needed to be emailing the charities first.

Most of the restaurants, I'm sure, assumed I was involved with a charity.

A freelance "charity event coordinator" is not a common thing and it's probably hard to grasp if I approach it from that angle.

You do what? Why?

If instead, I go to the restaurant with a specific charity all lined up, well then, it makes sense.

Mr. Restaurant owner, want to do a fundraiser for one legged poodles? Sure!

Anyway, the other lesson I took away from the restaurant emailing experience was... don't do so many at the same time.

I got 35% of the restaurants to say yes out of the gate. Thirty five charities expecting me to help them put together a fundraiser at one time is a recipe for disaster and a bad reputation.

So here we go...

Step 1. Find some small local charities.

Emphasis at this point on the word "small".

When just starting out, you'll want to avoid charities that have a board of directors. They likely have someone whose job it is to set these things up.

Small churches are OK...school groups like cheerleaders, PTAs etc. Charities or worthy causes run by one or two really dedicated individuals is perfect for this.

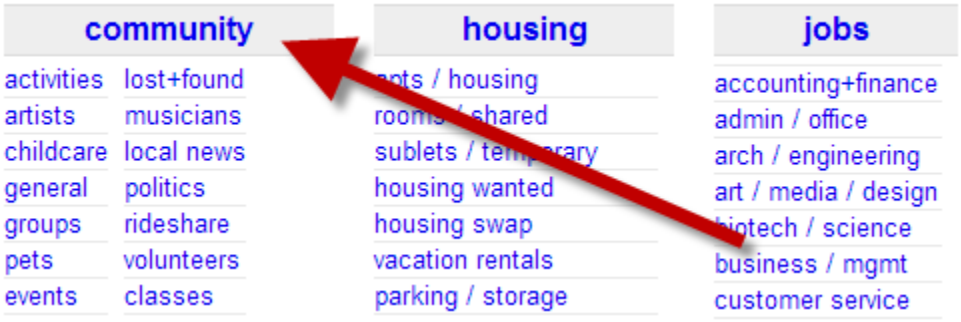
They'll LOVE the idea but not have the time nor expertise to set it up.

Perhaps you're already involved with a charity.

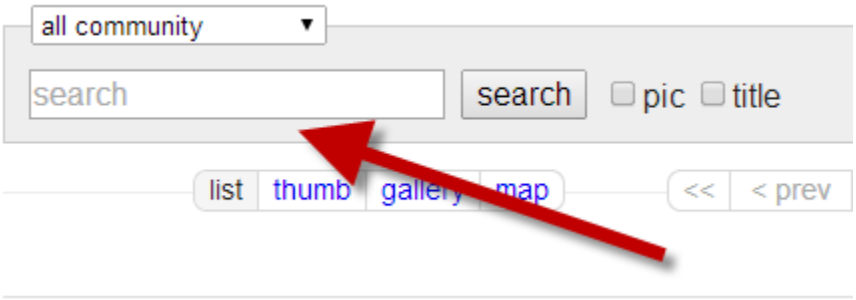
Perhaps you know people involved in some others. What are your friends talking about or posting on Facebook?

Need some more leads?

Head over to Craigslist...



Click COMMUNITY



Then search for...

"Charity"
"Fundraiser"
"Fundraising"

Look for posts like this...

Vendors Needed- Craft Fair/ Carnival- September 20th (Central Park Schenectady)

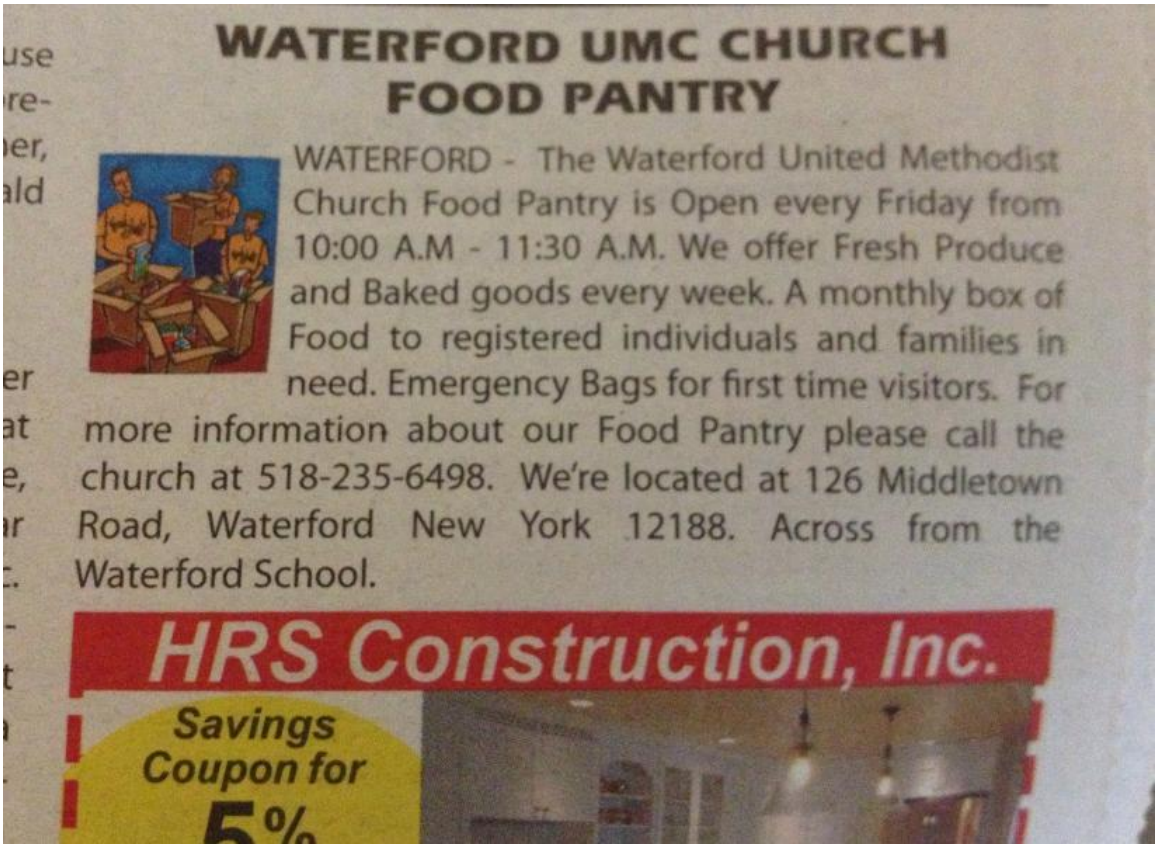
I have a non-profit organization called The organization's purpose is to help people who are physically disabled to purchase the equipment that they need, but cannot afford. Go to to find out more about my charity.

I am holding a combination craft fair/ carnival to raise money and I am looking for vendors. Please contact me if you would like to be a vendor. $25 for the space, which will go towards a special device needed by someone who had a stroke. This device which uses electrical stimulation will help him to walk. I hope to hear from you. Thanks so much.

- do NOT contact me with unsolicited services or offers

Investigate the charity using their site if provided and Facebook and Google.

Also, look in your local newspapers...daily and weekly...free and pay papers.



WATERFORD UMC CHURCH FOOD PANTRY

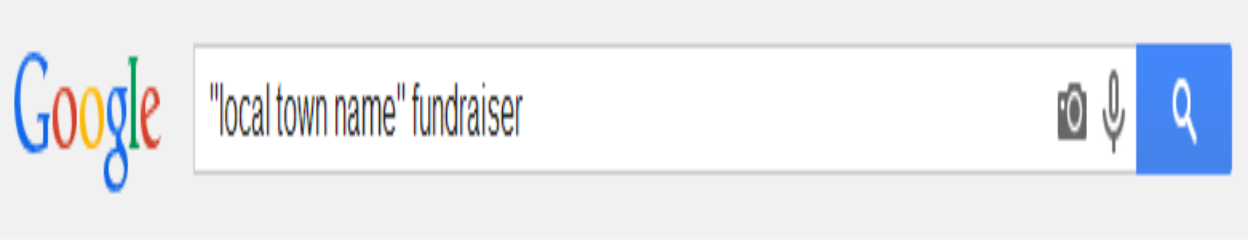
WATERFORD - The Waterford United Methodist Church Food Pantry is Open every Friday from 10:00 A.M - 11:30 A.M. We offer Fresh Produce and Baked goods every week. A monthly box of Food to registered individuals and families in need. Emergency Bags for first time visitors. For more information about our Food Pantry please call the church at 518-235-6498. We're located at 126 Middletown Road, Waterford New York 12188. Across from the Waterford School.

HRS Construction, Inc.

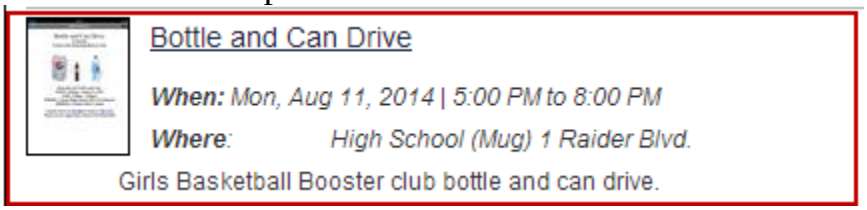
Savings Coupon for 5%

Press releases from small charities are very common around me and around you too I imagine.

Use Google and search for...



Here's some examples of what I've found...

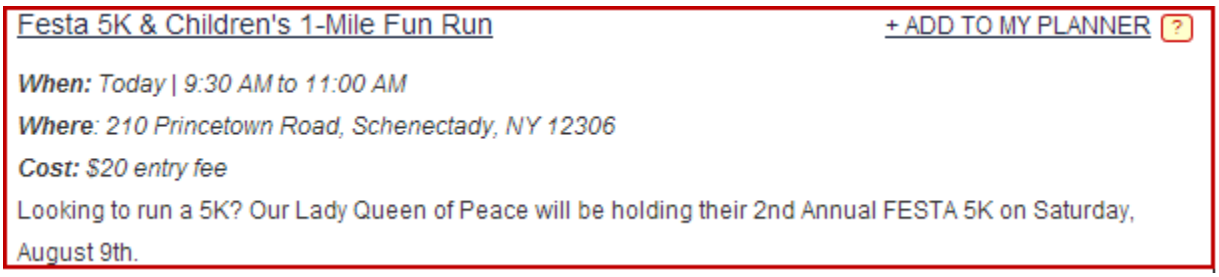


Bottle and Can Drive

When: *Mon, Aug 11, 2014 | 5:00 PM to 8:00 PM*

Where*: High School (Mug) 1 Raider Blvd.*

Girls Basketball Booster club bottle and can drive.



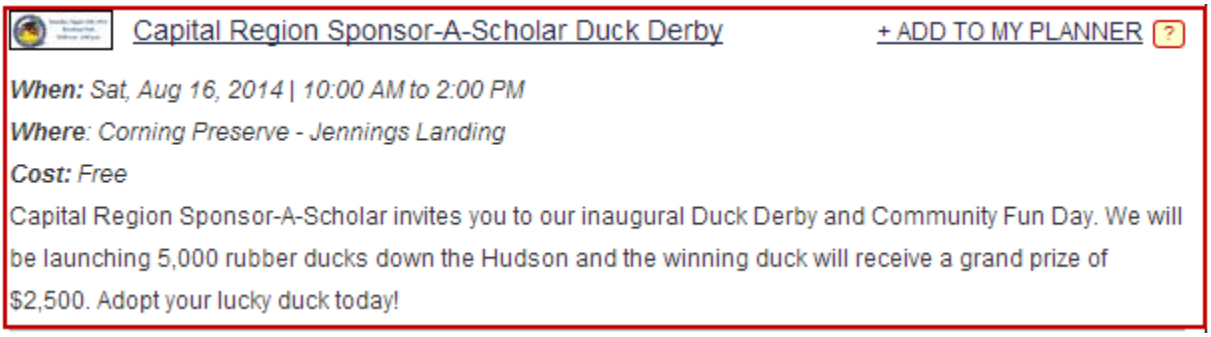
Festa 5K & Children's 1-Mile Fun Run + ADD TO MY PLANNER

When: *Today | 9:30 AM to 11:00 AM*

Where*: 210 Princetown Road, Schenectady, NY 12306*

Cost: *$20 entry fee*

Looking to run a 5K? Our Lady Queen of Peace will be holding their 2nd Annual FESTA 5K on Saturday, August 9th.



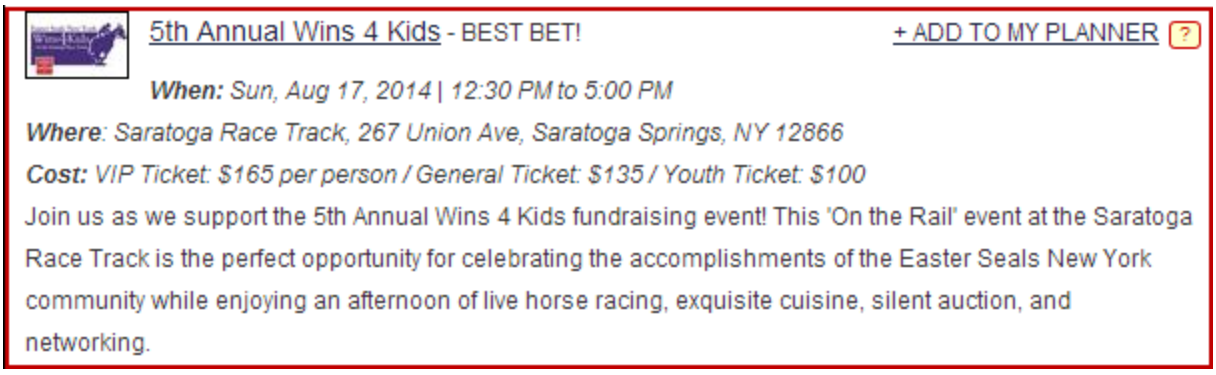
Capital Region Sponsor-A-Scholar Duck Derby + ADD TO MY PLANNER

When: *Sat, Aug 16, 2014 | 10:00 AM to 2:00 PM*

Where*: Corning Preserve - Jennings Landing*

Cost: *Free*

Capital Region Sponsor-A-Scholar invites you to our inaugural Duck Derby and Community Fun Day. We will be launching 5,000 rubber ducks down the Hudson and the winning duck will receive a grand prize of $2,500. Adopt your lucky duck today!



5th Annual Wins 4 Kids - BEST BET! + ADD TO MY PLANNER

When: *Sun, Aug 17, 2014 | 12:30 PM to 5:00 PM*

Where: *Saratoga Race Track, 267 Union Ave, Saratoga Springs, NY 12866*

Cost: *VIP Ticket: $165 per person / General Ticket: $135 / Youth Ticket: $100*

Join us as we support the 5th Annual Wins 4 Kids fundraising event! This 'On the Rail' event at the Saratoga Race Track is the perfect opportunity for celebrating the accomplishments of the Easter Seals New York community while enjoying an afternoon of live horse racing, exquisite cuisine, silent auction, and networking.

Register for a space at our charity yard sale! + ADD TO MY PLANNER

When: *Today until Sat, Aug 9, 2014 | 12:00 AM*

Where: *Albany SuperStorage*

Cost: *Free-$20*

Don't forget to register for your space at our charity yard sale! Details as follows: Albany SuperStorage is hosting an indoor charity yard sale to benefit Interfaith Partnership for the Homeless. Saturday, August 23 7AM-12PM -- rain or shine. Free to shop, $20 to sell ($10 for current tenants). Light refreshments for sale. All proceeds will be donated to IPH. Money you make from the sale of your belongings is yours to keep. Contact Albany SuperStorage at (518) 434-1906 to register.

Don't start thinking that just because they have an event soon that they won't be interested in your proposal.

Groups like this are ALWAYS planning fundraisers.

Facebook doesn't have a good way to search for these type postings but I did stumble on one...

