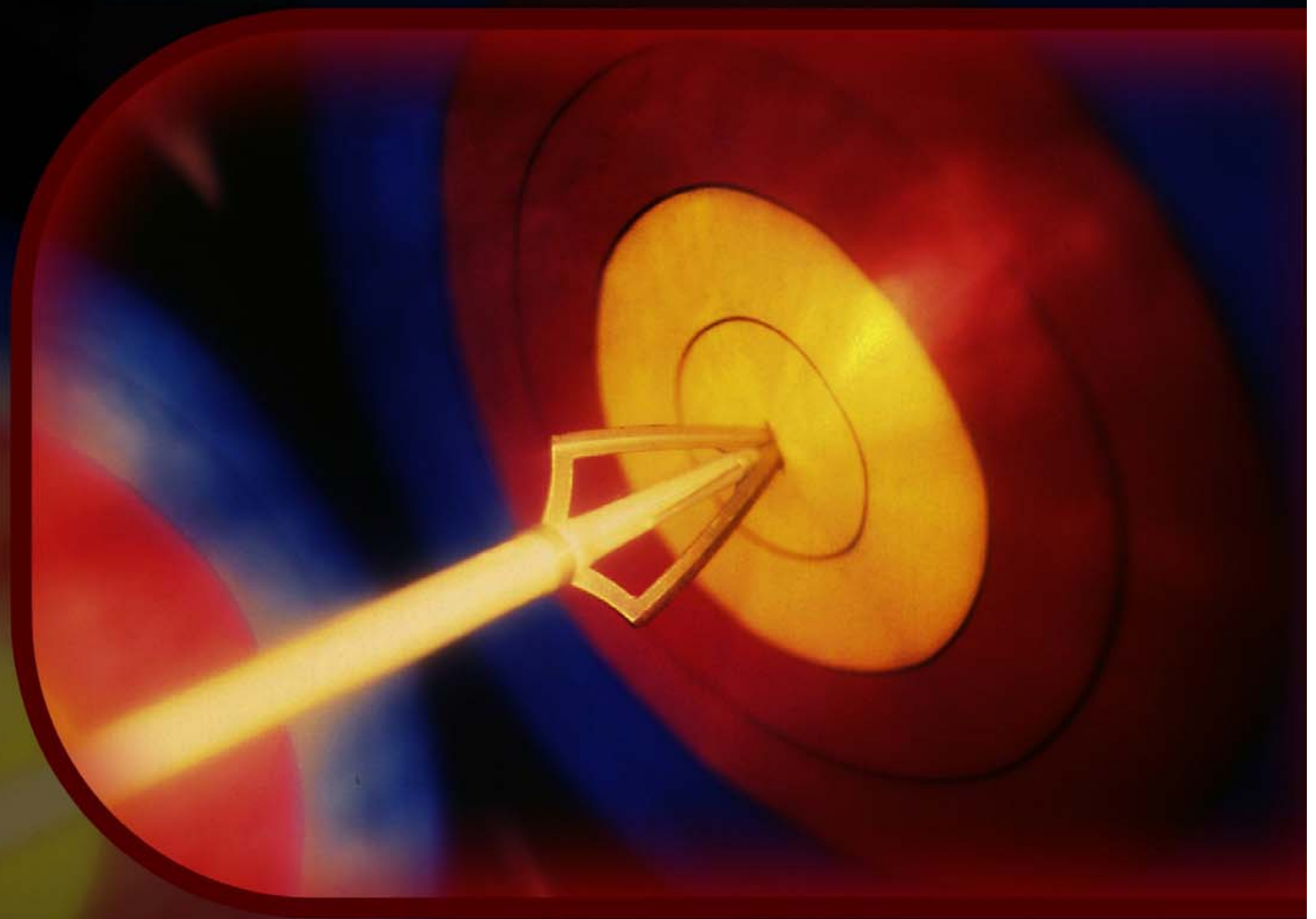


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TIPS Techniques & Ideas

To Explode Your Marketing
Campaign Results.



