

Direct Mail Secrets Revealed

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Your guide to Marketing without **MARKETING**

Quadruple your Referrals

There is no "One Hit Wonder" in marketing communications!

Authentic "**Relationship Marketing**" scheduled out over time in a Multi-Touch Drip sequence that is **engaging, informative & personal** will yield the highest response rates.



Direct Mail Secrets Revealed

In Direct Mail Secrets Revealed we are going to teach you how to get your phone ringing.

Hi, I'm Andy Detwiler with GoBig Printing. We have been sending Millions of direct mail Postcards and Letters every month for the last two decades. We've worked with thousands of Real Estate Investors, Agents and Small Businesses.

We've learned a lot in the last 20 years and we want to share some of it with you.

We are confident that if you follow these simple guidelines, with our "Easy To Use and Understand" process, you will:

- **Get calls**
- **Close deals**
- **Get Checks In The Mail!**
- **Get contracts**

We are so confident in our process that we have spent the last 2 years building a product into a **SIMPLE & Easy, automated, push button solution.**

If you've got a finger – You can do it.



Here we go.... (This is good stuff, so make a note and keep for your records)

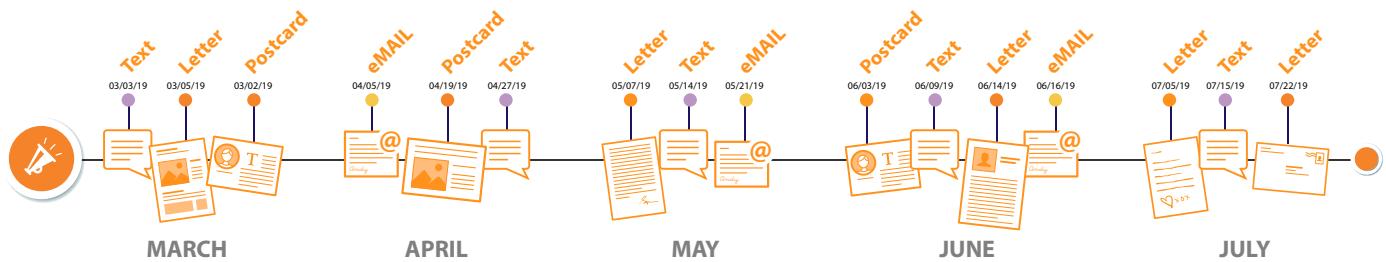
Secrets Revealed

Discover the tools & techniques you need to make your Direct Mail prospecting & Retention strategies as effective & easy as possible.

Introduction

There is no “One Hit Wonder” in Marketing Communications!

Authentic Relationship Marketing scheduled out over time in a Multi-Touch Drip sequence that is engaging, informative & personal will yield the highest response rates.



One of the biggest mistakes that we see people make regarding Direct mail marketing is when they send out just a few mailings and then quit. It's much more than Direct Mail. **It's Direct Mail Marketing.** The Direct mail we send are called “campaigns.” It's called a Campaign for a reason.

It is very important to understand that your response rates will go up with subsequent and consistent mailings. When you include Text and eMail in your Direct Mail ***you're likely to quadruple your response.***

Some people will look at your mail piece for several months or a year before they call you. You want to be the one that is still mailing to these people when they finally become motivated.

You want to be “Top of Mind.”

- Remember that time and circumstances change all things.



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Response Rates

1

A study done several years ago gives you a better expectation regarding your Direct mail campaign Response Rates...

- After the 1st Contact: 2%
- After the 2nd Contact: 4%
- After the 3rd Contact: 6%
- After the 4th Contact: 10%
- After the 5th Contact: 81%



The study went on to say that 90% of the people gave up after the 3rd contact. If you want to be one of the 10% who stick it out and close 81% of the deals, **you must have a system for so. Without some type of system, it will never get done.**

Direct mail effectiveness – It's a good bet says the pros!

Currently, in the moment I am writing this, stats say that 92% of emails are deleted within two seconds of opening, and DMA research confirms that **79% of consumers act on direct mail**. There's a clear winner when it comes to getting customers to interact with you or your brand.