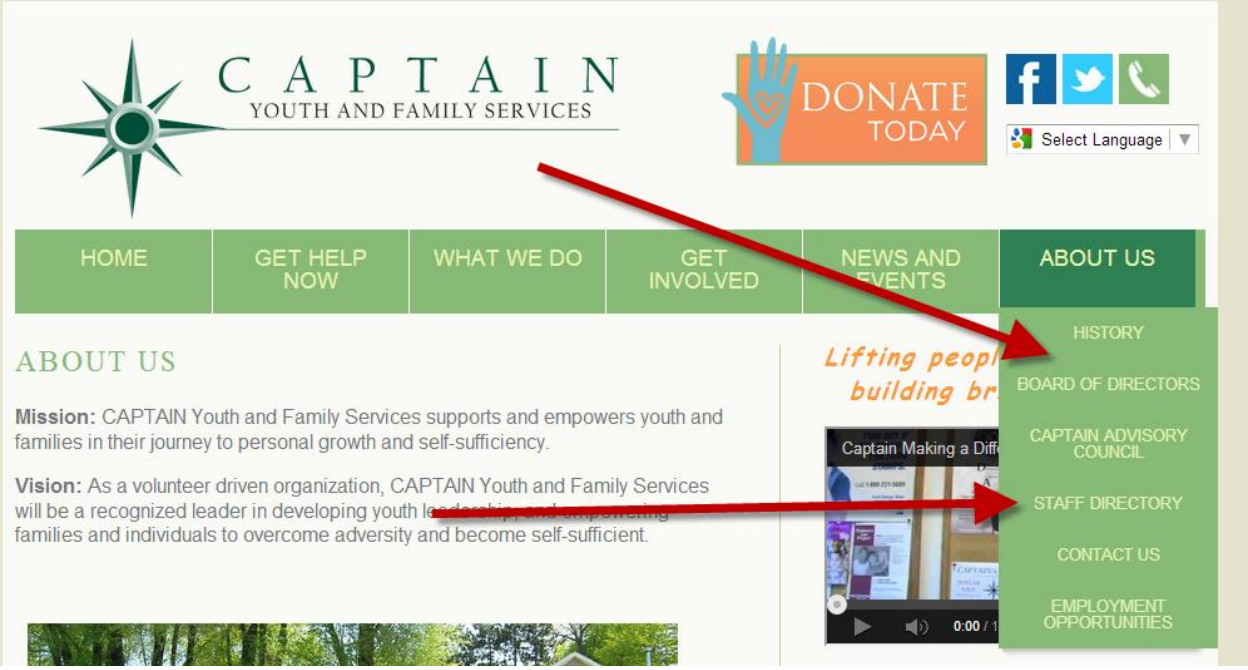
Your first goal should be to come up with 5-10 small charities.

Step 2 - Research

Once you've come up with 5-10 charities you'll want to research them on Google and Facebook.

During this research you'll want to be looking for...

-How big is the charity?



This is a charity in my area. I would not recommend starting with an organization like this one.

They have a very professional looking website.

They have a board of directors and a staff directory on the website. You can be sure someone in that staff directory is responsible for fundraisers.

That's not to say you can't approach these folks once you've been hired by the restaurant but don't start here.

Here's a good example of the type of charities you're looking to help...

This charity was started in 2010 by a retired school teacher.

The website is nice but you can tell not a lot of money went into it. Next step in the research is Facebook.

Even if you aren't on Facebook you can still do this research for the most part.

You're looking for a couple things...

LIKES

The more LIKEs the better and recent activity is important too.

A group that posts several times a week is going to get a better result than a group that posts monthly or less.

The most cost effective way for the charity to get the word out about their fundraiser these days is via Facebook.

An active fan base helps that effort immensely.

Spend some time on this research.

All you really need is one good charity and that can get you a bunch of meetings with restaurant owners.

People eat three times a day so a monthly fundraiser is not out of the question...at a different food place every month.

So to recap... you're looking for a smaller charity with an active Facebook page.

Once you've got a few lined up it's time to get in touch...

Step 3 - The Approach

EMAIL:
Subject Line: Fundraiser for (Charity Name)?

Hello!

I work with area restaurants coordinating "Eat Out 2 Help Out" events.

You're probably familiar with the concept...

Your friends and supporters show up at a restaurant on the appointed day/night and the restaurant will donate a portion of the proceeds brought in by those supporters.

Is that something you might be interested in doing? There is no cost at all to you.

I'll provide you with the flyers and all you need to do is get the word out among your supporters.

Please let me know and we can discuss the details.

Thank you,

Your Name
(I include my phone number but you don't have to.)

PHONE:

I like the phone. I'm not selling anything. I'm calling to help.

"Hi My name is _____

I noticed (whatever you saw in your research...post on craigslist, press release in the paper) I'm working with local restaurants to organize fundraisers for local charities and I was calling to find out if you might be interested."

They will likely want more detail...

Something like...

"what does that entail"
"how does it work"

I follow it up with...

It's very simple... I provide you with a flyer to distribute to your friends and supporters via email, Facebook, Twitter or whatever.

On the chosen night, those supporters show up at the restaurant, eat-in or take out and your group will get a percentage of those sales.

Also, during the event your group could also do other fundraising activities like raffles, silent auctions or 50/50.

In the appendix of this program I've included transcripts of two actual calls I've made to charities.

I learned from the first call I ever made not to refer to the piece of paper as a "coupon" but rather a "flyer".

Coupon is associated with a discount and that is not what people will be getting here.

POWER QUESTION

When you have the charity on the phone and they're looking forward to the event, this is the perfect time to ask them if THEY have a loyalty club...an email list for keeping in touch with their supporters.

If they don't, this is a perfect opportunity to offer to do it for them.

If they say they do have a list, feel them out for how it's going.

They may be looking for someone to take it over.

This is the perfect opportunity for you to get some low-pressure experience.

MAYBE you don't start setting up a fundraiser for a charity UNLESS you set up or take over their loyalty club....email list.

They wouldn't be paying you for this but if you need experience and confidence that you can provide this service there is no better way to

get experience...and you may be able to deduct something from your taxes...consult a local tax professional.

If you can get this "gig" it provides a great talking point for when you're speaking to restaurant owners.

Now that you've got the charity "signed up" then you do something similar to find the restaurants/food places.

CHOOSING THE RESTAURANTS

In general you want to choose restaurants that are family friendly.

One consideration you want to make in choosing the restaurant is the kinds of supporters the organization has.

I'll give you an example.

One charity I'm currently working with is very small. A one woman operation...economically depressed area...less than 100 fans on Facebook.

In her case I'll be looking for pizza places who will do this fundraiser.

Why?

It's quick and easy.

In my estimation few of her supporters are the "sit down at a restaurant and eat" type folks.

Lots of people eat pizza every week and more of her supporters will be inclined to help out this way.

Another example I was involved in was a group of high school cheerleaders.

In this case there is energy in the group. The can get the word out via social media and just talking to their friends and relatives.

A sit-down restaurant is perfect.

They held raffles, 50/50 and a silent auction during their two-night event.

They raised a quarter of their goal during this one fundraiser.

So, choose your restaurants based on the type of organization and supporters.

Look for restaurants that are locally owned and run.

Check out their Facebook and websites. If they are already collecting names for a loyalty club, birthday club or email list make a note of it for future research but don't do your first fundraiser here.

In a perfect world you'd know something about the restaurant and perhaps be a regular customer.

If you have been there and you KNOW they don't collect email addresses, make the approach!

RESEARCHING THE RESTAURANTS

If I don't have a specific restaurant in mind, I ALWAYS ask the charity director for his/her favorite local restaurants.

Look for restaurants/food places near the charity if they have a physical location or in the town or area where a high percentage of their supporters are located.

Look for contact email addresses on their Facebook page or websites.

You can do this manually and it really doesn't take too much time but finding the emails can be tricky...or they may have a CONTACT FORM to fill out instead.

I use a $17 program called LOCAL LEAD MINER for finding email addresses.

They have a $37 option but the $17 option is fine for your purposes.

Make sure you choose "email mandatory" to get the email address.

Once you've gotten the email addresses run it again without "email mandatory" and you'll get more choices.

If you see a restaurant you like, check out their website for a contact form.

Pick up a copy of LOCAL LEAD MINER by clicking here.

Again, this product is not necessary at all but if you want to speed things up, I do recommend it.

CONTACTING THE RESTAURANTS

Here's the email I send...(or put in the contact form)

***SUBJECT LINE**: Fundraiser at [Restaurant Name]?*

Good morning!

I was just speaking with [Name] at [Charity Name].

[Charity Website or FB page here]

I'm working with her to schedule a restaurant-based fundraiser.

You're probably familiar with the concept.

The group distributes flyers which their friends and supporters bring to your restaurant during the event. You give the group a % of sales generated by their friends and supporters.

They are a [city name]-based charity and want to support a [city name] business.

Please let me know if this is something you'd be interested in doing and when we could meet to work out the details.

Thank you,

Your name
[I put my phone # here]

These are typical responses...

Dear Leo,

This is something we are probably interested in doing, although my business partner is our until the middle of next week.

Would you be so kind as to get in touch again next week after we have had a chance to talk about this?

Best regards
Liz and Jennifer
***

Hello,
This is Jessica . I would be more than happy to discuss having a fundraiser at our location. We have done all types of fundraisers at our tavern. Number at the Tavern is 518-. Look forward to speaking to you.

***

Yes we are definitely interested! My name is Dan. I'm the owner of LOP, SP, and JOL! My cell is 518-. Give me a call anytime and we can go over details or meet in person.

Thank you,

Dan
***

Thank you for your email. Depending on the details and the type of event you are planning on holding we are open to a charity event. If you could please send more information based on what you would like to do we can be more specific as to our capabilities to hold the event.

Thank you!
Jayne
***

Hello, Leo -

Thank you for inquiring about fundraising opportunities at NWBB. We have worked with a select few organizations in the past on events like this.
***

Yes we are open to having an event like that. We have held many of them at our other restaurant, GS, as well.

In the past we have done a 10% rebate.

Brian
***

Yes Leo, we would be open to having that discussion.
Michael

FOLLOW-UP

The next step can be done in-person or via email as well.

When I get a positive response, I like to see if I can get an in-person meeting.

If you're uncomfortable with that just starting out you might consider an email like this...

Dear [Biz owner name]

Thanks for your reply. I know [Charity name] appreciates this.

We want this to be as stress-free as possible for you with NO extra work for you.

We'll get the word out among our supporters via press releases, email and social media.

You run your business as usual and simply keep track of how many flyers the supporters bring in during the event. Stapling the flyers to the check seems to work well for record-keeping.

When it's done, simply write a check to the charity for X% and you'll be done.

The details that need to be worked out are:

-The type of fundraiser. One night or multiple night?
-The date(s)
-The percentage you'd like to donate to the charity.
-Does that percentage include alcohol sales?
-Will carry out orders be included? (they should!-Leo's Note)
-Will you promote the event on YOUR FB page?

I'd be happy to meet with you in person to work these out at a time convenient for you.

Please let me know.

Thank you,

YOUR NAME

TYPES OF FUNDRAISERS

One Night...Multiple Night...Ongoing

There is no right or wrong here.

For smaller charities I try to get them a multi-night fundraiser because they typically have a smaller group of supporters.

The chance that a large percentage of these supporters could be mobilized for one night to appear at a restaurant is remote.

A multi-day "event" will give a higher percentage of their supporters a chance to get out and provides for more opportunities for publicizing the event.

As supporters patronize the restaurant, we can encourage them to post about it on Facebook.

In a perfect world the post would include a link to the flyer so people who aren't already supporting the charity can see it and hopefully print up a copy of the flyer and use it.

The type of fundraiser is really up to the restaurant.

Go with the flow.

However, if the restaurant will only do one type and you don't think the charity would be best served by that type, hold off on scheduling it at that place.

Keep looking.

EVERYTHING LINED UP. NOW WHAT?

CHARITY - CHECK!

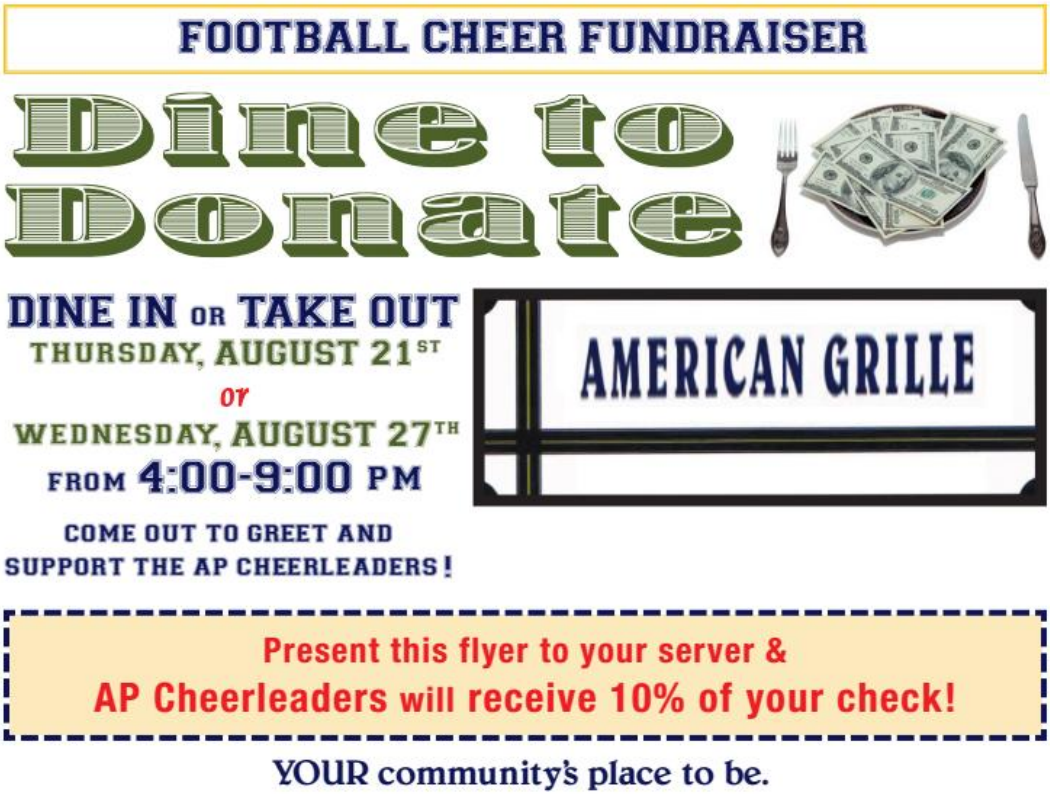
RESTAURANT - CHECK!

DETAILS WORKED OUT - CHECK!

The first thing you need to do is put together a flyer.

This need not be a masterpiece. If you are a graphic designer or you know one who will do some pro bono work for you, great.

That is what happened on this one...



Here's another example used by a restaurant in Illinois.

EAT OUT 2 HELP OUT

YOU'RE INVITED TO AN "EAT OUT 2 HELP OUT" EVENT!

Thank you for assisting the organization/group listed below in their efforts to raise funds with our "EAT OUT 2 HELP OUT" event. We realize every dollar counts and we will do our best to provide a fun atmosphere with high quality food and service to make a memorable and profitable experience for the organization. It's an all-day event, so you can come for lunch, dinner or both (open to close). You can bring your business colleagues from work for lunch and then the family for dinner! Make sure you bring a flyer to each visit!

- These flyers may be copied and passed out to anyone and everyone **PRIOR** to the scheduled event. **ANYONE** suspected of passing out flyers on the day of the event on VTG property results in a penalty deduction or forfeit of the entire donation. Unfortunately, this clause was added due to past abuse of our charitable nature.
- This flyer must be turned into your server at the time of payment alone with a copy of your bill in order to receive credit for the donation. Once you've left the building, you may not return with a flyer to apply to a bill.
- Although groups may request sitting in the same section when booking the event, it is not necessary to receive the donation. We may not be able to grant all seating requests.
- **20% of the pre-taxed bill, minus any discounts will be donated back to the organization including carry-out orders.**
- **If your organization is interested in booking an "EAT OUT 2 HELP OUT" event at the Village Tavern & Grill of Carol Stream, please call (630)-668-1101**

FOR:_____
DAY:_____ **DATE:**_____ **TIME: All Day (11 am-11 pm)**
Location: Village Tavern & Grill **291 South Schmale Road, Carol Stream, IL 60188**
(630)-668-1101
SUB-TOTAL CHECK AMOUNT: $ _____ **SERVER:** _____ **TIME:**_____
(before taxes & discounts)

They have this restaurant fundraiser thing down to a science.