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121 TIPS, TECHNIQUES, AND IDEAS TO EXPLODE YOUR MARKETING CAMPAIGN RESULTS!

I've created a set of "Rules of Thumb" that I follow whenever I do a marketing campaign. When I review them they make me money. You won't believe the amount of money you can make or save yourself by following this list.

I remember a few years ago at a Jay Abraham seminar, one guy got up and talked about how he blew it. He created and placed an expensive ad in the Sky Mall Magazine. Then he waited for the calls to come in.

As the days went by and no calls came in, he decided to review his ad. And you know what? He had forgotten to include his contact information. No one could get a hold of him.

It's easy to get so focused on crafting and getting your message out that you can forget some of the basic stuff and some of the big stuff.

I'm going to leave it up to you to make your basic checklist for things like including your phone number, etc. My list below will help you focus on things that are going to produce huge results for you once you have handled your basics.

Read this full list once a month for the next 12 months. Then read them again at least a couple of times a year after that. And be sure to read them at the beginning of, and during, any campaign you do. You'll be glad you did.

Even though these are numbered, they aren't in any particular order. So just read, enjoy, and be inspired as you use them to build effective, profitable marketing campaigns.

I've committed these rules of thumb to memory...Well, almost all.

Let's start

1. Don't ever break this rule. Test everything, including these rules of thumb before you spend any money or time. Again, over my 38-year career, I've created hundreds of ads, sales letters, etc., and I can tell you honestly that I always test first before I roll the campaign out in its entirety.
2. A great way to study and learn about direct marketing is to respond to lead-generating ads offering information. You can learn how other marketers format, price, and respond to requests, as well as other very important aspects of marketing.
3. Remember the Golden Rule, "Do unto others as you would have them do unto you?" Change it to: "Do unto others as they want to be done unto." This really means that you should find out from your potential customers what they want and how they want to receive it. Do the research.
4. Your order form should restate the main points of your offer. It will remind your prospect of what your offer is and encourage them to take immediate action.
5. You should always make your mailings look personal. Personal looking, first-class mail always gets opened, especially if it's Federal Express mail. As much as 75% of bulk mail (junk mail) gets thrown out without even getting opened.
6. Never try to sell two separate products at once. This is definitely a No-No. Once you've gotten the prospect to respond and/or to purchase, then you can backend another product to them. But never on the initial try.
7. Speaking about back ends, with a good back end, you can make plenty of money with a front end promotion that barely breaks even or even loses a little.

In fact, I know of several Marketers that lose money on purpose just to get the prospect to buy, so that they create a customer who will purchase again.

8. When planning a mailing, weigh a dummy direct-mail package using identical materials to ensure that your package will mail at the postage rate you have planned.

When weighing your package, include a dime and a paper clip, to account for the weight of the ink. I bet you never heard of this idea before.

9. Use a caption to reinforce the benefits of your product.
10. A sales letter will be read more often when it combines a strong headline with a sub-head that gives major benefits of the product.
11. Devote about 80% of your marketing budget to your control (the promotion which is currently working the best for you and that you test against), and the remaining 20% on testing new things. When you find something, which out pulls your old control, make it your new control, and devote 80% of your budget to that new one. But always keep testing against your control with the other 20%.
12. I came up with the following idea when I consulted with a self-help company. Their returns were so high that it almost drove them out of business, and they almost dropped the three products, which I thought were really great. This is what we did...

We created a performance-based guarantee. This is where buyers have to show they at least tried the product before we gave them a refund. There are two caveats to this though. First, the performance guarantee can reduce initial sales since it's not perceived as being completely risk-free.

Secondly, some people will complain and want the refund without trying the product anyway. In these cases, you're often better off just giving it to them.

In our situation, we knocked our returns down to 4.7% and the products became highly profitable as the initial purchasers had a strong desire to at least try the systems.

13. Make it as easy as possible for your customers to order from you. Give them the option of ordering by phone, fax, or mail 24 hours a day. Also, give them the option to pay with credit cards, checks, checks by phone, checks by fax, and by PayPal.
14. Always wear clean underwear when you go out. That way, if you get into an accident, your mother won't be embarrassed. Just joking but it is what my Mom said to me when I was younger. Anyway, here's the tip...

