



14 Marketing Tips Any Business Owner Can Use To Instantly Generate More Profit

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From the desk of Adam Nolan
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The number one mistake I see most small businesses make is that they try and advertise using the same techniques billion dollar companies use. They try and “brand” their business rather than focusing on generating sales now. Branding something is expensive, time consuming and doesn’t guarantee you any kind of result.

With “brand advertising” It’s difficult to track the results of your ads since you can’t attribute a sale to a certain ad source. Which means most of your advertising dollars are wasted. It is an extremely expensive way to advertise and only the largest companies can afford to do it well. Small companies simply don’t have the budget to create an effective branding campaign.

This is the type of advertising that CocaCola, Apple and McDonalds use. And unless you have a similar ad budget, brand marketing isn’t a viable option. It costs too much or takes too long to impress your brand upon enough of your customers to eventually see a return.

A lot of businesses like social media marketing too. Why? Because it’s inexpensive, it’s easy and business owners believe it works. People are not on social media sites to purchase something. They don’t have any commercial intent. It’s similar to brand marketing. What would you rather have, 1,000 people that like your business or 100 customers paying you money now? I’d take the new customers without question.

But there is an alternative most people don’t know about. And boy is it effective.

Enter direct marketing.

Direct marketing is the exact opposite of brand marketing. Your ad has 1 single purpose. Get the reader (or viewer) to take action now. And because a successful ad is defined as whether the person took an action or not (buying, sending for more

information, booking an appointment, etc) it's very easy to track. Which means you know immediately if your advertising dollars are profitable or not.

The main reason most small business owners aren't aware of these "direct marketing rules" is because they aren't glamorous.

You don't see direct marketers brag about their Madison avenue creativity awards. With direct marketing the value of the ad is placed on what kind of return it can bring, not how creative it is.

Creativity takes second place in these ads. Every element of the ad has a specific purpose. Every element can be tested and improved. And because of the nature of the advertising, you see results immediately, often within hours, not in months.

It's not flashy, it's not glammers, but it works extremely well.

It is the perfect advertising method for small to medium sized businesses.

What you're about to read are 14 of the most important direct marketing "tips" available. Each one has a purpose and in order for any ad or marketing campaign to be truly effective, you need to implement all of these. These are the basics. Go through this as a check list and ask yourself how many of these you have implemented right now.

If you don't have all of them in place right now, these will be the quickest fixes to dramatically increase your profit.

These tips have served my clients and I very well for years and they're guaranteed to work for you too.

Cheers
- Adam Nolan

Make Sure You Build A “House List”

A house list is a term used by direct marketers. It simply means a list of your leads and customers and a way to contact them. You'd be surprised how few businesses actually take advantage of the customers they already have. Selling to an existing customer is 10x easier than acquiring a new customer. So take advantage of all that good will and start collecting the name and e-mail of every lead (and customer) that walks through your door (or visits your website).

A house list will be the most valuable asset your business will ever have. It is literally a resource you can go to to generate sales at the push of a button. Take for example a restaurant. If Bob's Diner collects the name and e-mail address of every person that walks through their door (for a 5% discount) then next time they have a slow Tuesday or Wed, all they have to do is send out 1 pre-written e-mail with a promotional coupon in it and watch the restaurant fill up. It's the perfect solution to slow or seasonal businesses. This strategy works with every business, no matter what product or service you're offering.

When you build a house list it allows you to advertise to all your best leads and customers for FREE. This stretches your advertising dollars much further since you now only have to pay to advertise to acquire new customers. It is a very efficient way to grow your business and one of the fastest ways to increase your profit.

Always Know Your Unique Selling Proposition

It doesn't matter if you sell pizza, financial services, personal training, consulting or online products. If your product doesn't have a unique selling proposition you're a commodity. Which means the only negotiating power you have is based on who has the lowest price. And that's a race to the bottom you don't want to win.

Every business has the ability to have a USP, no matter how mundane the business may be. Find something special about your business that sets you apart from your competition and shine a spotlight on it. Are you faster, is your guarantee longer? Do you have better service? Do you have a higher quality product? Figure it out. Your business depends on it.

Example: Joe's Pizza Parlour needs more customers but doesn't know what to do next. He needs to stand apart from the Pizza Hut's in the area that deliver in 30 minutes or less. He can't deliver that quickly so here's how he spins a negative into a positive benefit:

“At Joe’s Pizza Parlour you won’t get your pizza in 30 minutes. But that’s because our dough is hand made, our cheese is grated fresh, and our veggies are bought daily at the local market. Because our fire heated, stone baked oven takes a little longer, your pizza may take an extra 10 or 15 minutes... But I guarantee it will be the best pizza you ever have, or your money back”.