Study how they do it here...

http://www.villagetavernandgrill.com/#!eat-out-2-help-out/c1hj6

They print up two coupons on each page.

Here's a video on how I do it....
https://www.youtube.com/watch?v=Ty-goyRxVD8

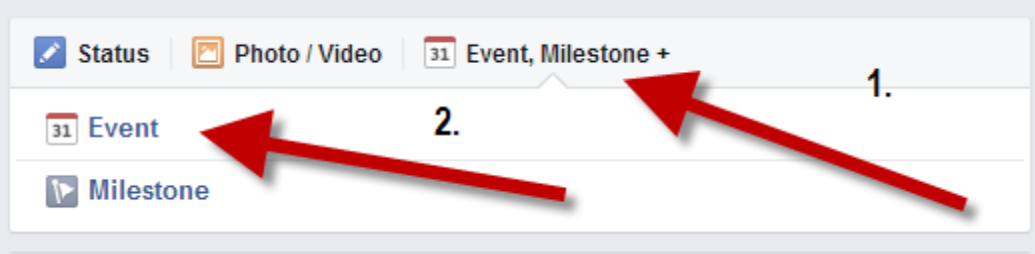
Here's the logo shown in the video...
http://leoquinn.com/eolout212.png

Once the flyers are ready it's time to get to "work"

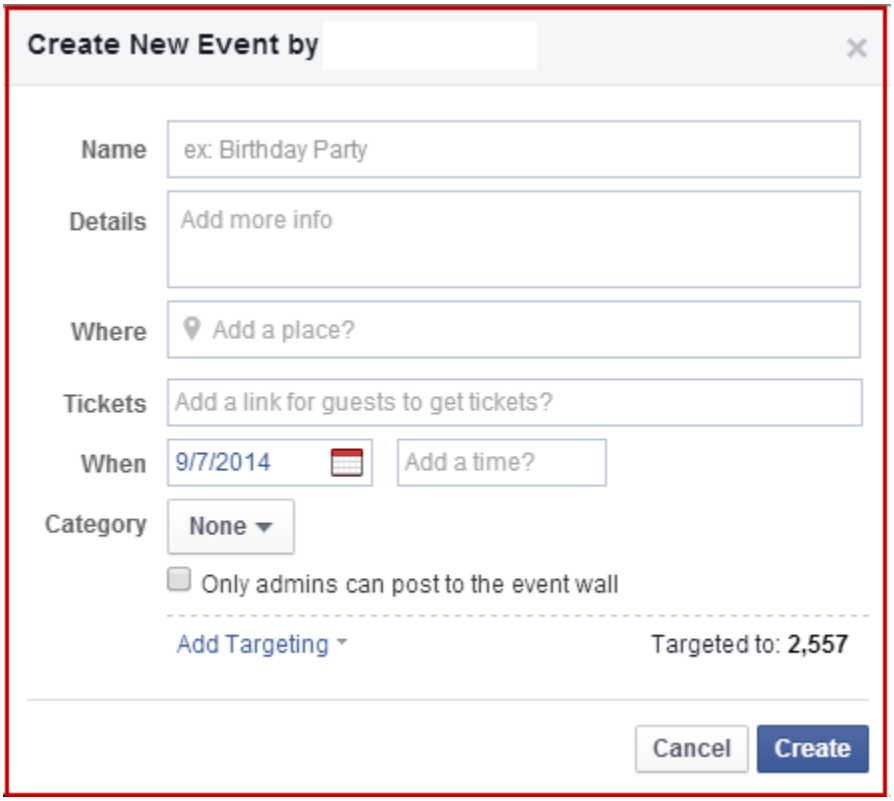
PROMOTING YOUR EVENT

First, realize that Facebook, the charity and it's supporters are going to do most of the heavy lifting for this event.

Step 1 is to create an event on their FB page.



Then they fill in the details...



After the event has been created then they should upload both documents you've given them...the one big 8.5x11 page and the 8.5x11 page with 4 small flyers.

They should encourage sharing of the post on FB among their supporter's friends.

This gets the ball rolling.

Moving forward they can keep the event on the forefront of their supporter's minds by posting every day or so, something about the event.

Maybe one day it's the menu from the place.

Maybe it's a recent article on the restaurant...good reviews...maybe a video of the chef on a local news program.

Ask the restaurant for any ideas here.

Also, ask the restaurant if they'd create an event on their Facebook page too.

In the case of a group of with many active members (like cheerleaders or a baseball team) who are handing out flyers, you could run a contest.

Have the members put their names on the back of the flyers they hand out and whoever hands out the most that get returned on the night of the event gets a prize. The charity decides on and provides the prize.

PRESS RELEASE

The charity should also get out a press release at least two weeks before the event. It should be sent to all local media.

It has a much better chance of getting published if it arrives on the letterhead of the charity.

It doesn't have to be anything spectacular...

DATE

PRESS RELEASE

For immediate release

[Name of Charity] holding fundraiser at local restaurant

On [DATE], [Name of Charity] will be holding a fundraiser at [Name of Restaurant]

Money raised through this event will go to [Purpose of fundraiser goes here]

[Name of Restaurant] will donate x% of every check from supporters of [Name of Charity] on that date.

[If anything else is happening at the event that would go here...50/50, raffles, silent auctions etc.]

Interested community members must bring a flyer to the event to ensure [Name of Charity] gets the credit.

Flyers are free and can be obtained from [Name of Charity] on their Facebook page at Facebook.com/charitynamehere or by calling....

For more information, contact [Name, phone #]

[Name of Charity]
[Address]
[Phone and Website]

AS THE EVENT APPROACHES

Keep the business owner in the loop.

If the organization sent out invites to the event via FB or some other way, be sure to keep the business owner informed via quick email every few days.

Interact as often as you have good news.

I'd send a thank you note as soon as they agree to the fundraiser. I like to include a lottery ticket with the headline "THANKS A MILLION".

If you've never met in person and you happen to be nearby one day just drop in to introduce yourself.

If he/she is not out front ask a staff member to tell them you're here..."I'm Joe Smith...I'm working with CHARITY NAME on the fundraiser here on the 12th." (don't use that line exactly, if your name isn't Joe Smith)

Make them glad to know you! ;>)

PRAY for a question like "do you work for CHARITY NAME?" or "is this all you do for them?"...anything that gives you an entry to talk about your services!

TURNING THIS INTO MONEY FOR YOU!

So far in this picture, everyone is making money except you!

It's time to start turning that around.

In your talks with the restaurant owners it's important, at least for this first one, to downplay expectations.

In all likelihood, the small charities you will be helping here at the start will have few supporters. They probably won't make a lot of money from this first event. If they do that's great for everyone involved but not likely.

Say things like...I'll be really interested to see how this goes... this will probably be a really small event given that the charity only has 125 fans on FB...so I wouldn't go buying a new car just yet"

Don't get the restaurant owners hopes up but use those lower expectations to get them thinking bigger... ...ask them...

"would you be interested in hosting these events with bigger groups on a regular basis during your slower nights?"

Who would say NO to that? No one I'd want to work with!

Follow up with "would you be interested in having someone go out and get these for you?"

The typical response is "sounds good...what do you have in mind?"

How it goes from here is impossible to guess...

When talking with a restaurant owner I always lead with the birthday club question..."do you have a birthday club?"...a bunch of new people will be finding you via this fundraiser...if you got their email address and birthday I bet a bunch would come back to celebrate, don't you think?"...anything like that is a nice easy way to get into the conversation about what you can do for them.

I can also provide stats from the National Restaurant Association...

Birthdays are the number one special occasion that people celebrate in restaurants, according to a 2010 National Restaurant Association (NRA) survey.

55% said they dined out on their birthday,
30% dined out on their spouse's birthday

35% dined out on a family member's birthday.

The average birthday table is four people and the average check is $78.

Plus, many dine out for both lunch and dinner on their big day.
***

That's the route to take if YOU have to get the conversation going about what else you can do for the restaurant owner....

"would you be interested in hosting these events with bigger groups on a regular basis during your slower nights?

If your PRAYERS are answered and they ask you first...what you do for the charity or what else you do here's how it might go...

Modify with your truth obviously...

I've recently started helping [the charity] with their loyalty club/email list because I'm starting a business along those lines.

Do you have a birthday club?

If they say no, ask them if they knew about the NRA stats mentioned previously.

If they say yes, get a clarification.

Yes might mean they collect that data from their website but not on the premises.

On the premises is MOST important because those people have actually demonstrated a willingness and ability to get there!

Find out as much as you can about how they do things now.

More detail will follow but running a loyalty club involves stopping in the restaurant on a regular basis and collecting the names...typing those names into a database and then sending regular email messages to the list.

A good follow-up question if they claim to have a birthday club is...you have someone good typing in your names?

Listen for sounds of exasperation...dissatisfaction with the current set up...it may be their child, spouse or no-good brother-in-law! :)

Offer to take over the project on a 30 day free trial.

However the conversation goes, get to that FREE trial discussion.

You've by now had several interactions and they probably like you.

Assuming you like them, keep the conversation moving forward and the FREE trial makes that risk free for them.

MUCH more detail on all this in the following pages.

MISCELLANEOUS

Various notes on things...

"Eat Out To Help Out" is what I like to call my events.

You can do the same or call them whatever you want.

***

I haven't used contracts or any other official paperwork.

If you feel better having that, get some ideas from the model used by the Illinois restaurant....

http://www.villagetavernandgrill.com/#!eat-out-2-help-out/c1hj6

Julie asked a good question...

1) Do you plan on going back in after the event to make sure that the non-profit gets paid? It's not that people are dishonest , it's just that I have worked with quite a few Restaurant Owners , and the common denominator is that they are ALL time challenged and are wearing many different hats. With the very best intentions, I can see payment being put on the back burner. Are you just doing this on the honor system? Perhaps a tracking sheet of some sort would be helpful, to make it an official part of the protocol. Perhaps, going back a few days later while things are still fresh, (f it is a local biz that you are working with) and getting a check written to the charity that we can drop in the mail or personally hand over to the charity. Although, a bit more work on our part, this could help to build a relationship on both ends.

So far for me these they've been on the honor system and it's worked out well. I do think a tracking sheet is a good idea. I've had my people staple the flyer to the checks.

If it's a one night event I go there to help build a relationship with both parties. Multi-night events are probably more work to keep track of but again, I've not had a bad experience.

This is the end of Part One.

Part Two goes into the actual mechanics of setting up and running a loyalty club business.

But before you get to Part Two I recommend sending at least 10 emails to local charities.

If you suddenly have to perform, you'll take a much bigger interest in Part Two!

ADDENDUM

This is the first phone call I ever made looking for a charity to help...I saw her posting on Craigslist...even though I said Facebook on the call...

Phone Transcript

L: My name is Leo Quinn, and I saw your posting on Facebook about fund-raising.

G: Yes

L: I work with local restaurants to do restaurant fundraisers, I was calling to see if your group might be interested in having a fundraiser at a local restaurant.

G: Possibly, yes. What would that involve?

L: Very simple, I give you some coupons. First of all we find a restaurant that works for it, and I would give you coupons that you would distribute via email, or Facebook, however you want to get that to your friends and supporters. On the night your friends and supporters would go to the restaurant, buy whatever they wanted to buy, eat whatever they wanted to eat, usually takeout is involved as well, and your group would get a percentage of the profit that is generated from your friends who go to the fund-raising night.

G: Sounds pretty good!

L: Once you're there you can do other things, if you have a large group you could a 50/50 drawing, raffles, things of that nature once you've got them in the restaurant.

G: I mean yeah, that sounds pretty good. Now, you said you'd give me coupons right?

L: Right, they'd be little fliers, probably post-card size, and I

could give you bigger ones as well so you could post around town if you wanted to. Do you have a Facebook page at this point?

G: I do yes

L: Oh I'm sorry, I found it. It's not linked from your website though, I would recommend that, but the easiest place to start is right there on Facebook, put a link to the coupon that they can download and then share with their friends, to really get a snowball effect going.

G: Okay, do they purchase tickets to this event, or how does that work?

L: No, they just take the coupon and go to the restaurant that night, and buy whatever they would buy at a typical restaurant and then the restaurant staples the coupon to the bill at the end of the meal, and at the end of the night the restaurant totals up how much your organization brought in and gives you a percentage, typically 10%, sometimes 20% depending on the restaurant.

G: Okay, is the coupon a certain amount off of the meal?

L: Nope, it's just going to say fund-raiser at Joe's restaurant, they show up that night, give their coupon to the server, he staples it to the bill, and whatever the bill was, you're going to get 10-20% of that.

G: Okay, so the people who go aren't really getting anything, just going out to dinner for them.

L: Well, they're getting the warm feeling of helping your organization. People eat anyway, we do it 3 times a day, we have to do it anyway. Many people dine out twice a week, and this gives them the opportunity to help out your organization at the same time.

G: Well, it sounds good. I'd like to give it a shot, I don't know

how many people would be willing to go, but it doesn't really matter how many go, right?

L: Right, not at all. Sometimes, the restaurant will let people come in 2-3 days later if the night wasn't good, it all depends on the place. Do you have any favorite restaurants, yourself personally? And I'm talking local restaurants not big chains.

G: We really like ------, there's a few really good restaurants so I wouldn't really have much of a preference.

L: Typically, a restaurant would like to do this on a slower night, like a Monday or Tuesday evening.

G: Okay, would I need to be there?

L: I think it would help, this is your organization, you're the face of it. If you want to do 50/50s or silent auctions or raffles or things.

G: Now for the 50/50s, and things, you've suggested, organizations aren't really allowed to do that right, unless you have a license and everything to have a raffle?

L: Not to my knowledge, if you go to basketball games, they're selling 50/50s, I went to the play in the park in Albany they did a 50/50 type thing. I don't know if they have special rules and regulations about that, I don't think so, but we could get a clarification on that. You're a licensed charity, is that right?

G: Yeah

L: I think I saw on your Facebook page that you recently got your IRS designation and all that. I think you're good to go there, the restaurant would write the check to your organization so you could get a tax deduction.

G: Okay, so there's really nothing to lose? Right?

L: Exactly, and Facebook is nice in that you can encourage

followers to share, you can get some buzz going, and if you have any business owners on your list and they want to donate something for an auction or drawing or whatever, they could do that as well. My next step is to find a restaurant that is willing to do it, then coordinate a date that works for you, that you can get to. Do you have nights that are always no good for you?

G: No, not really.

L: That's good. I like to find places that have a takeout menu as well, that way if people don't have the time to go in, at least they can come down and order something and you'll get a percentage of that as well.

G: Now, if it turns out that maybe a couple people, does it matter?

L: Nope, doesn't affect the restaurant at all, they're not going to put any extra staff on for a group like yours, I see you only have about 36 likes on your Facebook page.

G: Yeah, it's brand new, and I have to say I haven't had a great response yet to the whole thing.

L: You have to start somewhere

G: That's right, it's tough.

L: And something like this is, something that will encourage people to share your status with friends and sort of build like that. Step number two for me will be to find a restaurant that will want to do this and we'll go from there.

G: Alright, thanks for calling

L: Bye.

This is my second call. I'd made an appointment via email for a phone call but we didn't connect the first time.

Charity Director: Good Morning, , this is the Charity Director.

Leo: Hello, Leo Quinn calling.

Charity Director: Hi Leo, how are you?

Leo: Good, thanks,

Charity Director: Sorry it's been so hard to get together on this.

Leo: No, no, I understand you're very busy there. I thank you for your interest. Have you ever done a restaurant fundraiser like this?

Charity Director: Last summer we did one with a BBQ place, but it wasn't through someone else, we just set it up with them.

Leo: Ok, yeah. Well what I like to do with this, and I noticed on your sponsor page, you've got a lot of major company sponsors, I'd like to do this with a small local restaurant. So we're helping the small, local business owner. As you saw, I don't know if you saw that sample flyer I sent over, we'd put together something like that for you.

Charity Director: Yeah.

Leo: I noticed on your Facebook page you have pretty good engagement.