When you run into a customer who wants to return something long after your guarantee period, and of course keep your free bonuses, you're generally better off if you accept the late return.

15. If you have a good product or service, a strong, liberal guarantee will always increase your sales. The number of returns or refunds requests you get will be insignificant compared to the increased number of sales you will make.
16. Multi-step marketing—lead generation plus conversion efforts—is often much more efficient and profitable, than one-step marketing where you go for the sale and not the lead.
17. When offering bonuses, remember to sell them as hard and compellingly as your main product. If you don't build the perceived value of the bonuses, they will only add cost to the promotion rather than more sales.
18. This one you probably won't believe but it's very true. Tests do not have to be profitable to be valuable.

You can learn a lot from a failed test. As long as you learn something, your test is never a failure.

19. The most valuable tool in your marketing arsenal is a good "Swipe File." If you haven't done it yet, start saving and organizing all your junk mail.

Also, cut out and add good newspaper and magazine ads to your file. If you see the same ad, headline, or sales letter repeatedly, you can generally be sure that it's working.

With that in mind, the first step you will go through before writing any marketing piece will be to flip through your swipe file for good ideas. One good sales letter will return your investment a hundred times over.

20. Whenever possible, give your customers an additional unexpected bonus or gift as a token of your appreciation for their business.
21. Long copy normally outperforms short copy, but only if your copy engages the reader. The more you tell, the more you sell, but boring copy won't work even if it's long copy.
22. Two free bonuses are better than one.
23. Sometimes using a dimensional mailing, anything from an overstuffed, odd sized envelope, to a box or other unique shape, will get much more attention and readership than a traditional envelope.
24. The more your sales letter looks like a personal letter, the better it will work.
25. In a sales letter, the first or lead-off sentence should be short and tell the main benefit of your product.

26. Always ask media providers about remnant space. They will generally say they don't have any. If so, try sending a camera-ready copy of your ad (mechanical) along with a check for ½ of the normal rate they charge. Enclose a letter which says...

“Enclosed is a check for \$---- and a mechanical of my ad. If you have a cancellation or other space you need to fill at the last minute, cash the check and run my ad. If you don't run it by (date), simply return it in the enclosed pre-addressed, postage paid envelope.”

You'll be amazed at how many papers or magazines will take the deal. They hate sending back a check. In fact, if you bought my book, **“How To Get Customers To Call, Buy and Beg For More”**, you would have gotten a bonus report entitled **“How to save 80% on your Advertising Costs.”** Saving 80% on your ad costs can raise your bottom line substantially.

To find out more about this bonus, visit the product page for **“How To Get Customers To Call, Buy and Beg For More”** at <http://www.kenvarga.com/howtoget.html>

27. When trying to reach a target market in a certain field, i.e. law, accounting, etc., a space ad in a business trade publication will normally give you more exposure than direct mail.
28. When you write advertising copy, always put it aside for at least a full day before going back and reviewing it. By doing this, you will be able to improve on it.
29. Always repeat your guarantee on the order form.
30. The two strongest appeals in our culture are love and money. Offers that help prospects get or save money or time, tend to be more successful.
31. Use bold text, italics, and underlining very sparingly to highlight important points. Think of these attributes as something extra.

32. A response list will generally out-pull a compiled list, and a buyer's list will generally out-pull a response list.
33. If you simply re-mail the exact same promotion to the same list 3-4 weeks later, you should expect between one-third to one-half the responses you got the first time.
34. Effective consumer copywriting must promise people what they want to gain. Some of the things people want to gain are more money, improved health, more leisure time, and advancement in business or social life, security, etc.
35. Forget the strict rules of grammar when you write. The more you write like your audience talks, the more effective your copy will be.
36. Set a time limit on your offers. When you ask for the order by a specific date, you add a sense of urgency to your sales message. This helps your customer to make a decision while the benefits of your product or service are still fresh in their mind.
37. The more you make your advertising look like editorial matter, the better off you'll be. People are 7 times more likely to read what is or appears to be editorial than that which is obviously advertising.
38. A mail monitoring service is the best way to check on if and when a mailing was delivered and what condition your package was delivered in. A monitoring service will receive mail from your list using decoy names and forward it to you unopened.
39. The cheapest, most effective way to test headlines is by running them as classified ads or Pay-Per-Click ads with a call to action. Use this method to test several headlines at once. But, remember to key code them so you know which ad is getting the most response.