All Your Marketing Materials Must Be Benefit Rich

“What’s in it for me?”.

That is the ONLY thing that is going through your prospects mind as they read your advertising. They don’t care about your business lineage, they don’t care about the awards you’ve won, they don’t care about your fancy website. They only thing they care about is why you’ve interrupted them and if it’s of any benefit to them. And if you can’t convey the benefit of your product immediately to your prospect, they’ll leave and go somewhere else.

Many people mistake features and benefits. Both are necessary in advertising, but only one is going to get your prospect to buy. A benefit is the end result your prospect gets by buying your product or service. If you sold a piece of fitness equipment. The benefit would be that you lose weight in x days. A feature would be that it is made of high quality steel.

When writing your advertising always tie a feature to a benefit. Example: “Our new fitness master 4000 is made of high grade industrial steel so you know it will last a lifetime”. The feature is the high quality steel. The benefit is that it will last a lifetime.

Always look at your product through your customers eyes and position it so they see the benefits first. People rarely want the product or service. They want the end result it brings them. Focus on the end result to get the sale.

Every Offer Must Include A Guarantee

It's important that your customers know you stand behind your product. Adding a guarantee to your offer or service will dramatically increase your chance at getting the sale. It shows you believe in your product or service and are willing to stand behind it. Don't worry about adding a guarantee, very few people will ever ask for a refund. The increase in sales more than surpasses any potential refunds you get.

The purpose of the guarantee is to remove all the risk from the prospect and place it on yourself. The more barriers you can remove between your prospect seeing your product and him whipping out his credit card, the more money you'll make. This is one of the biggest barriers you can remove and it's as simple as writing up a 3 word paragraph.

Here's an example of a guarantee for a product:

Ex: "If you aren't completely happy with our product then just contact us and we'll gladly refund your entire purchase within the first 30 days! This literally removes 100% of the risk. You get to try it out, get all the benefits and if you're not happy, we'll give you all of your money back ASAP. Of course, we'll try and help you solve any issues first, but if you're not happy – you don't pay a dime!

Every Offer Must Include Some Kind Of Scarcity

If you don't give someone a reason to buy now they won't. Every good ad has to have some compelling reason for the reader to take action now. Never assume that your prospect is waiting around to read your ad. Make no mistake, you are interrupting their day. If you don't give them a very good reason to do whatever it is you want them to do now, they'll go back to what they were doing before. There are a few ways to include scarcity in your offer. You could hold a sale. There could be limited stock. You may want to offer a bonus or trial. Only x number of positions available. Whatever you decide to do, always give the reader a real reason to purchase today rather than tomorrow.

Note: Always justify your scarcity. Provide a reason for why you're offering your sale or why there is limited stock.

Every Offer Must Have A Compelling Headline

Your headline needs to be strong. It needs to be benefit rich. It needs to be so appealing that if your prospects house was burning down around him he would want to stay and continue to read. 90% of your audience will not read beyond the headline. It is the most important part of your copy. It doesn't matter how great your product is or how much your prospects need it if they don't get past the headline. The purpose of any headline is to immediately tell the prospect what the benefit is to him if he continues to read. Anything other than that is a waste of space.

Every Offer Must Have An Upsell or Downsell

“Would you like fries with that” are the 6 most valuable words in history for a reason. They instantly doubled the value of almost every sale McDonalds made. It is FAR easier to sell something to a prospect after they've already agreed to purchase something. Even with mediocre effort - i.e.: a 16 year old asking “would you like fries with that” can instantly double your profit without any extra effort. These principals can be applied to any type of business. Almost every product or service has add ons that make it easier, faster or more convenient. All you have to do is ask your prospect if they're interested and on average 1/3rd of them will say yes without hesitation!

If your prospect isn't interested in purchasing something more expensive, offer them something of similar value for a lower price. A large % of the people that aren't interested in the first upsell will be interested in the downsell.

Always Be Testing Offers And Prices

The reason direct marketing is so effective is because every effort and every ad dollar can be accounted for. As a business owner this gives you an incredible amount of control over how effective your marketing is. More often than not your first “guess” at pricing a product, or positioning an offer is not going to be the most profitable one. If you don't test other offers you could be leaving thousands of

dollars on the table. Many many studies have shown that increasing price doesn't necessarily decrease conversion rate. And if you haven't tested this, you're missing out big.

Here are a few of the things you should be testing in your ads: Headline, offer, price, bullet points, guarantee, call to action.