- 79% of consumers act on direct mail
- 90% of consumers say they've been influenced to make an online purchase as a result of receiving mail
- Direct mail makes them "feel valued"
- Direct mail is considered "**more authoritative and informative**" than email
- Campaigns with **mail in the mix** achieved over twice the market share growth as those without
- 80% feel that they "receive too many emails"
- 90% of those polled believe **direct mail is reliable** and like getting information/offers that way



Shiny Metal Objects!

Are you super confused by all the distractions?

Are you chasing the shiny metal objects?

Gurus will sell you the latest and greatest on a regular basis. They have to! It's their job. They are influencers. There's nothing wrong with it, however it can become overwhelming with so many gizmo's, apps, bells and whistles....

And then you have your friends, family and coworkers saying, "This way! That way!" -- It's super crazy!

I have an analogy to share with you:

I refer to marketing like one of my favorite places to eat:
"Soup Plantation"

Sure, it sounds simple by the name; they must just have soup. Nope! They've got pizza, salad, pasta, sandwiches, brownies, 5 types of breads, drinks, Fruit bars, ice cream bars, salad bars etc...

It's so convoluted. It caused me severe stress for years until I figured out a method. And then, my "Ah Ha" Moment! Bring two plates! A salad plate and a taster plate... anyway,... I've gone off the rails here... But, I learned something very valuable. Less is More! Sure, there may be hundreds of gizmo's and widgets, but you may have more success by mastering just one - then maybe sprinkling in one or two others now and again.

Back to my point.

Most people fall into the "Souplantation" coma and get overwhelmed with so many options... So many choices. And then, you listen to every guru on the planet promise, "My way is the best way..." and, **"IF YOU JUST DO THIS YOU'LL GET A FLOOD OF REFERRALS"**

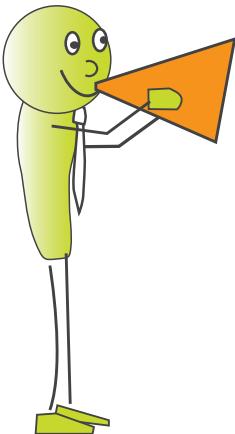
Suggestion – Use your instinct. If someone with authority recommends it, don't just jump on the train - do your due diligence and research it. Don't take his word for it until it feels right to you. As derogatory as this may sound, we know that "Sex Sells." But don't be attracted to that shiny object too quick – We simply encourage you to take a little more time before you've established as to whether or not it's going to really assist you in your marketing strategies. – Just because it looks cool, doesn't mean it'll work for you.

We hope that you'll use your instinct whenever possible. If you're annoyed by millions of emails, text messages or RVM's (ringless voicemails) then it's likely other people are too. Use your gut when making decisions. **Does it feel right to you?**



Multi Touch - 7 Touches

3



When a marketing person uses the term “Touches”, they are most likely referring to the amount of times to reach out and connect with a customer or prospect. It has been proven that **the more you “Touch” someone the better the response**: hence **“Quadruple your Response.”** As indicated in our Response Rates section you can clearly see that the more you communicate with a prospect, the more likely he will respond to you.

In marketing, it is well known that **7 is the magic number**. This means that it can take up to 7 touches before you get a response. A touch can be digital (as in online ads, email, text msg) and/or offline (such as direct mail, yard signs, door hangers).

Sending a series, campaign or consistent message that includes both Online and Offline strategies is paramount to getting a response from a prospect. As illustrated many times in this document: **THERE IS NO ONE HIT WONDER.**

Let's take **“Coca Cola”** for an example. You know who they are. You've known who they are your entire life. So why would they consistently continue to market to you? You know them, so why do they have to remind you every day. – AND, in every way?

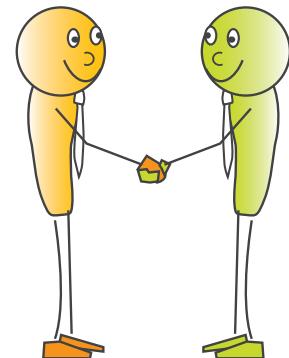
They market to you often and in many ways because they know you are more likely to respond to them only on the day you feel like it. AND, that may not be on the day they send it. They know it's a numbers game and they have to be in front of you at the very precise moment that you just might be interested in their product or service.