40. The best way to show an 800 number is: 1-800-123-4567. Always put the 1 in front and avoid using parenthesis with the number. People associate parenthesis with an area code and number they have to pay for.
41. The two most powerful elements you can add to your offer are a long, risk-free guarantee, and a free trial.
42. A photo will generally out-pull a hand drawing of your product in your advertising.
43. A formula to use after making a mistake in dealing with customers is to first admit the mistake; second, apologize for the mistake; third, explain what steps you took to see that the mistake doesn't happen again; and then give the customer some sort of extra bonus or gift for their understanding and patience.
44. It's generally better to offer a free bonus than it is to offer a discount. However, you must test your individual situation to find out which is better for you.
45. The Federal Trade Commission has a 30-day delivery rule for mailing out your orders. The 30 days begin either on the date the order is received with a check or when the credit payment is processed. Of course, you should always ship the product as soon as possible, preferably within 48 hours. Prompt delivery will make your customers very happy.
46. Never underestimate the greed of the American public or overestimate their intelligence.
47. Small mail order ads will be more effective if they have a border around them. This draws more attention to the ad.
48. Mail some sort of offer to your own customer list at least every three to six weeks.

49. Writer's block is easier to avoid or get rid of if you write too much, then trim it down to the amount of copy you want, instead of trying to find the perfect words the first time. Just sit down and start writing anything and everything that comes to mind.
50. Remember the word "FREE". This is the most powerful word for capturing the names and addresses of prospects and also for upgrading and back-selling orders.
51. You will always learn more from your marketing failures than your successes.
52. A "Lift Letter" is a personal note most often found loose in the direct marketing package that reminds the recipient of the benefits of the offer. Lift letters should be short and, if possible, from someone higher up in the company than the person who signed the sales letter. Also use a lift letter when offering an additional premium not mentioned in your sales letter. It works very well.
53. If your prospect doesn't get your mail, they can't open it. If they can't open it, they can't read it. If they can't read it, they can't act on it. So getting your mail opened is paramount.
54. When people look in the Yellow Pages, you can generally assume two things. First, they are going to buy, and secondly, they haven't decided whom to buy from. So, have your ad jump out at them when they scan the section you're in.
55. Black copy on white paper is generally the easiest combination to read. Therefore, when more people read your piece it means more sales.
56. The most valuable asset your business will ever have is your customer list. Protect it with your life and guard it jealously.

57. Always look for ways to make doing business with your company easier, faster, more fun, and more convenient.
58. Remember the 40-40-20 rule for marketing. It breaks down your success in direct marketing three ways. 40% of your success is using the right mailing list, another 40% is having the right offer, and 20% is everything else involved. I.e. Postage, paper, graphics, etc.
60. This one is very important. When business is good, you should advertise. When business is bad, you must advertise.
61. Use lots of specific, benefit-laden bullets in all your space ads and sales letters.
62. A separate order form or clip-out coupon generally adds to the response of a sales letter or mail-order ad.
63. Indenting the first line of each paragraph makes copy more inviting and easier to read.
64. Typically, your heaviest response to a mail promotion will be on the second Monday after you get your first order.
65. When testing a new mailing list, always use an “nth” select. This is the best way to get a random sample to base your test results on.

An “nth” select is simply using every “nth” name. If you want to test 5,000 names out of 150,000, divide the 150,000 by 5,000 and you get 30, so this means that your “n” is 30 and you should rent every 30th name.