Every Offer Must Have A Call To Action

If you don't ask for the sale it won't happen. Never be timid in your advertising. Don't beat around the bush. If you have an incredible product or service you should yell it from the roof tops. Tell your prospect the benefits of your product or service and then tell them exactly what you want them to do next. You don't need to be fancy. Speak to your prospect in normal, every day language but tell them what you want to do next in very clear terms. Tell them to click the button, pick up the phone and call or fill out the form. Always get them to complete some action now.

Often times the difference between a prospect buying or not buying lies in a simple "How would you like to pay for that?".

Keep Running Successful Promotions

Once you've found an ad that works, keep using it! Often times business owners will get tired of their ads long before they stop working. There are cases of ads that have run successfully for decades. Once you've determined which of your marketing materials is working keep using them! Put them aside in a folder called "Pre-Packaged Promos".

A Pre-Packaged Promo combined with a house list is an incredibly powerful tool. It allows you to generate sales on demand in seconds and it doesn't cost you a dime to run the promotion.

You should have at least 1 special promotion every month as well as various "weekend promotions" and holiday promotions to run. The more of these you build up, the more options you'll have and the more money you'll make.

Know The Value Of Your Customers

Do you know the value of each of your customers? Not just the initial transaction - the lifetime value. How much does an average customer spend with your business over the lifetime of their relationship with you? If you don't know the number, you're not alone. Most business owners don't. But it's relatively easy to track and will dictate exactly what you can afford to spend to acquire a new customer. It's a lot higher than you think!

Knowing your lifetime customer value is incredibly liberating. It allows you to purchase advertising you thought was too expensive. It gives you confidence in the future of your business. Understanding the value of your customers is fundamental to your businesses growth.

Everything Has A Purpose

Every element in the ad piece must have a purpose or it doesn't belong there. Copy isn't the art of inclusion, it's the art of exclusion. That doesn't mean your advertising or copy have to be short. In fact, long copy often out performs short copy.

However anything that doesn't move the prospect towards making a decision right now, moves them away from it. Always keep that in mind when assembling your marketing materials. Always ask yourself: "Is this moving them closer to the sale or further away from it?". Remove all the obstacles and make it as easy as possible for your prospect to take action now.

Always Have A Sales Funnel

If you don't follow up with your leads and your customers they will forget about you. Often times prospects aren't ready to buy right away. If you don't follow up with them they aren't going to buy from you. A simple "touch point" - whether that be e-mail, phone call or postcard, can dramatically increase your sales rate.

Following up with your leads does two things. It gives you an opportunity for you to position yourself as the best in the business. But it also gives them another opportunity to purchase your service. By having nurturing and promotional e-mails go out several times a week on autopilot you'll instantly pull in more business, your customers will like you more and you're much more likely to be remembered.

What's Next?

You're probably asking yourself what to do now.

If you've gone through this list and you're missing a few items, don't worry. You've got options.

One of the best ways to learn about direct marketing is to pick up a few of the great books in the "Recommended Reading" section. Then, get your hands dirty, jump in and start experimenting.

If you don't have the time to go through all those books and just want results now - I invite you to attend one of my weekly workshops. We'll cover everything discussed in this PDF and more. At the end of the call we'll even have the opportunity to speak together so I can help you with your business 1 on 1.

If you'd like to register for one of my free weekly webinars, click the link below.

www.AdamNolan.com/webinar

Don't wait around though! These calls fill up almost every week. So [click this link](#), see when the next one is being held and register right away.

I'll see you during the webinar!

Cheers
- Adam Nolan

P.S. Even if you can't attend the webinar - register anyway because I'll send you a replay. This is really great stuff and I don't want you to miss it. [Click here to register now.](#)

Who Is Adam Nolan?



Adam Nolan is a business and direct marketing consultant living in Ottawa, Ontario, Canada. His courses have been downloaded by over 250,000 people. He's had 30,000+ people have attended his presentations. Adam specializes in high leverage marketing strategies and creating "lifestyle businesses".

He has been featured in ABC, NBC, CBS and FOX for helping thousands of people build successful businesses. He's the creator of the Passive Print System, the editor-in-chief of the Marketing Hacks Newsletter, owner of MarketerChat.com, and also runs a high level entrepreneur mastermind called the "Sales On Demand" program.

Recommended Reading

- Tested Advertising Methods - John Caples
- No B.S. Direct Marketing - Dan Kennedy
- No B.S. Grassroots Marketing - Dan Kennedy
- No B.S. Price Strategy - Dan Kennedy
- The Robert Collier Letter Book - Robert Collier
- Ogilvy On Advertising - David Ogilvy
- Words That Sell - Richard Bayan
- The Elements Of Style - Strunk & White