They are not limited in means of advertising budget, however they are smart about it. **They mix it up, and they send a lot.** They mix their message, and they combine all mediums. We call this a “shotgun” approach. We say that loosely, as obviously they have a lot of analytics and data that helps them to precisely communicate with you. But, for arguments sake, you can now better understand why they continue to advertise.

You see... **you can't force a response on a person** – it has to come naturally and at the time they are willing and wanting to receive your information.

Mix it up, Send A lot.

Experienced marketers also know that someone may be more likely to respond to a Direct Mail piece than to a Radio Ad. Or another person may be more responsive to a handwritten letter than another guy that is turned off by a big glossy graphic postcard. Some like a text message and others hate spammy emails – **We are all different.**



Multi Touch - 7 Touches (con't)

3

We all have different receptors! By mixing it up, being consistent and sending many touches, you are more likely to quadruple your response rates.

My children have been actors since grade school. The best advice they ever got was from their teacher. She said the following.

"You have a gift and you are offering it to another person. It is up to them as to whether they want to receive it or not. But, don't feel bad if they don't respond in the way you think they should. That is on them, not you. Simply offer it, knowing you did your best and walk away..."



Bridge the Gap



Often times we use the expression “**Bridge The Gap**” - In simple terms that means that we are blending the communication methods between “Online and Offline” strategies. “Online” refers to digital marketing tools such as text, emails, pay-per-clicks, websites etc; and “Offline” refers to physical marketing material such as Direct Mail, Flyers, Banners, Door Hangers, yard signs etc...

What we have done with our solution is seamlessly blend these two forms of marketing so we can activate the stimulus of the recipients mind. Just like we stated earlier – we all respond to different things. What we try to do is communicate with our recipients on a regular basis and in as many ways as possible - in a form that they will hopefully be intrigued by.

The best case scenario is when we reach out to them by a physical piece of mail – something that they can touch and hold – and then follow up with a text message & email that reminds them that we just sent them said direct mail. We continue to “touch” them by following up with an ad that follows them all around the internet. Once they click that ad it takes them to a location in which they buy or subscribe to your product or service. Then, we re-reach out to them with many of these same touches once again with a follow up message offering thanks, requests for referrals, or additional up-sells.

We’ll move our communications with our prospect through many life cycles of interest depending on whether it is for prospecting or retention.

The key here is to find a solution that triggers these scenarios in an easy to use and effective manner. It’s likely that you won’t be able to find the time to do this in your day to day operations, so it’s important to find a system that does it for you.



Retention vs. Acquisition

5

Your goal should be to connect with your clients at least once a month. A good rule of thumb to remember is for every month you DON'T connect with your clients, you lose 10% of the value of your relationship. If you haven't engaged in 10 months, you've probably lost them.

We spend so much time trying to GAIN new customers, but then forget about nurturing the relationship once we have them. It'll cost you 4-5 times as much trying to regain them, or trying to regenerate new clients.

A rule of thumb: **if you're not reaching out to your customers or prospects, someone else is.** It can cost five times as much acquiring new customers versus retaining existing ones. 75% of companies polled agree it's cheaper to retain. Acquiring a new customer via marketing, advertising and other sales efforts can be more costly and challenging than the efforts to retain them. ***A mere 5% increase in your retention efforts will generally earn 25-95% increase in revenue.***

It's all about the consistent follow up.

Every lost customer creates a void in your customer base that must be filled. Better to have a system that retains them than no system at all.

Automation can be a powerful tool to help move your prospects through your life cycle of communication. **It better be authentic, efficient, cost effective and easy to use, otherwise, you're not likely to use it at all.**



BBQ

6

Marketing is a tricky game, however if you get down to the brass tacks, **you don't have to over analyze your thinking.** The ultimate takeaway from all of the tips and tricks we've been sharing is to remain **AUTHENTIC.** We bold that word to emphasize how it important it is.

My philosophy on marketing has not wavered for the last 3 decades. It has remained the same in all circumstances whether it's in my personal or business life. It's all about "**AUTHENTIC RELATIONSHIP BUILDING**".

Let's use the old fashioned family/friend BBQ for an example. We all have been to one so you can easily visualize yourself in this situation.