66. If you handle a customer with a complaint properly and resolve the problem in their favor, you have got about a 70% chance they will buy from you again and again. So handle all problems immediately and effectively.

67. In relation to mailing lists, merge means to combine two or more lists into one. Purge means to identify and delete duplicate names. When a merge/purge is done, the deleted duplicate names are great prospects because it means that they are mail order buyers who have bought or opted in to your list more than once. So try to get this very definitive list compiled when renting lists.
68. The classified ad section is one of the most widely read sections of any newspaper. I have found that the best day to test a classified ad is on a Sunday. That probably because people spend more time reading the paper on Sundays, and the Sunday circulation is generally larger.
69. The three critical factors in a mailing list are Recency (how recently the customer bought), Frequency (how often the customer buys), and Sales Dollars, (how much money the customer spends on each purchase). Of the three, recency is the most important.
70. It costs eight times as much to get a new customer as it does to resell an existing customer. Treat your customers like gold, and they will take care of you in Profit.
71. The success of a mail offer is determined mostly by the list, followed closely by the offer, and then everything else. A mediocre offer to a hot list will out-pull a great offer to a mediocre list. Great copy won't salvage a mediocre offer, but a great offer will salvage mediocre copy. Nothing will salvage a lousy list.
72. A way to get high-quality prospects quickly and inexpensively is to send a thank-you note to your customer after receiving an order. In the note, ask your customer for names of others who might be interested in your product or service.

73. Statistics show that mail delivered on Saturdays and Mondays will get the poorest response. The best days for mail delivery are Tuesday, Wednesday and Thursday...in that order.
74. The response of your ad or mail piece will soar when you accept credit cards for payment in addition to checks.
75. Before printing, always make sure your order form clearly identifies the product being sold, and that your phone numbers are correct.
76. When renting a list for a mailing, place your rental order at least a month in advance to make sure you get the list in time.
77. Use actual testimonials from happy customers in all of your marketing. Get their permission to include their full names, city and state.
78. Statistics show that people who receive a direct mail sales letter read the headline first, then turn to the last page to see who the sales letter is from, and then they read the P.S. Make sure that all areas are benefit-driven.
79. Sales letters should be easy to read, with short paragraphs. It should be broken up with underlined phrases and have no hard-to-understand words or phrases.
80. In retail I have found that if you initially set up your products in a good, better, best category, then train your sales people to show the best first, and go down from there, they will make more profitable sales for your company.
81. When checking the wording of your sales letter to make sure it sends the message you are trying to get across, either read it out loud to someone else or have them read it to you.

82. The fastest way to test a new print ad is in a daily newspaper. This is because the lead-time the paper needs to insert an ad is only a few days, and people respond immediately to newspaper ads.
83. The best way to keep tabs on your competitors is to become their customer and see how they handle you. You should use a different name and address.
84. Believe it or not, lists of people who live in the country generally out-pull lists of city dwellers.
85. Always use risk-reversal in all your marketing. When you take all the risk of the transaction onto your own shoulders, prospects will be more likely to give you a chance.
86. The longer and stronger your guarantee, the fewer returns you'll have.
87. The lowest price may not always be the best price. Test different prices in split tests on the same lists to see which price pulls the best.
88. The best place to be in a newspaper is on the first or last page of a section. The next best is on the right hand page as far forward as possible.
89. A special promotion with a portion of the proceeds going to a worthy local charity generally works very well. You end up getting tons of great PR, as well as the business of the charities staff and volunteers.
90. You can use mailing labels and bulk rate postage on postcards because the prospect doesn't have to open anything.
91. Listen to your customers. They will tell you what they want to buy and how they want you to sell it to them.