Charity Director: Mmm-hmmm. Well, thank you.
Leo: A lot of likes and things. That's always good. That's an advantage we have these days, we can get the word out using Facebook shares and likes, and all that fun stuff.

Charity Director: Yeah. When we did Code Blue last winter our likes went way up, so we're up over a thousand now, which

really helps when I want to get the word out on something like that.

Leo: Yes, exactly. Now, do you have any local restaurants that you particularly like, that you patronize on a regular business?

Charity Director: Let's see, I love...The Coop

Leo: Ok.

Charity Director: Then there's the Bistro.

Leo: Ok. Very good.

Charity Director: Just about any of them are good down there.

Leo: Those are relatively close.

Charity Director: And the Bros. they might be interested.

Leo: Ok.

Charity Director: I don't go there a lot but it's a really popular one.

Leo: Right.

Charity Director: Are you local?

Leo: I'm from Ballston Spa, Yes.

Charity Director: Ok.

Charity Director: How's this work with you as far as how do you make money on this?

Leo: Good question, not too many ask me that. I actually help restaurants with their marketing. There are two ways to talk to a business owner: One is to beat your head against the wall until

they pick up the phone, or one is do something like this and bring them customers. So I'm providing value ahead of time.

Charity Director: Great.

Leo: So I help you guys, and potentially I could help them if they become a future client. Either way, you guys are getting publicity. If you happen to stumble upon any business owners that you could use my services you might be inclined to mention me.

Charity Director: Right.

Leo: So I find what you put out comes back to you.

Charity Director: So it doesn't cost us anything.

Leo: Not at all. Nope.

Charity Director: Let me tell you, in that way most of the ones I mentioned are pretty well known and have pretty good presence/ visibility.

Leo: Mm-hmm.

Leo: OK.

Charity Director: I'm looking for that other one that's more of a sandwich place, soups and sandwiches.

Charity Director: The Café.

Leo: What is it called?

Charity Director: The Café.

Leo: Ok. There's always a chance we could do one of these every month, or something like that.

Charity Director: Sure. I've wanted to do something like that in Glens Falls for a long time and really try to get people out to support us.

Leo: Sure. Supporting local businesses is very important and people don't think of it all the time, so something like this could definitely help.

Charity Director: Right.
Leo: Well, I will get in touch with these couple, at least the last two you mentioned.

Charity Director: Mmm-hmm.

Leo: I will be in touch with you.

Charity Director: Ok. You know I'll add one: The Pantry.

Leo: The Pantry, ok.

Charity Director: Well, now they call it The Café. They really helped us this winter with Code Blue. They sold, they do a lot more catering, but they also have a place to eat.

Leo: Ok. That's great. I'll get in touch with all three of these then.

Charity Director: Ok. Great, thank you!

Leo: Thank you! Have a great day!

Charity Director: Ok. Good Bye.

Leo: Bye, bye.

BUSINESS OUTLINE

This is a very simple way to make extra money.

You will be providing a service to local small business people who are desperate to attract more customers affordably.

Ads in newspapers and local magazines can end up costing thousands of dollars. Yellow page ads can cost hundreds per month but who looks at them anymore?

E-mail is without a doubt the most cost-effective way for a business owner to keep in touch with his customers and get them to come back more often. Just about any business owner you talk to will agree with you on that one.

Then why don't they use it? Who knows? Most likely their excuse is TIME. It's easier to hope new customers will come in OR tell the ad salesperson…"run the same ad as last time!"

One answer these days might be Facebook and Twitter. They are all the rage and free to set up. A business may have a few hundred or a few thousand fans and think that is enough.

Our job is to point out that they are not enough. If a FAN has 100 or 200 or 500 friends, the chance they will see any one particular message from anyone is small.

You are offering to become the manager of their "Loyalty Department." Unlike most other departments, yours will actually make money! If a business can't make a bunch of money e-mailing offers to their previous customers, they won't be in business very long.

The offer we are making to these businesses is that we will run their "Loyalty Department" FREE for the first 30 days. This makes it a

complete no-brainer for them and it makes it really easy for you to get clients.

Your potential clients are nearly endless. Think about the local small businesses you frequent. How many have your email address? How many use it? I'd be shocked if your answer was more than 2….it's more likely 0.

I recommend though, that you focus on businesses that might see the same customer several times a year.

Examples are:
-Restaurants
-Bakeries
-Lube/Oil
-Pet Stores
-Comedy Clubs
-Theaters
-Bowling Alleys
-Small Grocery Stores
-Bookstores
-Pizza/Sub Shops
-Chiropractors
-Dry Cleaners

My favorite example of the type of business to avoid is a tuxedo rental shop. You can send the most persuasive advertising piece ever developed but if a guy doesn't need a tuxedo, he's not going to be renting one.

You also should probably avoid seasonal businesses as clients. Here in the northeastern part of the U.S. most ice cream shops are closed for the winter.

No sense signing them up as a client unless you don't mind getting paid only during the time they are open.

However, if you don't mind working that way you could use that list to have a mob scene on opening day.

You could send an email on behalf of the ice cream shop once per month or every other month during the time the place is closed.

You could keep the list informed about what the owners are doing in the off-season. If the business is investing in new equipment, that could be a topic. Is the owner going to be a new grandparent? That could be a topic.

Any topic that keeps the list engaged and interested. Then two weeks before opening you start building up anticipation for the season opening. You talk about improvements to the building or changes to the menu, for example.

A few days before the opening you send out a special coupon good only for opening day. The place will be jammed.

A restaurant that burned down did all this B.E. (before email) using postcards. Because they knew how to get in touch with their customers they kept them informed about the rebuilding process…had occasional parties under a tent and on opening day the police were needed to handle the flood of traffic, as I recall hearing.

LEGAL CONSIDERATIONS

I am not an attorney. I don't know how what you are doing would be viewed by your local authorities. What I am about to cover is how I conduct myself in this business. This may or may not work for you.

First, I don't use a business name. I am a "local email specialist". Clients write checks to my name. I don't have a special bank account. I don't collect sales tax because I'm providing a service and last I checked with my state tax authorities I don't need to collect sales tax on this particular service.

I make quarterly income tax payments to the IRS because, assuming I earn more than $600 in a year, I will be receiving a 1099 from each of my clients…or at least I should!

Since we will be dealing with e-mail I think it important that you familiarize yourself with the Can-Spam Act.

You can read the full details on the FTC website but here are the highlights…

> **It bans false or misleading header information.** Your email's "From," "To," and routing information – including the originating domain name and email address – must be accurate and identify the person who initiated the email.
>
> **It prohibits deceptive subject lines.** The subject line cannot mislead the recipient about the contents or subject matter of the message.
>
> **It requires that your email give recipients an opt-out method.** You must provide a return email address or another Internet-based response mechanism that allows a recipient to ask you not to send future email messages to that email address, and you must honor the requests. You may create a "menu" of choices to allow a recipient to opt out of certain types of messages, but you must include the option to end any commercial messages from the sender.
>
> Any opt-out mechanism you offer must be able to process opt-out requests for at least 30 days after you send your commercial email. When you receive an opt-out request, the law gives you 10 business days to stop sending email to the requestor's email address. You cannot help another entity send email to that address, or have another entity send email on your behalf to that address. Finally, it's illegal for you to sell or transfer the email addresses of people who choose not to receive your email, even in the form of a mailing list, unless you transfer the addresses so another entity can comply with the law.
>
> **It requires that commercial email be identified as an advertisement and include the sender's valid physical postal address.** Your message must contain clear and conspicuous notice that the message is an

advertisement or solicitation and that the recipient can opt out of receiving more commercial email from you. It also must include your valid physical postal address.

Get all the details on the CAN-SPAM Act at:
http://www.ftc.gov/bcp/edu/pubs/business/ecommerce/bus61.shtm

TAXES

You will not be an employee of your clients. You are a service provider. As such you will be responsible for paying income tax on your earnings.

That might mean quarterly tax payments and other record-keeping. Please consult your tax preparer to get all your local details.

This is a bit more of a hassle than if you just got a part time job somewhere BUT the good news is you are working for yourself. Keep that in mind.

ATTRACTING CLIENTS

I'd be shocked if you got to this point and hadn't already asked yourself "who do I know that owns a business that would be helped by my services?"

Ask yourself the next best question…"who do I know that knows the owner of a business who would be helped by my services?"

You should send an email or post on Facebook or Twitter that you are looking to help local small business people manage their "Loyalty Department" Ask your readers to contact you if they know any retailers. You do want to clarify that you are looking for retailers so you don't get a bunch of leads of people involved in home businesses or network marketing.

You might include a list…

"Who do you know personally, that owns (or works for) one of these type businesses in the area?"

-Restaurants
-Bakeries
-Lube/Oil
-Pet Stores
-Comedy Clubs
-Theaters
-Bowling Alleys
-Small Grocery Stores
-Bookstores
-Pizza/Sub Shops
-Chiropractors
-Dry Cleaner

If you happen to know anyone, please let me know.

Thanks!

YOUR NAME"

With just a little creative digging you might get your fill of clients without having to do anything else.

That might be just a bit long for Twitter but something like this might work...

"Please contact me if you know a small retail business owner (or employee) in or around (YOUR AREA)"

You can find all the potential clients you'll need in your local yellow pages and in your local newspapers/pennysavers and magazines Val-Pak or co-op type mailings of coupons, too.

I prefer to focus on the display ads in recent papers because they have just spent the money to place an ad and it probably didn't do too much if anything for them. Their pain and dislike of advertising is probably at its peak.

Start a database of these advertisers on your computer using any database or spreadsheet program.

The fields should include:

Name of business
Name of owner (if you can find it, check chamber of commerce website)
Street Address
City
State
Zip
Phone
E-mail
Website
Publication where you found their ad
Date of publication
Date of your contact
Method of contact (postcard, email, phone call, visit, etc.)

Save this as a CSV file so you can use it later. (More to come)

Want 5 new clients today?

Toss 5 fishbowls in your car. Go park it in the nearest business district and walk into each good prospect business and say… *I'm going to help one (biz like yours) increase their profits this year by setting up and managing a customer loyalty program. Is it going to be yours or (competitor's name)?*

It won't take you three hours to get them all placed…particularly if you are offering the "30 Day FREE Trial" as I suggest that you do.

Personally, I couldn't do what I just described. This is a great service. I'm proud of it. It helps people but I don't have the personality to pull it off. I HOPE you do.

"What's left for the rest of us?"

Any number of things, actually. Some have a cost involved and others are FREE.

Read on for many examples.

WHEN DOES THE 30 DAY FREE TRIAL START?

This is up to you. It could be when you drop off the box or fishbowl BUT they really aren't going to see a benefit from this until the first emails go out, so I'd play it by ear.

Whatever feels right. If they are gushing about the service after the first week, make it from the date the box was dropped off, assuming they haven't asked this question before.

New LEO Lisa had a great suggestion… instead of a free trial she calls it an "experiment", at the end of which she gets paid.

This simple difference doesn't give the business owner the expectation of anything free.

"At the end of the "experiment" the monthly
fee to continue is...X" Of course, the “free” is implied but calling it an “experiment” is worth a test or um…an experiment!

ATTRACTING NEW CLIENTS

I use the term “attracting” intentionally. I imagine one of the main reasons you invested in this program was because you don’t like the idea of cold-calling or pressuring people to do anything.

Like me you prefer to have people call you…people who are warmed up and have a few questions they’d like answered.

My favorite way to attract new clients is cheap little postcards.

If you upload the CSV file of potential clients you created to the US Postal Service Website you can design and send postcards to all your prospects.

The postcards aren’t meant to tell the whole story but merely to raise curiosity and get them to take some “non-threatening” action.

A “non-threatening” action is an action that does not involve speaking to a real person. People are afraid of being “sold” but they crave more information so we make it easy for them to get that info.

What is my favorite “non-threatening” action?

1) Call and listen to a 24 hour recorded message

Google offers free local phone numbers as part of their Google Voice Program.

Go to:

http://www.google.com/googlevoice/about.html

See if they have a number local to you. You'll need to have a Gmail account to use the number but you should have one anyway.

POSTCARDS

As I mentioned, the goal of any marketing you do is to get prospects to take an action…preferably a non-threatening action.

When you think of postcards you probably think of the common size…roughly ¼ of an 8 ½ x 11 sheet. Actually a postcard can also be an entire 8 ½ x 11 sheet of 65lb paper.

Instead of cutting the page in quarters keep it regular size. Put your whole message on one side and use the other side for the address and stamp. The postage will be higher for a piece that size (88 cents in the U.S. as of this writing) but your message will be seen and read, which is what you want.

If you regularly patronize a business you think would make a good client and they don't have your contact info, sending a postcard with something like this on the front…

"I bought a dozen donuts last week…"

And then something on the back directing them to your recorded message should be very effective.

WHILE YOU WERE OUT

One of my favorite 8 ½ x 11 postcards to send is big and pink and looks like a **WHILE YOU WERE OUT** message you might find in an office setting.

Simply print the card on 65lb pink card stock, handwrite your message, slap a stamp on there and drop it in the mail. It WILL get noticed.

Assignment: Start being aware of how you react to your mail pile. What gets your attention? Can you use that?

It will cost a bit more to send a post card this size so be sure to check with your post office to find out how much.

When prospecting for clients I like using offline mail. I enjoy getting creative and seeing what happens.

This is my preference. It doesn't have to be yours.

My guess is most people are like me. They don't like cold-calling.

If you like cold-calling, great! Pick up your phone OR toss some fishbowls in your car and go!

E-MAIL

You might also send e-mails if you can find the e-mail address for your potential client. If you go that route be sure to send individual e-mails not one e-mail to a bunch of addresses. Doing that could get your email account shutdown for spamming.

Begin each e-mail with "*Dear (business owner name)."*

If they collect email addresses on their website but not at their location, you can get on their list and reply to any email you get from them. THAT will get their attention.

If you go the email route and you aren't responding to an email they sent then use a subject line they WILL open.

Some examples are:

-“I was in your store on February 12th”
-“Why I love BIZ NAME”
-“I love your chicken quesadilla, BIZ NAME, but…”
-“I’m worried about BIZ NAME” (you want them to stay in biz so you are offering your email services)
-“BIZ NAME, I’m a very happy customer, but”

You might throw in a “but” in the subject line to increase the suspense and assure they’ll open your email.

The “but” can be you are worried they might go out of business or you are worried about all the money you see them spending on advertising…whatever makes sense.

OTHER TYPES OF MAIL

I'm always thinking of ways to get people's attention in the mail. When doing so I think about what gets MY attention. I know what a bill looks like and I know what an advertisement looks like.

I also know what a thank you note or greeting card looks like and I always open those first.

I would test sending a thank you note sized card in an envelope, and I would include a copy of their most recent ad.

When they open the note and see their ad it will cause great curiosity… *“I noticed your recent ad in PAPER. If you’d like to slash the amount of money you spend on space ads and get better results call this 24 hour recorded message...*

Send a regular sized letter in a hand-addressed envelope with a note similar to above.

Before you fold those letters and stuff them in the envelopes, take out a yellow highlighter and use it on any important parts of your letter, perhaps emphasizing the FREE TRIAL.

Imagine looking at a letter. If part of it is bright yellow, do you think you'd notice that part? Do you think you'd read it?

Probably yes. The number one reason is that it looks like someone has handled this letter individually. Use this fact to increase the response to your letters.

The late Gary Halbert, copywriter extraordinaire, said that people sort their mail standing over a garbage can. "A" pile mail went on the counter and "B" pile mail probably ended up in the trash.

Our goal is to get into the "A" pile. "A" pile mail, in addition to bills that need to be paid, is mail from a friend or from grandma. Grandma doesn't use labels when she sends me a birthday card and neither should you if you want to get your mail piece opened.

NOTE: Labels on postcards are fine. They don't have to open anything to see your message. They only need to flick their wrist. Make sure the copy you use on the front of the postcard is so clever they can't help but flick their wrist.

LUMPY MAIL

This is my favorite.

It costs a little more but when you consider that each new client can be worth over $2000 a year and that we are offering them a free trial, I think it's easy to justify small tests of lumpy mail.

Lumpy mail has become shorthand for anything unusual that is sent through the mail. It all started, I suppose, with pen companies

sending samples in regular envelopes. Obviously the pens made the envelopes lumpy and thus more likely to be opened.