You walk into a BBQ where your friends and neighbors are standing around. Then you walk up to someone that you've never met.

You don't say.. *"Hi, I'm Andy – I'd like to offer my services to you, and today I have a special that you can't miss! – Today's special is so good that it's only available if you buy it today!"*

In a normal situation you would say... *"Hi, I'm Andy – It's so nice to meet you! – How are you doing?"* And then, perhaps you have a light conversation about the weather, or the burgers and you mosey away for a bit.

After a while, you're likely to run into that person again. At that time the conversation shifts from weather to... *"So, Mary... I love your jacket, it's perfect for a chilly day like today. – I bet you get a lot of compliments!"*

Mary says... *"I do thank you! I love this jacket. I'm embarrassed to say, but I wear it all the time"*

Now - As the dialogue persists you can see that Mary slightly opened up to you. You've made a natural connection with this person. This is when you would ease into the typical storytelling and conversation about *"Oh, what do you do"* etc...

This mild warm up to engaging with a new person is much like how we approach our marketing. We ease into it. We don't just jump in and advertise.

BE REAL!

The idea behind our approach is to build a relationship over time, consistently, whether they're looking for what you have to offer or not.

Stop selling to people. Rather, share with them. We get enough sales pitches already throughout the day. Build your relationship by giving and informing, not selling and promoting.

You have to build that trust before you offer them your "Gift."

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BBQ (con't)

6

Like we've previously mentioned, we like to stay authentic. I even prefer the word "Transparent" - When you are living true to yourself, you are more likely to engage with and relate to another person. **It's the moment you pretend to be something you are NOT that gets you in trouble.**

In my career I have learned that I get the best response when I am authentic and real, rather than putting on a show of something I am not. If I waiver from my true self, I flounder and get caught up in what story I'm telling or have told. It's easy to lose track of what's real or not and get overwhelmed internally with guilt or frustration.

Over the years I've discovered that **my gut is the best decision maker I have**. If I rely on my head, I'm likely to fail. If I over analyze, I will fail. If I pretend to be something I am not, I will fail.

Using your instinct is the best option when deploying your marketing efforts. You have to trust your internal mechanisms. You can do this very easily when trying to find your voice in advertising or sales. Look at any advertising message and think about how it makes you feel. Whatever it is, it's real to you. And, if it works, or gets you to react to the message, take note on how you create your advertising messages.

Often times we over think what the message should be. We forget that another human is reading it. If it resonates with you, it may not resonate with the other person, so you have to take that into account when scripting your message. As stated earlier, we are all different and react differently to different messages. However, we have learned that you can use your instincts to guide you.

THINK! Does it feel right to you? If you received your own message in the mail, would you react to it in the way you're trying to express?

Use your gut! – Use your instinct. Stay transparent.



Billboard

7

Your message is like a billboard. When you drive down the highway you may see a billboard. They are made so that within an instant you can capture its message - with the blink of an eye.

Try to approach the way you write your messages in the same manner. Going through the mail, is much like driving down the highway. You grab a mailer and instantly decide if you will keep it or toss it into the trash can.

Your goal is to get your message past the gatekeeper. The person who sorts the mail is your challenge. What can you do or say that will evoke the response you want them to have when quickly deciding if your mail or message should go into the A pile and B (trash) pile?

Most likely you will create a big headline, some filler copy in the middle, and in closing you'll use a "Call to Action" -- as in something you really want your recipient to do. Generally speaking, people will read your headline, and the p.s. as the bottom. They'll skim the middle.

Start out with a well written headline to pull in the reader. You're trying to evoke a response so they continue to read. Much of your efforts should be spent here. It will be what makes or breaks your message.

People are not that complicated. Tell them what they want to hear, not how great you are. They want to know what's in it for them. Be authentic like we learned in the BBQ example. Don't start out with BIG, flashy, glossy logos or pictures of yourself. Use your real voice to create an introduction in a meaningful and authentic way. Otherwise you'll come off spammy and end up in the B (trash) pile!

As previously stated, don't over analyze it.

If you are sending letters in an envelope:

In our studies we've found that a simple hand-written envelope that looks like "Aunt Sue" sent it is going to get opened. Scare tactics such as Urgent, Warning, or Government issued is only going to evoke a negative response and is not likely entice a potential new client.