92. In newspaper and Internet advertising, make sure your headline appears above the fold. The fold is the top half of the page.
93. In a space ad or sales letter, test the typeset. Typeset your copy in two or even three columns. Again, test.
94. I have found that card decks make excellent lead generators. People tend to respond to card decks immediately, or not at all, so you really don't have to wait long for your response.
95. A sales letter printed on both sides of the paper, doesn't generally get as good a response as one printed on only one side of each page.
96. When dealing with customers, say what you mean and mean what you say. Develop a reputation in your area that your word is truly your bond, and people will respect you and want to do more business with you.
97. If you require prepayment with your orders, always include a self-addressed, postage-paid reply envelope.
98. Quotation marks are the most powerful form of punctuation you can use, especially in a headline. When you indicate a direct quote, as in a testimonial, your headline is more believable.
99. Every ad needs a headline, and the most powerful headlines spell out a benefit to the reader.
100. Look for every possible way to use PR in your marketing. Favorable stories in the press can sell many times more products and services than paid-for marketing.
101. Establish yourself as your area's local expert with all media personalities. This way when reporters or talk show hosts need an expert to interview, they will call you.

102. Always try to get a special testing rate from newspapers and magazines. Explain that if the publication generates profitable sales, you will become a regular advertiser.
103. When you sell by mail, and your products are shipped via parcel post, UPS or Federal Express, send a first class letter the day of the order to the customer. That way you will keep them excited while they wait for their purchase to arrive.
104. Always remember that your order form should include your entire offer, all the bonuses, and a restatement of the most powerful benefit they will get when they buy.
105. Constantly encourage your customers to do more business with you. Reward them for repeat business. Over 85% of your ex-customers left simply because they thought you didn't care.
106. For business-to-business mailings to larger companies, consider using a self-mailer, where the piece itself is addressed and posted rather than placed in a separate envelope. They are easier to pass along.
107. Use handwritten notes printed in a different ink color than the body copy to call special attention to major copy points and benefits in your self-mailer.
108. Don't try to use humor in your marketing. It often backfires. You will risk offending some of your prospects, and others simply won't get the joke. There's nothing funny about a lack of sales.
109. People tend to like those who are most like themselves. Try to sound just like your prospects in your copy.
110. You'll make a whole lot more money on your back end (sales made to the customer after the first one) than you will on your front end (the first sale you make to the customer).

111. Never use a picture or illustration in your advertising without putting an explanatory caption under it.
112. If you do use a picture of your product, show it in action, not just sitting there. If possible, include attractive people enjoying your product in the picture.
113. Never use all upper case (capital letters) for copy. It's extremely hard to read and your prospects won't get your message.
114. Use a clipping service to get copies of all the print ads from companies in your industry nationwide. This will be a great ongoing source of marketing ideas for you.
115. Don't waste your space on unimportant graphics and pictures. Often, more hard selling copy will get you more sales than pictures.
116. Finding a market is far more important than finding a product. In other words, find a large group of people with a problem, and then find a solution for their problem. And sell that solution to the market. The world is full of great products nobody wants. Find the starving crowd first.
117. There are two great ways of getting your mail opened and read:

First, make it look like a personal letter. Use a live stamp, a special issue or commemorative stamp. Make sure the address looks hand-typed or written. Use your name and address in the corner of the envelope, but not your business name. Using a personalized mailing label, stick-on type, for your return address adds an even more personal touch.

Secondly, go in the other direction. Make your envelope a compelling advertisement for your promotion. This generally works only when you are mailing to a highly targeted list that has proven to be responsive to your kind of an offer.

- The teaser copy on the envelope should be made up of hot headlines expressing the benefit of what's inside the envelope. Also, you can use mailing labels and bulk mail to reduce costs.
118. The faster you respond to your leads, the higher your conversion rate will be. Fulfill immediately.
 119. Offer next-day delivery as an option, for an extra charge, and your response will almost increase.
 120. When it comes to your copy, clarity is the most important thing. This is followed by passion and enthusiasm. If you're not passionate about your product and have it come through in your copy, your prospects won't be passionate about it either.
 121. Retailers should run a "Private Letter Sale" at least twice a year. This is a special, invitation-only sale for existing customers.

Well, there you have it...**121 Tips, Techniques, and Ideas** to explode your marketing results. Apply just a few of these to make a huge difference in your campaigns. Aggressively use them and you will produce aggressive results for you and your business.

To your success,

Ken Varga

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