I grew my information business by using lumpy mail

Since each affiliate can be worth thousands of dollars a year to me, I got very good at sending LUMPY mail.

I sent Easy Buttons, baby bottles, rubber balls, bank bags, and even real live working cell phones to people I thought would make good affiliates for my "How To Own Your Paycheck Again!" program.

I'd send 10 or 20 of these things at a time... no crazy numbers….and then simply see how they did in terms of return on investment.

The interesting thing is that I NEVER lost money doing this. The affiliates I attracted promoted "How To Own Your Paycheck Again!" and made me back far more than I'd spent on the entire mailing...all I needed was one good affiliate and I always got one.

You can send balls from www.SendABall.com

They will handwrite any message you'd like on the ball so you could direct them to a website or recorded telephone message.

Some people question the "professionalism" of such communications.

Fair enough.

Some people won't like it.

Frankly, I'd rather not do business with someone who doesn't get a chuckle out of getting an easy button or a ball in the mail. (You can get Easy Buttons from Staples.com.)

We aren't offering life or death surgery here. We are offering email/ loyalty club services.

Life is too short to deal with the sour pusses. NO SOUP FOR YOU, I say. (Seinfeld reference, in case you don't recognize it.)

You don't have to do any of this lumpy mail stuff. I'm just putting it out there as something to consider. Spend $100 sending some lumpy mail to 20 or 30 good prospects and something is going to happen….you'll get some calls.

It's important to remember that each client is going to be worth at least $1164 per year so you really could afford to spend up to $1163 to get them and still "technically" make a profit.

Of course, after expenses and time spent, making $1 in a year doesn't look all that good but spending $50 to $200 to get a client is a great return on your investment.

I'm not saying you have to spend that much to get a client BUT if you had it to spend, it would be worthwhile and get you your quota of clients pretty quickly.

WHY I LOVE OFFLINE MAIL

I've been a student of marketing since 1989 when I spent a couple thousand dollars, put on credit cards of course, to buy pounds of material from a guy named Jay Abraham.

I used that info in my carpet cleaning business from 1991-1998. Because I had to go to the house of each customer I naturally had their addresses.

Whenever I'd need an influx of business I'd send postcards to my customers who I hadn't seen in at least six months.

For about $40 I could send a postcard to almost 200 former customers. Postcard stamps were 19-22 cents in those days, as I recall.

That one $40 mailing could keep me busy for a week or more. A business card sized ad, on the other hand, in my local paper cost me about $75 and would get me a few calls.

I never lost money doing one of those postcard mailings and any good business could report similar results if they used the same strategy.

When I first started developing my “How To Own Your Paycheck Again!” classes, I needed places to teach.

This was the late 1996 and research on the Internet wasn't nearly as easy as it is today. I don't recall exactly how I got a list of 375 school districts throughout New York, Massachusetts, New Jersey, and Vermont but I got such a list and printed up labels.

I sent each of them a letter asking if they had a continuing education program and if so, did they have a class like mine.

I don't recall the exact numbers but I probably had 10 or 12 different school districts that signed me up for the next semester.

I have long since forgotten what that mailing cost me but the worst case scenario, at $.50 per piece it cost me $187.50.

One good class would pay for that and I could return to the same school twice per year for years. That is what you call a great investment in offline mail.

And for the third a reason I loved offline mail: It has really been responsible for most of my success online.

Most of my “How To Own Your Paycheck Again!” sales have come from affiliates. These are people with established email lists who I approached about offering my program to their lists in exchange for a split of the profits.

Figuring that there were a lot of people like me, with products they wanted to sell via affiliates, I decided that I wouldn't be lazy and simply send e-mail to these folks.

So, I sent FedEx packages, postcards, letters and all sorts of lumpy mail I've written about previously. Not only did this result in my

getting many terrific affiliates, it also raised my profile in the Internet marketing community which has been very profitable.

The lesson I hope you take from this is not that I am anything special. All I did was take simple actions and kept taking simple actions. This leads me to my final piece of advice:

DON'T GO LOOKING FOR 5 or 10 CLIENTS

I understand wanting to get a bunch of clients going and the money flowing right away.

Instead, I want you to focus on one thing and one thing only.

Find one client.

FOCUS on finding just one. When you have your first, then focus on finding just one.

There is an old marketing story about a chiropractor who was very good at starting a practice, getting a bunch of patients, and then selling the practice to another chiropractor.

He was asked by a young doctor the best way to get 50 new patients. His reply was "I don't know one way to get 50 patients but I do know 50 ways to get one patient and I do all of those.

Start thinking like that Doctor.

WHAT DOES A GOOD PROSPECT LOOK LIKE?

-They are an active advertiser
-They do not belong to a national chain. (i.e. McDonald's, Arby's, Taco Bell)

-You've done business with them before or at least have been to their location.
-You know they are not doing anything to capture names either at the location or at their website.
-At least from the outside, they appear to have a successful business.

If they meet all these requirements I'd consider them for some lumpy mail.

EXPECTATIONS

I think this is a good point to address what you might expect from any mailing you do.

In direct mail (offline) a great response is considered 1%.

That means if you send 100, a great response would be considered 1.

Huh.

1?

Great?

Yup.

That's not to say you won't get 5 from a mailing of 30, but that would be fantastic.

You need to look at the numbers to get the proper prospective.

What is one client worth to us?

$1164-$2364+ per year.

100 postcards is, at the most, $50 to print and mail.

If you did 10 mailings of 100 and spent $500 and only got one client you'd still be well ahead at the end of the year.

If you did in fact get one new client with every mailing it wouldn't be long until you had a great little business going.

How often would you invest $50 if it made you $1164+?

BUT that's not to say that every time you mail 100 you'll get one.

Sometimes you might get three...other times you might get zero.

The point is you shouldn't be discouraged by low response numbers. You don't need a lot of responses to make a good amount of extra money.

P.S. Lumpy mail response rates tend to be much higher, and if you follow up with a phone call… *"I'm the person who sent you an easy button…did you get it?"…*your ROI will typically be huge.

P.P.S. The postcard mailing I did and referenced earlier...the WHILE YOU WERE OUT postcard... went to only 38 businesses and resulted in 2 calls in less than 48 hours.

The mailing cost me $43.07. It's too soon to tell what those clients will be worth long term BUT how often would you spend $43 to make..$200, $500, $1000, $2000?

I thought so. Go to it!

REFERRALS

The most common referrals you might look for would come from your current clients. It's a simple question you should ask each of them.

"Who do you know that owns a business that might want our services?"

There is, however, a different way to get clients via referrals. This method can get you all the clients you need in one fell swoop and you might not have to do a free trial.

Imagine you were in the business of selling pizza boxes to pizza shops. Let's say that you were the only supplier for every pizza shop in your state and by law you couldn't sell to any other state.

What would be the only way for you to sell more pizza boxes?

If you answered, "encourage my customers (the pizza shops) to sell more pizzas", you are the WINNER!

Let's continue our imagining and say that you are now the owner of a pizza shop. Along with your monthly bill from the pizza box supplier is information about a great way to increase your business using email marketing.

It also includes a coupon good for $100 off the services of a local email marketing company. (you!)

They normally charge $197 a month but as a reward for being a valued customer we've negotiated a $100 discount for the first two months of service. You'll see the power of email for only $97 per month.

Since this offer came from one of your trusted suppliers wouldn't you be more inclined to take them up on the offer? I'll bet you would.

So ask yourself some questions…

Q. Who benefits when a [BIZ TYPE] gets more customers? Be on the lookout for trucks parked in back of any business. These are often suppliers.

For example: Who benefits when a restaurant gets more customers?
-beer & alcohol suppliers
-food suppliers
-paper goods suppliers (plates, cups, doggie bags)
-linen suppliers
-Etc.

Q. Do I know someone who is a supplier to the types of businesses that we want to work with?

Q. Do I know a salesperson who works for a supplier to the types of businesses that we want to work with?

I can assure you that every business who supplies the foodservice industry would love to have their customers sell more. **That is what you do!** I bet they'd be happy to introduce you to every restaurant they supply.

So instead of going after businesses one at a time, if you can convince a business supplier to introduce you to their customers, you'll be in a great position.

Heck, you just might get the supplier signed on as a client too!

Use all the methods we've discussed previously to attract the attention of these business suppliers.

You could certainly offer the FREE Trial to these folks but you run the risk of getting a bunch of customers all at one time. The typical supplier might have hundreds of customers. Therefore, I think it's better if you offer a discount so that you are getting paid right from the start.

Ideally, if you could get the supplier to only send this offer to businesses in the areas you want to work, the free trial might be a viable option.

The supplier could get the word out about your services in any number of ways, including fliers included with their bills, special mailings about the service, e-mail to their customers if they have it or notices on their website.

Don't be bashful about offering to pay for these efforts. By that I mean you'll pay to get the flier/letter printed and mailed to the customers of the pizza box supplier. A personal introduction can be very valuable and worth paying for.

Many thanks again to LEO Lisa for her idea of talking to a local business association. Everything I mentioned above about pizza box suppliers goes double for a business association.

In my town it's called the Downtown Business Association.

Their main responsibility is to help the local business person and THAT IS WHAT YOU DO!

If it's a large group you and they have a bunch of restaurants for example you may want to limit your offer to them rather than open it up to the whole membership.

Business Procedure

WHEN YOU RECEIVE AN INQUIRY FROM A POTENTIAL CLIENT

The ADDENDUM has answers to the questions a business owner might ask you when they first make contact or anytime. These will cover 85% of what they might ask.

If they throw a curve ball at you, make it up as you go along.

"That's a good question and I've not considered it before, let me think about that and get back to you"… is a great response.

Remember that this is your business and you MUST run it the way that works for you.

You don't need a lot of clients to make a nice side income so you can afford to be very picky about who you work with. If you don't like them…NO SOUP FOR THEM!

When you receive an inquiry, first ask how they heard about you. Then consult all the questions included in the Addendum.

Once you've answered their questions and they've answered your questions, you should know what to print on the sign you'll be putting on their lead box/fishbowl.

Finally, make an appointment to drop off the lead box/fishbowl and lead capture slips.

Next, do a quick search on the Internet for any businesses with a website that are similar to your client's business.

You are looking for email lists you can join from websites. You want to see what they are sending even though they may be clear across the country or world.

You'll get plenty of ideas for what your client can do with their list from these similar companies.

I'd set up a special Gmail account for yourself to do this so your personal email box isn't clogged with this research.

What you are doing with this is starting a SWIPE FILE.

You should do this both online AND offline. Take an interest in all advertising for any OFFERS, HEADLINES or SPECIAL PROMOTIONS you can use for your clients.

Just because the local mattress shop is using a headline doesn't mean you can't adapt the same thing for a pizza shop.

PRICING YOUR SERVICES

This is entirely up to you.

I like $97 as a starting point but if your area or a particular business supports a $297 or $497 monthly fee then go for it!

Hopefully you'll have at least a passing awareness of the businesses you are approaching. Most of these will probably be in your area.

For example I have friends who own a cornfield maze. They are really only open for September and October. In that time they might have 20,000 people through the field.

Trust me, you don't want to be keying in that many names for only $97 a month. The next section will cover what to do if you get into a bad situation.

For some clients paying you won't even be an issue. They see the value of this right away and they pay happily.

Others might need a little more convincing. For people like that you could also have a sliding scale. Charge them $97 for the first 1-3 months (or until a certain # of names is reached) and then $147 or $197 after that, once they've seen the power of keeping in touch.

You could also slide the other way. Most of the "heavy lifting" of this business is typically done in the first 3-6 months. After that most of the customer base will already be a member of the email club and your typing work load will be much less.

If (and only if) price becomes an issue, dropping your fee a bit might save the deal.

A good question to ask is…"*at what price point does this service make sense for you?"*

If the price they mention makes sense for you, go for it. You could also counter-offer an agreement to their price for a three month trial, after which you'll revisit how profitable the trial has been.

Bob from Mississippi came up with his own price tiers and was gracious enough to let me share it with you.

Standard Package - $197/mo.

-Customized Email Club box on your counter
-Customized entry slips
-Instructional cards for your employees familiarizing them with the Email Club and how to promote it.
-Weekly on-site visit to collect new entries from box and consult on email promotions.
-Create/update Email Club database.

-Unlimited promotional emails sent to Email Club members in both HTML and text formats. Client provided logos and images may be included.
-Birthday tracking & offers
-Quick Draw emails (promotion in response to unforeseen event such as weather, competitor's promotion, etc.)
-First in Zip Exclusivity for your kind of business (restaurant, beauty salon, auto repair) (no additional but there may be existing accounts that don't have exclusivity rights)
-Manage inquiries/questions that come in to Email Club email address answering those I can and forwarding to you those I can't.

Limited Package - $147/mo. (offered only if prospect balks at Standard Package.)

-Generic Email Club box on your counter
-Generic entry slips
-Instructional sheet for your use in familiarizing employees with the Email Club and how to promote it.
-Weekly on-site collection of new entries from box. (May or may not be me personally in which case consulting on promotions will be done via phone.)
-Create/update Email Club database (limited to 500 names).
-Up to 500 emails sent to Email Club members per month (e.g., 5 emails to 100 members)
-Birthday tracking & offers
-Quick Draw emails (promotion in response to unforeseen event such as weather, competitor's promotion, etc.)
-First in Zip Exclusivity for your specialty (pizza, Chinese, sub shop) (no additional but there may be existing accounts that don't have exclusivity rights)
-Manage inquiries/questions that come in to Email Club email address answering those I can and forwarding to you those I can't.

Economy Package - $97/mo. (offered only if client shows interest but can't afford other packages)

-Generic Email Club box on your counter
-Generic entry slips
-Instructional sheet for your use in familiarizing employees with the Email Club and how to promote it.
-Client empties box weekly and mails entries for data entry. -Irregular courtesy visits only. Most contact will be via telephone.
-Create/update Email Club database (limited to 250 names).
Up to 250 emails sent to Email Club members per month (e.g., 5 emails to 50 members)
-Birthday tracking & offers (not included in this package)
-Quick Draw emails (promotion in response to unforeseen event such as weather, competitor's promotion, etc.) (not included in this package)
-No exclusivity.
-Client handles all inquiries/questions that come in to Email Club email address.
***

Just starting out it's hard to estimate how many hours a week per client you will devote to this. I'd say one at a minimum…two is more realistic.

If you assume 8 hours a month per client…$97 per month would make it $12 per hour. $197 per client is $24 per hour. If you can work faster your rate will be higher, obviously.

Like anything, some clients will be shorter and others will be longer. As you get more experience you can estimate much better.

Of course you could also advertise …

"a monthly price of $297 BUT if they respond before a certain date the price is only "X""

OOPS! MAKE A MISTAKE?

You might encounter a situation where the work load is going to be too heavy for the fee you've set up.

It happens.

Little did you know that this biz gets 500 customers every weekend and it's taking you much longer than you thought to do all the work.

If that is the case, then be upfront and honest with the biz owner.

You can do it in person (preferably) or via email or letter.

Simply explain that the job is much bigger than you had anticipated and you won't be able to continue working for them at the agreed upon fee. Provide them with the database you've developed so far and return any name capture slips, any computer files and any passwords.

I'd let them keep the lead box/fishbowl too in case they want to continue on their own.

If you take this approach one of two things will happen. 1) Nothing. You'll go on your way or 2) They will offer to pay you more.

If the job is more attractive with more pay, see if you can work something out.

I think it important that if you decide a job isn't worth it in terms of money for time spent that you approach the owner as if you were giving it up without trying to negotiate a better fee for yourself.

If you go in there and try to get a higher fee, that might antagonize the owner. Pleasantly explain you are dropping them as a client and will be glad to help them make the transition to doing it themselves if that is what they would like.

Another “mistake” you might make it taking on a client you end up not liking for whatever reason.

That is perfectly understandable.

Leave in the same way. Use workload as the excuse and if they try to get you to stay with more money, play it by ear. How much do you really dislike them?

Of course if you are the brutally honest type, go for it!

“I just don’t like you.”

NOW THAT YOU HAVE A CLIENT

Start a file folder for each new client. Keep good notes about everything.