DO's & DON'Ts

- Mail First Class with a Stamp.
- If you do use bulk mail, make sure you still use a real stamp
- Use a handwritten font (blue or black ink)
- Don't use a windowed envelope
- Use #10 or 6x9 envelopes when possible.
- Don't get hung up on colors or designs.
*When your "authentic" envelope is in a pile amongst bills, it should stand out.

In summary, quickly turn your head and look at something. What response does it trigger after only briefly seeing it? That is how you should approach your marketing. If they don't understand your message instantly, it's not likely to land as you intended.

What's in your Tool Belt?

7

When you relay a message to a potential customer, you are most likely sharing with them a product or service that you know about. You, in most cases would be the authority of that service. I like to think of myself as the authority of direct mail and marketing communications. In no way am I promoting that I am the best, or that I know everything. I don't pretend to know something I am not familiar with. I read a lot, and study, but I'm not over promising or trying to deliver something that I don't have in my tool belt.



A good rule of thumb that I try to stand by is to use **what's in my tool belt**. I don't borrow tools from the neighbors or my friends. I don't know how to use them, and I'm likely to misuse them, break them or not use them the way they were intended to be used. Of course this is a metaphor, but I'm trying to instill the fact that we all have a tool belt and we should use it and not borrow from others.

My tool belt consists of marketing, direct mail, graphic design, business development and technology innovation. I'm not a financial expert or accountant. In fact, those two things make me anxious. BUT, I'm really good at those other things. I'm happy with that and have used it to make a lifelong career out of it.

My suggestion is to find your voice, identify what "tools" you have in your tool belt and use them. Own it! And be proud of it! If you are empathetic and like to help and assist others, and that is in your tool belt, you should use it. If you are analytical and approach things in a black and white manner, then use that.

You will find that once you identify what you are really good at, you will be able to translate it into a message that others will resonate with. As previously stated, if you try to fake it, you will not be transparent and you're not going to generate the response you intended.

Once you write using your voice, as the authority of your product or service, you will get a positive response. It's supposed to be authentic like you wrote it to just one person -- like a friend writing a letter. Don't use fancy words! Keep it warm and fuzzy and sincere.

Personalizing your message is always best. When possible use "Dear Sue" vs. "Dear Mrs. Sue Johnson." Try not to use "I". It does not interest the recipient, who wants to know more about what's in it for them -- they don't care who you are. Use "you" and "your" to bring the reader in. OR, in best case scenarios, actually personalize it with their name.

Don't ever stop learning... Adding tools to your belt will be most beneficial to you, and better yet, something you can share with your prospects and potential customers.

Being transparent, being honest with yourself, and communicating with "your voice" will resonate with others and create more of a bond between you and your customers. It will come off less "spammy" and it won't send people running.

Stay true to yourself and others will notice!
Write like you talk. It will come off as authentic.

There is no Elixir

8

I'm here to say there is no Elixir. Everyone (maybe not you) seems to think that there is some magic tool, potion, formula or direct mail piece that is going to generate leads, sales and prosperity. After decades in business, I have found that there is "**NO ONE HIT WONDER**" – It doesn't exist. If you find it, please share it with me. In fact, even our products or services that I share with you are not the "end all, be all".

However, as in any marketing campaign, we use all of the tips we've been sharing to put the most optimum and highly responsive package or product together. We don't arbitrarily create products. Rather, we research, test and study people and responses, and then **apply the methodology that is most likely to earn the response that was intended.**

The funny thing is though... We loved this term "Elixir" so much that a few years ago we created a product out of it -- just to test our theories.

SHHHHHH!!!! don't tell anyone... It was just our way of stopping the madness.

I mean it... **STOP THE MADNESS...**

We had to solve the riddle so many people kept asking:

- Which direct mail piece is the best one?
- Which will give me the best results?
- What should it say?
- How often should I send it?
- Who should I send it to?

Should I mail it to:

- Distressed leads
- Pre-foreclosures
- NOD's
- Absentee owners?
- FSBO's
- Ugly houses
- Tall Grass? Broken windows?
- What is high equity?
- What is probate?
- Affidavit of death?