-The date of the first call.
-The date you dropped off the first box/fishbowl.
-Every date you visit the shop to collect the names.
-Note the number of leads you get at each visit.

The date and time of each email you send will be kept track of by your email service but if some promo did particularly well (or poorly) make a note of that for the future and for other non-competing clients.

Based on the answers the business owner gave you, prepare the sign for the lead box/fishbowl.

What is the incentive going to be for the customer to give their name and address? Is it a % off for their next visit or a specific item, two-for-one, a gift certificate? Whatever it is, put that on the sign.

If you are going to use personalized lead capture slips you'll have to add their biz name to those and print up 100. (or get photocopies made) If they have a really busy place you may want to print more.

I don't think you really need personalized ones.

Please add my name to your "Email Club" so I can receive FREE discounts, coupons and special offers from BIZ NAME. You can unsubscribe at any time. Name:_____ Email:_____ Birthday:_____	Please add my name to your "Email Club" so I can receive FREE discounts, coupons and special offers from BIZ NAME. You can unsubscribe at any time. Name:_____ Email:_____ Birthday:_____
Please add my name to your "Email Club" so I can receive FREE discounts, coupons and special offers from BIZ NAME. You can unsubscribe at any time. Name:_____ Email:_____ Birthday:_____	Please add my name to your "Email Club" so I can receive FREE discounts, coupons and special offers from BIZ NAME. You can unsubscribe at any time. Name:_____ Email:_____ Birthday:_____
Please add my name to your "Email Club" so I can receive FREE discounts, coupons and special offers from BIZ NAME. You can unsubscribe at any time. Name:_____ Email:_____ Birthday:_____	Please add my name to your "Email Club" so I can receive FREE discounts, coupons and special offers from BIZ NAME. You can unsubscribe at any time. Name:_____ Email:_____ Birthday:_____
Please add my name to your "Email Club" so I can receive FREE discounts, coupons and special offers from BIZ NAME. You can unsubscribe at any time. Name:_____ Email:_____ Birthday:_____	Please add my name to your "Email Club" so I can receive FREE discounts, coupons and special offers from BIZ NAME. You can unsubscribe at any time. Name:_____ Email:_____ Birthday:_____
Please add my name to your "Email Club" so I can receive FREE discounts, coupons and special offers from BIZ NAME. You can unsubscribe at any time. Name:_____ Email:_____ Birthday:_____	Please add my name to your "Email Club" so I can receive FREE discounts, coupons and special offers from BIZ NAME. You can unsubscribe at any time. Name:_____ Email:_____ Birthday:_____

On your first trip to the business bring the box/fishbowl and at least 100 lead capture slips…and a small pencil/pen to leave near the box/fishbowl. I'd only leave half of the lead capture slips out and put half somewhere the staff can get to them when the first bunch are gone.

This is likely the first time you'll be meeting the client so take a shower before you go.

Based on the offer the owner wants to make to entice people to sign up for the list, bring in the proposed welcome email you'd like to send. Better to get her approval when you have her attention.

Also, make sure you impress upon the owner and any staff that is around the absolute necessity that they encourage EVERY SINGLE CUSTOMER to join the club. **This doesn't work if you don't get names.**

It's not enough to HOPE they join…they must be encouraged to join. *"While you are waiting please join our Loyalty Club…Sub Club…Pizza Club"*…whatever it is…POINT IT OUT!

Some people will drop their business card in and that's fine. Most have email addresses on them these days.

If your client is a sit-down restaurant with wait-staff and checks brought to the table, you need to emphasize that the entry forms must be brought with the check and POINTED OUT with encouragement to join *"because on your next visit you will get a discount, free drink, free dessert, whatever!"*

Lisa had another gem… some restaurants might not like the idea of a box on their counter but they might be OK with a guest book.

The wait staff would bring that around as the folks are waiting for their food or with the check.

If during your first visit back to collect the names you don't have a "good number" of leads re-emphasize the need to be proactive in getting people to sign up.

What's a "good number"? Hard to tell but if a week has gone by and there are only 5 names, it isn't being pointed out OR they aren't doing a very good business and will be closing shortly!

Personally, I'd give them a week to fix the problem and if it didn't improve I'd take my lead box/fishbowl and go home.

You are investing time and money (with the free trial) to help their business and if they won't help themselves by taking the simple step of mentioning the email club to their customers, my advice is to stop wasting your time and move on.

A business won't see the true value of having an email club, and thus won't pay you, if they don't get names and addresses.

Ask for directions to the nearest competitor as you are leaving!

YOUR FIRST TRIP BACK TO COLLECT THE LEADS

Assuming there is a "good number" of leads in the box you won't have to do much other than clean out the box and replenish their supply of lead capture slips.

If the owner is around and can chat, you may want to confirm the content of the first message the customer is going to receive. (The offer is on the lead box/fishbowl sign.)

If you know how quickly you can get the names keyed in, you may want to let the owner know when the emails will be going out.

GETTING THE EMAIL DELIVERED

There are many fine e-mail delivery services.

I am most familiar with Aweber because I use them for my own internet based business. Unfortunately, they have a policy about uploading email addresses that is not in the best interest of our clients.

If you upload a list of names, rather than those people joining a list via a form on a website, Aweber requires that they receive a confirmation email.

You've seen them...

* * *

RESPONSE REQUIRED - Please confirm your request for information...

We have received your request for more information on ...

Before we begin sending you the information you requested, we wan to be certain we have your permission.

Please confirm by clicking the link below.

---------- ----------

CONFIRM BY VISITING THE LINK BELOW:

LINK

***

For a web-based business I think this is a great policy. It prevents spammers from typing in a bunch of fake addresses or good addresses of someone else and causing a lot of frustration.

For a local business, and you as their “email department”, the confirmation process is more of a problem.

If the customer does not click the confirmation link they will not get on the list.

So you’d go through all the work...collecting the names and typing them in and if you were lucky, 60% would confirm and be put on the list.

Why don’t people click the confirmation link? A few reasons come to mind. They might not get the email...it might end up in their spam folder. They may have forgotten they signed up for an email club. Maybe their handwriting is bad and you couldn’t read their email address. Any number of reasons, really.

Since keeping the client happy means people responding to the emails, the more people on the list, the better for all of us.

Yes, the possibility does exist that someone might put in a fake email or the email of a friend who would not be at all interested in getting an email from “Sara’s Sewing Shop” but the risk is very small.

The bigger risk is that you won’t be able to read some handwriting!

So, for uploading names without a confirmation process, Aweber is out although they are a terrific company who I personally use for my websites.

I recommend MaliChimp.com

As of this writing you can have a list of up to 2000 name on your list and send up to 12,000 emails a month for free. That means if you had a list of 1000 you could send them 6 emails in one month.

This plan would be perfect for most clients you would get.

You would open a new account for each client.

I encourage you to sign up for MailChimp and play around....even if you don't have any clients yet.

There are five videos below showing you how to use MailChimp.com

The videos are only 5 minutes each.

Video #1 - Making an email list
http://www.screencast.com/t/Vdg1WZzTvg

Video #2 - Designing an email message, Part 1
http://www.screencast.com/t/7fs8kC18k

Video #3 - Designing an email message, Part 2
http://www.screencast.com/t/u7TWc8hL

Video #4 - Sending an email message
http://www.screencast.com/t/KmossHXtJJS1

Video #5 - Wrap up
http://www.screencast.com/t/q6kEboLjgG26

FEATURES

A nice feature of all the email service providers is the ability to insert personalized details into an email. When you upload a record, at a minimum it should include NAME, EMAIL and BIRTHDAY. It might also include their home address or a phone number or really anything you'd like.

You use these fields when composing the email. For example:

***

"Dear [fname]:

Here at Sam's Subs we like to celebrate the birthdays of our SubClub members.

Since yours is on [birthday] you are entitled to any 6 inch sub of your choice and the drink is on us too, any day in July 2014!"

***

By using [fname] and [birthday] we are telling the software to insert the customer's first name and birthday in those spots.

When the email arrives in the customer's email box they will see:
***

"Dear Chris:

Here at Sam's Subs we like to celebrate the birthdays of our SubClub members.

Since yours is on July 12 you are entitled to any 6 inch sub of your choice and the drink is on us too, any day in July 2014!"

***

IMPORTANT

Make sure you've always got the correct field identifier. Using the wrong bracket… { or) instead of [for instance, will cause your message to be "broken".

The customer would see "Dear {fname}" instead of "Dear Chris."

It's not the end of the world if it happens but you should try hard to avoid it.

[NOTE: Shortly after writing this I made this same mistake in an email to my list and I think that was the first time I'd ever done it. Be careful!]

You are of course allowed to use any email service you'd prefer.

Do not, however, think you can save a little money by using outlook or a gmail address book to deliver email.

First, you won't get the personalization and second you'll probably get shut down for spamming.

At the very least it makes much more work for you and may very well get you banned by your ISP.

You've no doubt gotten those emails forwarded by a friend where you can see the emails of the dozens of people it was also sent to?

You'd be doing something like that but hopefully using the blind carbon copy feature so all the email addresses aren't visible.

Anyway...if you do that too much eventually you will be labeled a spammer and shut down. You could try to hide it and send 10 or 20 at a time...but when you get a list of 500 people...you are talking about a lot of extra work....and a lot of room for error.

PLUS doing it that way, YOU are responsible for getting people off the list if they request it...and that can be a lot more work as well. If you don't remove them you could have a problem because you'd be in violation of the law.

Too much hassle if you ask me.

P.S. Be sure to add your email address to each of your lists so you can always monitor what might be happening on the list if someday you aren't in charge of it.

EMAIL HEADERS

You may want to include something like this at the top of every email you send…

```
-----------------------------------------------
You are receiving this
email because you signed
up to receive special offers
and discounts as a member of
our "Email Club".  If you wish
to unsubscribe from this list
there is a link at the bottom
of this email.
-----------------------------
```

EMAIL FOOTERS

Email footers or the final block of info in any email should include hours of operation, phone number, website address if any, and any other info that might answer common questions.

It's my advice that no scheduling should be done via your email services. For instance in the case of a restaurant that takes reservations, NONE should be taken via email.

The footer might say:

"Leo's Lobster Shack is open 7 days a week from 11AM-10PM. You can see our complete menu on our website. ADDRESS We don't accept reservations via email because we might not get them! Please call our reservation phone number at: 123-4567"

EMAIL SUBJECT LINES

No need to get fancy here.

Whatever you do, make sure the name of your client is included.

“Thank you from Pete’s Pepperoni Pizza Palace”

“Sam’s Subs says HAPPY BIRTHDAY!”

There are different schools of thought on using the customer’s name in the subject line.

“Sam’s Subs says HAPPY BIRTHDAY, [fname]!”

“Thank you [fname], from Pete’s Pepperoni Pizza Palace”

It’s actually quite interesting to track which subject lines get the most “opens”. Let me know if you come up with a subject line that does particularly well.

FORMATTING EMAIL MESSAGES

When typing your email messages, keep the lines short and keep the paragraphs short.

12345678901234567890123456789 0

That is a 30 character line and plenty long enough for email messages.

Be sure to hit ENTER at the end of every line so the line breaks are set.

Nothing looks worse than a
poorly
formatted email
message that got messed
up
because the line-breaks weren't set.

Got

it?

You could also add * * * and ++++ and other symbols to highlight parts of the email.

*******THANK YOU GIFT*********

Don't make them too long though or you'll have a formatting problem

*******THANK YOU GIFT*********
****

Short paragraphs are important too.

Believe it or not, large blocks of text are actually "tiring" to look at.

Here is an actual email I got from one of my original Loyalty Club Profits beta-testers…

I know you are wanting rest. mainly right now, but I went into a Cartridge Store, I think is the name of it here in town earlier this week to ask about (I'm sure you have heard this from somewhere) about putting out fliers and a collection box for inkcartridges to see if they

would either give them to me or let me purchase them and as luck would have it the little girl in there was totally clueless to "recycling " them. They just threw them away. Probably will be like the rest. thing, things will be falling on the ground around you til you need or want it, so I am going back with info to talk to the owner. It's at least 3 years old, and it's the first time I have gone in there and have NEVER seen anyone go in, or come out, which makes me believe this could be a potential hot prospect for two things,(it will never happen i have never been that lucky)two for the price of one. Also there's a nail shop, a dry cleaners, and sandwich shop in this one strip mall at least that's what I call these little complexes with a bunch of small businesses. Also there's a dollar store, that appears to be struggling, I think because it closed, was reopened by someone else and it's been open a year, and I had no idea they reopened and I'm sure other's have missed it too.Their inventory is low, but they are trying to add little bits at a time, but esp. right now with the economy, they are sitting on a potential gold mine I think, There isn't another one of those probably in 30 miles of that one, and there's no way they could pay the big bucks to advertise, but If I could get them to join with another business or plural, for a coupon for something that's coming out of their ears, didn't do what was suppose to, and gave it to the dollar store to pass out for free, or even 90% off whatever would cover their loss, and the dollar store produced one of their own, I don't see how they couldn't get business. Mention free anything and someone would come get it, no matter what it was, as I know you are very well aware of.I'm asking all this instead of just doing as I please and thinks right,because if that's the case I would be sitting where you are right.?
Thanks for your time, and let's go make some MONEY!!!!!

FRED
***

See what I mean about being “tiring” to even look at?

I didn’t even try to read it.

I wrote back…

“FRED FRED FRED
Paragraphs, PLEASE!!”

And he did!

SO NOW YOU ARE BACK FROM YOUR CLIENT WITH THE FIRST BATCH OF NAMES

Go first to Gmail.com and set up an email address for this business.

Next, head on over to your email provider of choice and open up a trial account in the name of the client. Use the name of the owner and the name of the business but use YOUR phone number.

If the email provider makes calls to see how you are liking the service, you want them calling you since you know what is going on.

NOTE: I don't know if using your phone # for more than one client is going to get you noticed. Should they call, simply explain what you are doing.

Say something like: *I'm providing emailing services to several small businesses in my community. It's my understanding that I must set up different accounts for each one.*

IF BUSINESS OWNER HAS A PILE OF NAMES FOR YOU TO TYPE IN

Collecting contact information from customers is not a revolutionary idea. Many businesses put out a fishbowl to collect business cards and never do anything with the names.

For this reason you will come across businesses who have a pile of these accumulated names.

You should not type in these names as part of a free trial or experiment. The main reason is if they decide not to go forward with your services at the end of the 30-day trial, you've done a lot of extra work for nothing.

Preferably, you'll get paid to type in these names. You set the price but make it per piece rather than hourly.

Mike in Vermont settled on 25 cents per name and the client was very happy with that.

You will want to send these "pile" folks a different first email. There is no telling how old these names are or if they even remember leaving their contact details.

Your first email should reference the fact that it may have been some time since they signed up and that moving forward they will be getting regular emails now from BIZ NAME.

You should also point out that if at any time they wish to stop getting these emails there is always a one click UNSUBSCRIBE link at the bottom.

TEAMWORK

This business lends itself very well to a team concept.

Assuming the computer person doesn't work outside the home, the team could probably handle many more clients than someone working alone.

Older children would make a nice teammate, too.

Teaching children not to be reliant on someone else for their livelihood is a great gift.

I do have a suggestion if YOU are not the computer person on a team. Pitch-in on some of the computer typing when you can. You being out in the "fun and the sun" interacting with people might lead to some resentment if the computer person is stuck inside, "doing all the work."

Maybe not but don't you be the only one having all the "fun".

Have a loudmouthed, outgoing or gregarious friend?

How about asking them to do some prospecting for you?

They might do this as a favor or perhaps you could pay them $10 or $20 a month for every client they bring to you?

This works best if they are actually buying something…have them ask…**"where's your fishbowl?"**

Which will lead to…

Owner - "fishbowl?"

Friend – "for collecting names and email addresses of your customers."

What happens next will depend on the reaction of the owner… your friend should just listen for info that you can use when you follow-up…with a postcard or whatever.

With any luck the owner will say…"is that a service you provide?"…or maybe…"I wish I could find someone to do that"

Ding Ding Ding!

You could also use this approach yourself.

MISCELLANEOUS NOTES

These are some ideas that didn't seem to fit in any particular category so I dropped them here…

-Your clients will get people responding to the emails you send. You should have a plan for dealing with them.

The easiest answer is to forward them to the owner if it is something only she can handle or would like to know. If it's something you can handle...hours of operation etc. it's in your best interest, I think, to just reply yourself. You may want to CC the business owner as well...keep proving your value!

For whatever reason your clients will get angry emails. Obviously, let the owner know about it if it pertains to something the business did, but also be sure to get that person off the email list.

If they responded to an email you sent you can probably just page down to the bottom of the email and click the unsubscribe link yourself or go into your email provider and unsub them there.

DO NOT TAKE THESE PERSONALLY. On email everyone is 6 foot 10 and 300 lbs….real tough guys. Let it go!

Of course if you see a pattern in these angry emails and you start to question the integrity of your client, you might consider dropping them.

-In your search for local clients you might find one who already captures names from their website or their location. Get on the list and monitor what they are doing.

Keep track of where you leave your address. If after 30 days you haven't heard anything or you know they could be doing better, make contact.

Send a postcard…on the front put…"I've been on your email list for XX days…"

And on the back put something like…"and I've yet to get an email from you. Your customer's email addresses are like gold. To learn how to turn those email addresses into CASH, [Call to action here]

-This is an easy service to provide but there will be challenges. Clients will come and go for whatever reason. They'll go out of business…their kid wants to earn some money and knows "all about computers"…maybe you don't know the reason.

Don't sweat it. Be nice. Again ask if they know anyone who could use your services.

Once you have a nice list of clients you can cut back on prospecting for new ones but you should always be doing something so when you lose one it's not too long before you can replace them.

In the case of you losing the gig because a "friend or relative is going to do it," be sure to monitor what goes on. This is why it's good to put yourself on the list.

If you know the emails were really working well and when the new person takes over you aren't getting the same number or quality of emails you might find yourself back in the driver's seat.

This is where being nice once they let you go comes in handy. Don't gloat…don't say "I told you so", just take them back as a client and be happy about it.

SELL!

I'm going to throw this out there realizing that most won't be interested in it but it can be done.

Once you have a nice list of paying clients you could sell that list to someone else for a flat fee.

Imagine you had 8 clients paying you an average of $150 a month. That is $14,400 a year. Without too much trouble you could sell that group for $2,500-$5,000.

"FOR SALE – Computer based business working with local small business people. Income approximately $14,400 per year with room to grow. $3,000. Turnkey. Call today 123-4567"

If you find that you have a knack for setting up these groups of businesses, you could actually just do that. Do it 10 times a year…get $3,000 each and you've got a nice little business.

ONE TIME, FLAT FEE

You will come across business owners who love the idea, they have someone in mind to do it for them, but they need someone with expertise to set it all up.

That's where you come in.

Charge them a one time, flat fee of $500, $1000 or whatever you can get.

Give them a lead box/fishbowl all set up with the proper signage. Get them an email provider account. Give them some entry slip templates…printed and on CD so they can print up more.

Give their person a couple hours of training on how to do it all, including ideas for promotions and then collect your money.

Who knows? In a month or two you might be providing the service you got paid to set up.

EMAIL PROMOTION IDEAS

Most of your clients will be looking to you for ideas to use on their growing list of customers.

For that reason you should get on as many email lists as you can of small independent businesses from all over the country. You'll be looking for good ideas you can use with your clients.

The more ideas you can bring to your clients, the less likely they will be to toss you aside for someone else.

Here are some to give you a head start…

28 Reasons To Do A Promotion…

Any calendar will provide at least 28 national reasons to do a promotion and probably several local reasons…

January
-New Year's Day
-Martin Luther King's Birthday

February

-Valentine's Day
-President's Day
-Winter Vacation

March

-St. Patrick's Day
-First Day of Spring

April

-April Fool's Day
-Easter
-Spring Break

May

-Mother's Day
-Memorial Day

June

-Flag Day
-Father's Day
-First Day of Summer
-School's Out!

July

-The 4th

August

-Back to School Prep

September

-Labor Day
-Yom Kippur/ Rosh Hashanah
-First Day of Autumn

October

-Columbus Day
-Halloween

November

-Election Day
-Veteran's Day
-Thanksgiving
-Black Friday

December

-Christmas/Hanukkah

CONTESTS

These are fun and can be very profitable. There are millions of possibilities. Anytime you hear of any kind of contest, ask yourself how can I adapt this for my clients?"

Email Forwarding Contest

Make this a 60 or 90 day promotion. It requires some record keeping but it can really increase a customer base quickly.

We've all gotten the jokes. Emails forwarded hundreds of times. You can make the same principle work for your clients.

Encourage their customers to forward any emails to local friends and relatives. At the end of the contest period whoever has forwarded the most emails that resulted in people coming in and spending money will get a prize….the bigger the better.

If you are getting good participation keep people informed of the standings via the regular weekly email…

Here are the contest standings so far.

Jim S. – 14 customers
Chris Q – 12 customers

Jeff V. – 10 customers
Nancy N. – 6 customers

55 days left in the contest so plenty of time for you to win. Simply forward any email offer you get from us (excluding a happy birthday offer) to your friends and relatives who live nearby. If they come in and bring the coupon, you get one entry in the contest. Whoever has the most entries by December 1, 2010 will win X.

The "WHY I LOVE BIZ NAME" Video Contest

Video cameras are everywhere. Sponsor a contest for the best video of 30 seconds or shorter that answers the question WHY I LOVE BIZ NAME. Pick the top 10 and then let your email club members vote.

To get the videos, it's probably best if they can send you the raw video file which shouldn't be too big since you are limiting the length to 30 seconds or less.

With the videos you can start a special YouTube channel devoted to these great testimonials.

Get other email club members involved and voting for the winner.

First 10 Callers/Customers

This email is going out at 10:01AM on July 15th…the first 10 people who call and reserve a tee time for the upcoming weekend will get XYZ.

You could also do this a couple days ahead so it becomes *the first 10 customers on Wednesday starting at 10AM sharp will get ZXC.*

Register Roulette

Every customer on a certain date gets 5-50% off their total purchase. You would have some sort of receptacle (fishbowl) where each customer can draw out a slip of paper.

The slips have a discount on it. Most discounts will be 5% or 10% and only 1 or 2 will be for 50%.

Try to get your client to take pictures of the happy customers and you can use that info in future emails.

Essay Contest

Just about any business can sponsor an essay contest. Want proof? I saw an item in the local paper, sent in by press release no doubt, about a nationwide maid service that was sponsoring an essay contest.

Contestants were required to tell why their mother deserved free maid service for a year. Two winners received just that and second place winners got $600 worth of cleaning.

When the contest is over they will have a database of names of people that could use a maid service. I'm sure they'll be sent special offers like "while you didn't win the main contest we'd like to offer you the one-time only introductory..." and so on.

A national franchise sponsored this contest but there is no reason your clients can't do the same thing. Get early entrants via the email list and also send press releases to the media and contact schools in your market area. Tie it in with a holiday like Mother's day and you'll get lots of entrants.

GOOD GRADES?

If it makes sense, offer to give something to children who get good grades on their report cards. Ideally this will be something that leads to more sales to the parents.

Note: When I say “if it makes sense” I mean if what your client sells makes sense to give to a child…food or ice cream being an example. If the client is a tavern it doesn’t make sense to reward good grades with a whiskey sour!

BRING A FRIEND FRIDAY **(or any typically slow day)**

Come right out and admit it. You (the client) are trying to increase the number of customers. So to introduce BIZ NAME to as many new people as possible we are having “Bring A Friend Friday”.

The rules are simple. Any Friday in October bring a friend who has never been here. We’ll give you 10% off your sandwich order and your friend eats for free when they join our email club. (this is really a BOGO or buy one get one).

The only thing we ask is that your friend live nearby (meaning there is a chance they will come back again) and that they aren’t already a member of our email club. This is open to one friend per paying customer.

NEW MOVER SPECIALS

A new mover is someone who has just moved into the area.

I just searched Google for “lists of new movers” and the first company to come up was:

http://www.mailmadesimple.com/newmovers.html
I know nothing about them so don’t take this as an endorsement.

NOTE: These are OFFLINE addresses.

These are postal addresses only…no email.

This takes some extra work and you'll want to get paid for it but new people moving into an area are great prospects for all businesses. They don't have a favorite sub or pizza shop…restaurant, chiropractor, grocery store etc.

Be the first one to send them a great offer and help them develop new habits that benefit your clients.

Most newspapers have recent real estate transactions. Joe Smith sold 12 Main Street to John Young etc. You can use that data and get it into a database.

Again this is more work and you could get paid for it or include it in your regular fee. It's up to you!

Check with the list seller because you might be able to send offers from more than one of your clients. A postcard from Sam's Subs…. a postcard from Gary's Groceries, etc.

The business owner would be responsible for paying for the list, the printing and the postage on anything sent to the "new movers".

In the case of a business with a good repeat factor…food, chiropractor, groceries, drycleaner, etc., try to get your client to offer something free with no strings attached.

This is the best way to get a new mover to try something new and develop the habit of doing business with your client.

FUNDRAISERS

Is there a charity that is near and dear to the heart of your client? Listen to what a local jewelry store did around Christmas one year.

They were trying to collect toys for the Marine Corps annual "Toys for Tots" campaign.

Their approach was unique. If you brought in a toy worth $20 they would take 20% off the purchase price of the items you bought. A $30 toy got you 30% off, all the way up to 40% off for a $40 toy.

I'm sure there was all sorts of fine print with this offer but you can bet there were a lot of people showing up with $40 toys!

Most businesses could afford to do something like this particularly if they offer similar discounts anyway…BOGO etc. This is a great December promo idea sure to get some free publicity for your client.

You think their kid or brother-in-law is going to come up with ideas like this? NO WAY! :>)

How about a fundraiser for local sports teams or schools? Instead of giving money, run a fundraiser.

Give a pile of coupons (with an expiration date) to all the members of a sports team, school or charity and for every one that gets used before the EXP date you donate X to the team/school or charity. You'll build your list of customers very quickly this way.

How do you find groups that want to do fundraisers? Some will come knocking on your door but you can also use your client's email list to find them.

"Does your community group need to raise money? Please contact us for details on our community fundraising programs."

Some more ideas…

-Offer one free sub sandwich with every donation to Group Name.

- Guests donating $10 to the organization will receive a $10 gift card for a future visit to the biz.

-Donate all or a percentage of proceeds from sales during a specific day or time…9 AM -12 noon, for example.

- On June 24, Pete's Pizza will offer a large 14-inch cheese pizza for $9.99 with $5 of every sale going to benefit Children's Hospital.

-Pizza with a Purpose…all you can eat fundraiser…$x per person with $Y per person going to the charity.

To get more ideas, Google "local fundraiser" in Google News or just pay attention for them in your local media.

ANNIVERSARIES

This does not necessarily mean the customer's wedding anniversary unless you are collecting that info. It could also mean the anniversary of the date the business opened or the anniversary of the date a customer joined the Email Club.

KEY TO THE VAULT

This is an idea for a fun promotion. Have a safe or a locked briefcase on the premises, with some big prize enclosed.

Let the Email Club members know that every customer between now and a future date will get a chance to open the safe or briefcase.

This can be done with a collection of keys, one of which will open the briefcase or slips of paper that include random lock combinations. A customer draws one of the names out of a "hat"…and tries the combo 2-12-71. If it opens, we have a winner!

This is by no means an exhaustive list. It's just a starting point.

I can’t say it enough. Get on as many other email lists of similar businesses and borrow their good ideas.

VALUE ADDED SERVICES

TWITTER & FACEBOOK

One of your goals as a service provider is to make yourself indispensable to your clients. In this case you do that by offering more services.

The most obvious extra services you could offer these days is to get your clients set up on both Twitter and with a Facebook Fan page.

Twitter is the easiest.

Go to Twitter.com and see if Twitter.com/ClientBizName is available.

You should use Twitter to announce just about anything you'd announce via email.

Anytime you send a broadcast email to the entire list, you should summarize the content on Twitter and encourage them to go check their email for all the details.

I'm sure there are people who are more "tuned-in" to their Twitter accounts and vice versa. I'm "old-fashioned" in that I'm more email-centered than Twitter.

However, you want to reach the customers in multiple ways to get the best chance of making an impact.

Facebook Fan Pages are really hot right now. Many businesses have fan pages. Some are really "busy" and some are ghost towns. I think the only thing worse than not having a Fan Page is have a dead one.

You can get info about FB fan pages at:

http://www.facebook.com/advertising/?pages

Any time you send an email, the signature should include links to the client's Twitter and Facebook accounts. Use one to build the other two…

Email helps build Twitter and FB followings…Twitter and FB help build email lists.

I wouldn't offer these services right out of the gate when talking to a new client. Keep them for later in the relationship when you are looking to strengthen the relationship and make yourself more valuable.

You can also use T and FB as bargaining chips.

If the price of your service is an issue, instead of dropping the price you can add T and FB to the mix thereby increasing the value of your services.

If by chance the biz owner brings them up early on, you can add them right away to the service mix but offer to drop them if price becomes an issue.

My friends who own the corn field maze and family fun farm are just getting into Facebook and doing it well. They had a couple weddings on the grounds recently and announced that.

A sweet corn festival was announced and the harvest haunts will be on there too. They have almost 675 fans as of this writing and it will only grow.

SNAIL MAIL

You can send postcards to the customers of your clients.

You can send birthday cards, coupons and special announcements of any kind. Yes, the cost to do these mailings will be higher due to

printing and postage (the biz owner pays) but that doesn't mean they won't be very profitable.

Just like any email you send out, any print mailing you do should have an EXPIRATION date. That way you can track the effectiveness of the ad.

If the biz owner spends $100 to send a postcard to 200 former customers and it brings in $900 in new business, might that be something they want to do again? YES!!

It requires the cooperation of the owner and workers to keep track of each postcard or coupon that comes back and make a note of how much each customer spent using it.

Sadly, it will probably be up to you to keep track of the totals BUT look at it as one more link in the chain keeping you working for the client.

Sure, their kid can type in names and push send on email but can they keep them updated on all these important stats?

Is their kid going to subscribe every email list of a similar business they can find and monitor those emails for good ideas they can swipe? Not likely. :>)

(not picking on kids...just having some fun)

CROSS PROMOTIONS

You've seen many cross promotions but you've probably not thought of them in those terms. The most well-known is probably McDonald's Happy Meals that contain toys from movies.

That is a cross promotion between McD's and the movie studio.

You can do the same thing locally with businesses that are not in direct competition with your client.

For instance, let's say you have a client who owns a beauty shop….Sally's Beauty Shop. You've got her list up to 500 people. You ask Sally to name her favorite restaurant in town….coincidentally it's Leo's Diner!

You go to Leo and propose that he make a special offer to the customers of Sally's Beauty Shop.

"Sally from Sally's Beauty Shop sent me over. I manage her email department and we are always on the lookout for good recommendations we can make to her customers. She just loves your place. She has a large number of people in her Email Club and she was wondering if you'd like her to email them a special offer?"

(I love that phrase "manage the email department" because it sounds so out of place when discussing a beauty shop or a restaurant or any small business like that. It really catches someone's attention, I think.)

After you work out the details on what the offer will be and the expiration date, you send an email from Sally that says something like:

* * *

Hi [fname]

I've never done anything like this before but since you are one of my most valued customers I simply had to let you know about it.

As you may know, my favorite restaurant in town is Leo's Diner. They've got a chicken quesadilla there that just melts in your mouth.

I was talking to Leo the other day and he has agreed to give all my customers a 20% discount on your total check if you visit his restaurant before July 18th, 2014. Simply print up this email and bring it with you. He'll also throw in a free slice of cake if you are able to come in and dine at Leo's on July 14th……

***

Assuming this brings the restaurant some customers, guess who will be very interested in having YOU manage his email department? If he has an ounce of ambition, the restaurant owner will and if he doesn't bring it up, you should!

Always keep cross promotions in the back of your mind. Who do your clients do business with that might make good cross promo partners? Ask them that question all the time.

Really any business could send an email like this. Everybody eats! If you have a client in the food service business, find out which of their customers run their own business. Then you might have to do some digging to find out which of them have email addresses for their customers.