We had to answer all those questions I just rattled off... It was up to us, and it was getting really crazy. Our customer service reps had to wear their marketing hat more often than necessary.

So in a nutshell, we mixed our potion and created a Drip Sequence that consisted of 7 touches. It included 4 postcards and 3 letters.

There is no Elixir (con't)

Realistically, all we did was reinvent the same thing we invented back in the year 2001 when we created Drip Farming with Recipe cards. Remember that? Maybe not... I may be dating myself.

Anyway, we picked our most ordered mailers and put them into a quick and easy ordering form. It literally took ZERO thought.

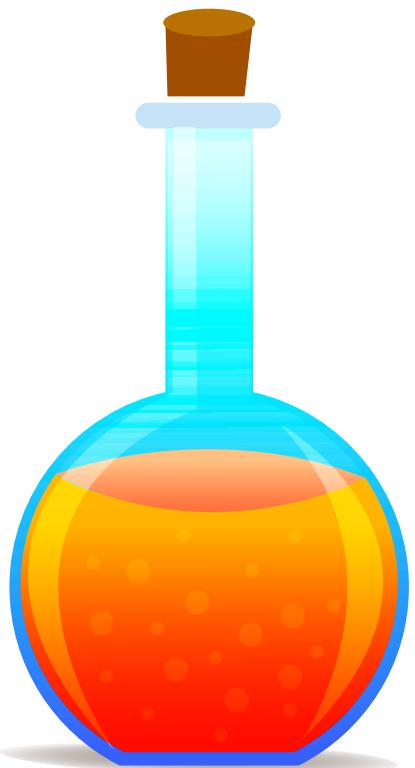
What did we discover?

- It works amazingly well
- People love it's response
- It was easy to use
- We had repeat customers and gained a lot of interest

People wanted a "PUSH BUTTON" "Automated" approach to marketing because they were just too busy AND didn't know how or where to start....

What else did we learn?

- We learned that if you follow this process and start "touching" them every few weeks it can get crazy. But if you're not prepared for it, you WILL miss out. So, you must have a follow up system in place.
- We had about an 85% follow through rate when we lowered the minimums on the order to under 50. For those that ordered 200 or more we discovered that they'd stop the campaigns after about 5 touches -- they were getting overwhelmed with inquiries.



What else did we learn?

- Everyone wanted their own "Elixir." - They wanted their own designs, their own copy... They wanted it graphic looking, or authentic and handwritten. It became crazy again trying to keep everyone happy.

Most importantly!

- We learned that we needed to offer a solution that handles all of those challenges. It had to be Easy, Effective and customizable. It had to answer all of those questions in a push button solution.

*Moral of the story. There is no special Direct Mail Letter, Postcard, text or email that will bring in a ton of business. It takes more than that... A lot more then that!

AND, (By the way) - Elixir was a cool name, but not as awesome as **PRINTgenie**.

Retention VS. Prospecting




Who you are communicating with is essential to the success of your marketing initiatives. If you haven't identified your demographic you are likely to fall short of your marketing expectations.

Let's discover the difference between prospecting and retention.

Prospecting is the process of initiating and developing new business by searching for potential customers, clients, or buyers for your products or services.

As you can imagine, it can be a daunting task if you haven't identified your demographic. There can be such a large audience that you couldn't possibly reach everyone. The goal would be to narrow down your demographic to a group that is most likely to fit your target.

Like advertising on google, you use keywords. When selling a SHOE, it's best to use adjectives such as "red, shiny, low price" in front of "shoe," Versus just using "shoe." Try imputing a google search for just "shoe", and you will see how vast your audience is.

We generally use the term "filter" to narrow down and identify a perfect niche, or audience. The smaller it gets, the higher response you are likely to receive. FOCUS on the target, then **communicate authentically and consistently with both online and offline strategies**. Finding your perfect audience to prospect to is key to your success.

The **GOAL** of sales prospecting is to move people (or prospects) through the sales funnel until they have eventually converted into revenue-generating customers. Right when they become customers, they have moved into your "retention pile."

Customer **retention** refers to the ability of a company to retain its customers over a specified period that gets them to convert to a sale, and continue to convert. High customer retention means customers of the product or service continue to buy the product, don't defect to another product or service, and don't stop using the product or service altogether. **Your goal is to win the loyalty of your customers so they stay associated with you for a long time.**

Marketing with your true voice to each of these segments should be done on a consistent basis. As indicated in other tips you can now see the cost and efforts in acquiring new customers via prospecting, and the rewards of retaining existing customers.

Once you've identified your audience, you'll need to communicate to them in a seamless, easy and effective manner. Just like tending a garden!

p.s. Try sending your customers a handwritten thank you note or letter.

Eye Candy

10



I have a secret to share... I didn't invent the "doodle." We borrowed it from Joe Polish and Dan Kennedy over two decades ago. For some reason, it adds that perfect amount of authentic value that makes you think (if only for a second) that your Direct Mail message was written by hand and to just one person.

Call Me!

It amazes me that it still works. We built the world's first Print on Demand solution in 1999-2002. It was one of the first times you could edit something online and send it to a printer. We included "mail merge" -- meaning we could pull in a data file and overlay the recipients information onto the Direct Mail. This wasn't a new idea, but it was the first time a person could control her direct mail message.



Adding a name to a letter, to me, is such old news – and honestly, I sometimes feel like "who's really buying this stuff?" - But, the truth of the matter is – People still do respond to it. So much so that we've adapted this messaging strategy in all of our marketing communications.

We use personalization to remind people to recommend us to friends, to buy our services, of their last check up, their property situation, their foreclosure status... And now, we can even show them a picture of their house. We can pull that data and stick on a direct mail piece. We can even make it handwritten so it looks like it was mailed to just one person.

The point is... It's "eye candy" and it's endless. The point is... It's PERSONAL!



We don't
want to
waste your
valuable
time so
please let
us know
ASAP

What attracts you? When we apply doodles, personal information, handwritten and graphic elements to a direct mail message, we are more likely to get a response than not. We've discovered many eye candy treatments over the years that will get the recipient to open and read his direct mail, or message.

We know we are all different -- we all react differently to different "eye candy", or messages. When you develop your message, think more of how the recipient will respond than what you like. That is primarily why we send many different looking messages vs. just sending one. We don't put all of our eggs into one basket.

You don't have to start with a blank piece of paper. We suggest looking around to see what other people do. You can copy other people's ideas and those little things that makes it interesting. You can't just copy it and place your name on it as that's illegal, and unethical, but you can take ideas. Over the last two decades I've been collecting interesting mailers and saving them for reference. There's no harm in using other ideas for reference.



continue

Eye Candy (con't)

10



Get Ideas

- Look at whether the paper was colored or striped.
- Is there a great teaser or headline?
- What font styles and colors were used?
- What do I think the senders goal was in sending this mail?
- Did he make it look authentic like he was sending it to just one person, or was it spammy?

Some people may be more responsive to something that is **graphic and professional** looking while others may be more enticed by seeing **doodles and handwritten messages**. In some cases we'll mix the two.

In any case, we mix it up, send it consistently over time.

- We'll use white paper, blue paper and yellow lined paper.
- We'll send a postcard that looks like it was made from a scratch piece of paper.
- We won't use small handwritten fonts that are hard to read. (We spend a lot of time making our own handwritten fonts. They have to look real and authentic.)
- We will emphasize a section using bullet points.
- We'll underline specific areas to call attention.
- We'll add big exclamation points with a different colored pens!!!
- We'll put a big red circle around words.
- We like using a highlighter to emphasize certain points.

All of our receptors are different!

What you respond to is different than what I respond to.

Think of your Direct mail as a fishing Lure.

You're trying to use bait to catch the fish, right? Your lure may depend on the type of fish you are looking for. You may be in the ocean, bay or river... You may be looking for trout, salmon or bass. You'll need to mix it up to catch the fish. In other words... you won't use the same lure every time. Even fish respond to "eye candy."

I'm here
to help!

Call to Actions

11

Getting someone to do something is difficult – as you've most likely discovered by now. I'd like to share with you a simple way to get what you want from someone.

Ask for it!

That may sound harsh, but it's true. We don't want to dance around the topic. We want to ask for it, and repeat it.