It's also a good way to drum up new clients. Let's say your restaurant owner has a customer who owns a carpet cleaning service. The cleaning service knows where their customers live obviously, but they probably don't keep in touch.

You get in touch with the cleaner and say *Leo over at Leo's Diner wants to offer your customers a 20% discount, do you think they'd like that?* (Remember, the cleaner already frequents Leo's.)

Of course he thinks they'd like it BUT the carpet cleaner probably does not have his customers in a database.

This is where you offer your services to get their database of customers into a usable form. No free trial here. You get paid to set this up.

Since the carpet cleaner probably didn't collect email addresses you'll have to get them doing that. You should also get them sending postcards on a regular basis to drum up business.

On any postcard sent to the customer of a business who is building an email list, the card should encourage people to send an email to

get on the list or if there is a business website, get a form on there too.

BE BACK PROGRAM

This doesn't have anything to do with email but it's something that will bring people back.

With every purchase, have the business hand out a coupon that gives a $1 discount (or whatever) on their next visit.

They might use it themselves or give it to a friend. There should be a place to write in an expiration date and make that 14-30 days in the future.

DATABASE ON STEROIDS

We are offering to do basic database stuff.

If a business owner really wants to get into it, you could do a whole lot more BUT it is more work for both you and the employees of the business so you will want to be compensated accordingly.

Not all email club members are created equal.

Some would come in on a regular basis, email club or not. Some would never give the place another thought without it. Most are somewhere in between.

A database that tells you the last time a customer came in and/or how much she spent on all her last visits is VERY valuable.

Think about an email or letter that said..

"Dear Mary:

We notice you haven't been back to the Hungry Hippo since July 17th. Of course you are busy but we hope everything is OK and that we didn't do something to upset you.

If so, please let us know and we'll be happy to correct the problem.

If any event, please use the enclosed coupon which entitles you to a free appetizer or free desert if you use it before October 17th.

We hope all is well and look forward to seeing you soon.

Sincerely,

Harry The Hippo."

A letter/email like that sent to people who haven't been back in some period of time will do great business.

If you keep track of how much is spent on each visit you'll know who the most valuable customers are and if you haven't seen one of them in a while then you can pull out all the stops to get them back…flowers, candies, skywriting …whatever!

Of course, all this means more record keeping.

It means issuing some sort of membership card with a specific customer number. It means the employees must ask if they have a

membership card and then they have to note the customer number, the date of use and the amount spent during each transaction.

If they don't have a customer card, there must be a procedure to issue new ones. If they have a card but not with them and they don't recall their member #, their name will have to be recorded and you'll have to manually find the info.

So there is a bit more work to get it all set up but really, most of the work is done by the on-site employees.

Your job is to keep the data up to date and then once-a-month run some analysis to see who hasn't been back in awhile and then fire off the messages to get them back.

This is just something to keep in the back of your mind.

* * *

The reason you may want to consider providing some or all of these services is to make yourself more valuable.

If you start giving them all these great, inexpensive ways to make more money they will love you and keep you around.

CONCLUSION

So there you have it.

Sending email is a very simple service. Sure, there is a learning curve if you've never done anything like this but it's all worth it.

Please don't get bogged down in the minutia. Take things one step at a time. This isn't a race.

Don't think you have to do a million things at once. Resolve to get at least one postcard a day into the mail or send one email or talk to one person.

Don't think about getting 5 or 10 clients. Focus on getting just one!

"Do 1...Get 1"...make that your new motto.

Best wishes and good luck!

Addendum

WHY A BUSINESS SHOULD WANT TO COLLECT CUSTOMER EMAIL ADDRESSES

-It's a very inexpensive way to get customers to come back more often.

-Remind customers of upcoming sales or new products/services.

-Email is fast.

-Keep the business on top of their customer's minds.

-Update customers on special events.

-Develop a more personal and thus responsive relationship with customers. People like to do business with people they like.

QUESTIONS/CONCERNS A BUSINESS OWNER MIGHT HAVE FOR YOU

Note: This is YOUR venture. You can answer the questions in any way you want. These are merely some guidelines….or how I would answer them.

In my answers below, any time I use ***ITALICS*** it means this is what I would say when actually answering a question.

How long have you been doing this?

I've been sending email for many years but I've recently decided to help the small local business person increase their profits and the value of their business by providing this service.

I'm new offering this particular service, which is the main reason I offer the 30 day free trial. I want to prove to you that email marketing is very cost effective in getting your customers to come back before you have to pay me one cent. Fair enough?

How will I know if the email marketing is effective?

Expiration dates are the simple answer. Any email offer you send should have an expiration date on it. They should say something like: "Print this up and bring it in...or mention code word "LEO" before expiration date."

Make sure the staff collects all these print-outs AND if going the code-word route, keeps track of each mention of it. THIS IS VERY IMPORTANT and likely you will have to continually stress this. You might even have to give them some recordkeeping form to be left near the register so they can note them.

Your continuing to keep a client may depend on two things. 1) The staff encouraging people to join the email club and 2) The staff keeping track of coupons/mentions.

It's not the best position to be in (relying on others to get this done) but something you need to stay right on top of. If possible, have friends "mystery shop" your clients so you can find out if they are following through when you aren't around.

I've got this pile of email addresses already. Will you type these in?

You will run into this. We are not offering a revolutionary service. Many businesses have tried this on their own and never followed through.

I recommend that you do not enter these names during the free trial unless you are being paid specifically to do it. You can charge a flat fee per hour but I'd charge them per name…10 to 25 cents each.

Check the BUSINESS PRACTICES section for more info on dealing with piles of names.

I'm worried I won't be organized enough to stay in contact with you.

Suggest that you will pick a day each week to call and check in with her on what is going on thus take the responsibility off her to remember. You could also plan 2-4 weeks of emails at a time.

How long can these emails be?

I recommend that most of the emails you send be rather short and plain-text rather than full-color HTML with pictures and such.

You want it to be quick and easy to prepare these emails and quick and easy for the customer to print them up. You don't want them to waste 5 pages of paper to get the coupon.

If your client really wants to get into NEWSLETTERS with articles and pictures etc. then you should really charge more.

What ELSE can we send in these e-mails?

You can send surveys. Your clients can get lots of good ideas from their customers and offer them some reward for answering the survey. "Print up the survey, fill it in then bring it in and you'll get X."

You can also do cross-promotions with other businesses. Perhaps they have a friend with a non-competing business. Of if you have a couple clients you think might work well together, suggest it.

Both businesses will get new customers

See more in BUSINESS PROCEDURES Section.

What information are you collecting from my customers?

"At a minimum we should get their name, email and birthday. Having their home address could be valuable in the future if you decide you want to try post card mailings. It also makes your business more valuable if you decide it's time to sell. Would you like me to collect the home address too?"

You can also use the home address as a bargaining chip if they are wavering because of your fee. You never want to just drop your fee for no reason. You want to drop it by dropping a service even if they didn't know it was a separate service.

"Well, I can appreciate the $197 fee is a concern…how about this…I'll collect the home address of all your customers but I won't put them into the database. That's a big time saver for me and a money saver for you….in that case your monthly fee would be only $147."

Who owns the names?

The business owner does. You can give her a file of the info anytime she asks.

Who is hosting the addresses?

I recommend MailChimp.com but you can use anyone. The owner may be all set up with an email provider already and you can use them.

Are the addresses safe?

Yes.

Can my customers accuse me of spamming them?

Every e-mail we send has a one click unsubscribe link at the bottom. Unfortunately some email service providers now have a SPAM button that makes it easy for subscribers to get off your list by just clicking that button.

This does not become a problem unless a high percentage of list members click the button. Assuming you stick to content related to your business, you will not have an issue.

How often should we send an email?

That is up to you. I wouldn't mail every day, unless they request a daily email, as you risk upsetting them and they'll UNSUBSCRIBE.

If you find a client that wants a daily email you should charge more. This will require almost daily contact with the business owner...likely a lunch food/pizza/sandwich type place.

She'll want to get the daily specials out to her subscribers and unless she is really organized and can plan the specials days in advance you'll need to be talking to her quite often.

For your clients who don't want daily emails, mail once per week, at least.* Mail as special circumstances arise....get a big shipment of strawberries and don't want them to spoil? Let your list know.

Mail in celebration of birthdays, anniversaries, new births whatever.

*Mailing once per week is best IF IT MAKES SENSE. It does make sense for a restaurant…people eat three times per day.

It probably doesn't make sense to mail once per week for a lube and oil change place. Once per month is probably best there.

What email address will these messages be coming from?

Normally, once you sign on for our services we'll set you up a special g-mail account for your customer loyalty club.

When a customer gets an email it will say it's coming from BIZ NAME HERE. Of course, we'd provide you with the password so you can access this email account at any time.

What happens if a customer responds to an email?

If it's a question I know the answer to, I'll respond otherwise I'll forward it to you. Each email we send will include common info such as hours of operation and your phone number, so email responses will be minimal.

NOTE:

Most will want you to answer their email. Here you have a bargaining chip. If you are using my suggestion to use a $197 price point and they are wavering about moving forward (and you've enjoyed working with them so far) you can DROP the offer to answer their email.

Owner..." uh...I don't know...$200 a month seems like a lot."

You: "Well, if you wanted to handle responding to the emails I could do this for $147 (or $97)."

If this doesn't save the deal, as you are on your way out the door, ask for directions to the nearest competitor.

I'm only half-kidding.

During the month of the free trial it might be a good idea to do some research at the competition AND in casual conversation mention what they may or may not be doing.

You: *"I stopped by Joe's Pizza and I noticed they aren't doing ANYTHING like this so you have a big advantage."*

On the surface this demonstrates you are a serious business person who does their research.

Subliminally this tells your client that if he drops you for whatever reason you might trot right down to Joe's and offer your services with knowledge gained from your work with him.

Alternatively, if Joe's Pizza IS collecting email addresses and using them your client may be more inclined to keep you so she doesn't fall behind!

Ethically and morally you should not offer to give a competitor the names of your client's customers. Nor should you reveal any trade secrets or sales numbers.

What do you charge if I have more than one location.

This is entirely up to you. I don't give a lower price for multiple locations if I will be keeping two lists and mailing separate announcements. I will give a 25% discount if it's all going in one email list.

By that I mean all the business locations will get the same email. This doesn't mean that occasionally the Saratoga store can't get an email meant just for them instead of including the Ballston and Burnt Hills stores. But most of the messages should be able to go to the customers of all three stores.

When dealing with multiple locations from the same owner when you are uploading the names, be sure to note which store name came from.

Here is an example of why this could be valuable information.

In 2007, my village celebrated its 150th birthday. One Saturday in July they main road through town was closed down for four hours.

The day before this all happened I stopped into my local pet shop to get bird seed. The owner was complaining that he would have to close down the next day because the road was going to be closed. He was upset because he had very little notice that this was going to happen.

If he had the e-mail addresses of all his customers, he could have sent an e-mail telling about the situation and offering a discount if you came in two or three days before the road closing.

I can assure you if he had done this, the two or three days before the road closing would have been very profitable for him.

If this pet store had been one of three he owned, it would have only made sense to send a “ROAD CLOSING” e-mail to the customers of the Ballston store.

QUESTIONS YOU SHOULD ASK THE BUSINESS OWNER WHEN THEY CALL FOR THEIR LEAD BOX/FISHBOWL

How did you hear about me?

This question is needed if you’ve been around awhile and want to see which of your marketing methods is working best.

It would be nice if you could offer your customers some incentive to give you their email address. You can have a monthly drawing for something or you can promise them some discount or freebie during their next visit.

Any ideas on what you'd like to offer?

Ideas: Gift certificate for $X?

Free drink

Free dessert

Buy one/get one

Do you have a preference for what we call this?

-An email club, lunch club, cookie club, loyalty club program?

We will be collecting the birthdays of your customers. To save you time each month if you can tell me what you'd like to offer a customer as a gift during their birthday month I can set it up and never bother you with it again.

Some ideas might be a free sandwich/pizza…something that makes sense for this particular client. Try to get your client to make it a freebie rather than a discount. This is a once a year thing per customer and we are trying to build customer loyalty.

You might run into an owner who thinks the whole world is out to cheat him. When you start talking about freebies, they immediately think somebody is going to print up this free coupon 100 times and give it to all their friends and they'll show up expecting their free whatever.

You and I know this won't be a problem. The email announcing the gift should include their name and the fact that their birthday is in the correct month.

To appease the owner let him know that the customer getting the freebie will bring a print-out of the email AND he could also require them to show a driver's license.

After a few months of birthday emails the owner will calm down about this. Also, most of the birthday folks, in the case of food places, won't

come in alone. Ca-ching! More business and more email club members.

So that I prepare your file correctly let me ask you this...when we are collecting information from your customers, having their home address can be a good piece of information. In the future you may want to test some postcard promotions and getting this information right at the start will save some time and effort and make your list more valuable if you ever decide to sell the shop. Would you like me to collect this info?

What is the best newspaper promotion you've ever done?

We ask this question for two reasons:

1) To get ideas on what offers we could email her customers and

2) To set realistic expectations for what email can do.

What is the best non-newspaper promotion you've ever done?

Looking for more ideas.

How often do you run ads? Where?

Here we are trying to determine how much they spend on ads. We can research ad costs in the publication we found them so we don't have to ask them how much they pay.

If the price of your services ever becomes an issue you'll have this ammo.

"The 3x5 ad you ran last month in the paper cost you $212 for one insertion. The $197 you pay me gets you at least 4 ads per month not to the whole world but only to people who've spent money with you already. Isn't that a better deal?"

When did your business first open?

We want to know this info so we can plan a promotion around each anniversary.

When is your birthday?

We want to know this to acknowledge their birthday as we should for a client AND to do a promotion to their list during that time.

Do you know of any other local businesses that could use this service?

You know why we ask this right? It'll save us some time in finding new prospects. BE CAREFUL with pricing among people who know each other. One person paying you $197 per month is great until he talks to his friend who is only paying you $97. It's fine if you are providing more services but be sure to make that clear.

What is your email address...cell phone number etc.

We want to know how to reach them.

Note: Be on the lookout for anything unique about this business…perhaps it's a mascot…a pet that is always around…an

unusual employee…a colorful employee or family member familiar to all the customers.

The Geico Gekko is an example of a company mascot. Another example is “Duke” from a company that makes Bush’s Baked Beans. Duke is the family golden retriever in all the TV ads. Look for some hook like that to use in the emails.

DAILY CHECK LIST

-Review any emails to be sent that day.

-Prepare any new messages that will go out.

-Monitor email addresses to see if any messages have come in from customers of clients.

-Do at least one thing to get a new client. Send a postcard…send an email. Just do at least one small thing.

WEEKLY CHECK LIST

-Drop in to collect the accumulated names for your clients

-Get them keyed into the correct computer database

-Check in with business owner on any promos she wants to do and make suggestions of your own,

-Monitor email box for emails from other similar companies doing email marketing. You are looking for ideas you can use for promotions.

-Download a back-up of the list – Yes, the service keeps a back-up but just to be on the safe side. Don't let hours and hours of work go poof because you didn't back up. To a business owner a customer list is like GOLD even though most don't realize it. You are helping them realize it so don't lose it!

MONTHLY CHECKLIST

-The last week of every month send HAPPY BIRTHDAY email to people who have a birthday in the following month.

-Make a note of how promotions from the previous month went. Keep a record so moving forward you can make recommendations on what you might want to repeat and what you might want to skip.

-Prepare and deliver your bills so you get paid.

BEFORE YOU HIT SEND ON ANY EMAIL

-Double check spelling and if you are using any links, be sure they are correct.

-Make sure that you are sending to the correct list. Sending an offer for Sam's Subs to the list of Pete's Pizza might cause some problems.

-Include the Email footer with hours of operation, phone number, and website if available.

RESOURCES

Box Companies

These are my new favorite boxes. They are acrylic and really look sharp.

Azar Displays

http://www.azardisplays.com/productcart/pc/viewPrd.asp?idproduct=2111&idcategory=0

Email Delivery

MailChimp.com
Aweber.com

Me!

Leo Quinn
mailto:ljq@leoquinn.com

Let me know if you have ANY questions.