You've also learned by now our BBQ theory. You can't just start a Direct Mail or Message by saying, "*Hi, I'm Andy, send me money.*" You need to warm up to it in your conversational-like message. Imagine the first part of the message is like when you first meet someone at the BBQ, then, the middle of the message is the fluff around your new relationship. After you've chatted a while you can ask for what you want.

Your Call To Action may be in the form of:

- Contact me today to learn how to...
- Visit this website before it's too late
- Would you like to win ____?
- If you act now, get a bonus
- Fill this out to get a FREE ____!
- Could you use some help with ____?
- I have cash and I'm looking to buy
- If you don't do this now, someone else will
- I only have enough money to buy 1



Call Me! I'm here to help!

Bonus – Visit website for more!

Your goal is to create a sense of urgency without being obnoxious. **Your persuasion can be wrapped around your compassion to help someone.** We don't suggest simply writing "Give me money" – We encourage you to continue to use your voice to get what you want. This will make the user feel comfortable working with you and most likely make him give you the response you're looking for. You never want to sound spammy!

Another great place to present your "**Call to Action**" is that, often times forgotten, little P.S. at the end of your message. It's a great place to re-suggest what you've previously stated. The P.S. can come in the way of a short reminder of the "ASK" you mentioned prior.

This summary of the Ask is many times the first thing a person will see, so be sure to get it right! You're reminding him one last why it's important for him to act now!

Get your FREE eBook Today!

Response Marketing on Autopilot  www.PRINTgenie.io

Empathy and Compassion

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As in any marketing communications we suggest you continue to share your voice. We encourage you to find out why you are doing what you do. When you discover your “WHY” as you’ve often heard about, you will open up the ability to authentically build relationships.

Your empathy and compassion to help or assist another human being can be very powerful.
No matter what your Direct Mail or Marketing message is, always consider that there is another human on the other side of your message.

We are hoping that you use your voice to encourage, share and develop new relationships and opportunities along the way.

Your marketing journey will be filled with ups and downs, trials and tribulations. It’s an endless process that changes just like the tides.

We encourage you to never stop, to always strive to adjust with the times, and to continue to share your gift. ***Simply finding and using your voice will open up the channels of opportunity like you've never known.***



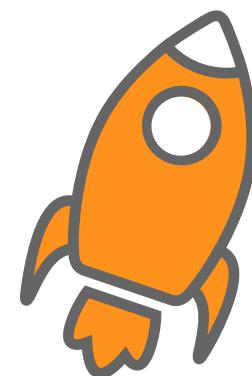
WHAT IF YOU COULD...

- Trigger a campaign that would run for as long as a year
- Or, pick a shorter campaign that would last only a month
- Build your own Postcards or Letters
- Create your own campaigns that included Direct Mail, Text and eMail messages
- Trigger a campaign from your phone
- Pick from a list of highly qualified motivated sellers
- What if you could find a homeowners Mailing Address from your phone
- What if you could skip trace an address from your phone
- Send an entire campaign to just one person

Wouldn't it be nice to know that while you're doing other things (such as running your business) that all of your marketing was happening in the background?

Wouldn't it? We're betting that you could!

Flip over to see the Game Changer!



**SO... Stop Marketing Today!
Start building authentic relationships...**

Multi-Touch Drip Campaigns

Direct Mail, Text & eMail sent automatically over time!

Add 1 or more names to any of our campaigns, or build your own!

- Set it and Forget it -

1 Select Your “Pre-Built” Campaign.

PRINTgenie™ gives you dozens of Pre-Created drip campaigns that include Text, eMail & Direct Mail.

2 Trigger Your Campaign from your Phone, Dashboard or CRM

- A. Upload a list
- B. Buy a list
- C. Add a contact



Select your campaign.
✓ Click “Send Campaign”

3 Build, Use & Re-Sell Your Own Campaigns.

As a PRO User Affiliate you can re-sell PRINTgenie™ (including your campaigns)

Earn 50% Monthly on every subscriber.

As a PRO User Affiliate you can Build your own:

- Direct Mail Templates - Including Postcards & Letters
- Text Messages
- eMail Messages



**Stop Marketing Today!
Start building authentic relationships...**

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