

## Special Report:



## The Direct Marketing Toolkit

## Welcome To The Direct Marketing Toolkit!

In just 90 days from now, you'll be siphoning more customers, clients, or patients to your business than you are currently getting with your marketing plan. That's because the tips, strategies, and techniques you'll discover in this special report will reveal untold strategies you can use to outdo competition and build a life of wealth, prosperity, and abundance.

Imagine knowing exactly how many customers, clients, or patients will come to your business 6, 9...even 12 months from now. And imagine having the luxury of creating such a demand for your products or services that you can easily raise your prices, earn more income, and get the status you deserve.

The strategies outlined in this report will get you there. These are the same strategies million dollar companies utilize on a daily basis to collect as many leads as they can handle thanks to GKIC's guidance.

And these aren't "cheapskate" customers, clients, or patients either. These are people who do not buy based on price, but other critical factors you will discover in this report.

And the best part is you don't have to be a marketing "genius"...high IQ...or possess some other talent you don't already have. Businesspeople from all walks of life have utilized these strategies to create huge incomes for themselves, and provide the dream life for the families that were previously unattainable in their lives.

The strategies in this report are applicable to all businesses. Basically, if you exchange a product or service for money, then the strategies in this Marketing Toolkit will work for you. GKIC has customers who have utilized these strategies in a multitude of businesses...including:

- **Financial Advisors**
- Investment Professionals
- **Doctors, Dentists, And Chiropractors**
- Other Health Care Professionals
- **Real Estate Agents**
- Luxury Goods Retailers
- **Anyone Marketing To Parents**
- **Internet Marketers**
- E-Commerce And Online Marketers
- **Retailers**
- Service businesses
- **Architects**
- Mortgage Brokers
- **Authors, Speakers, Coaches, And Consultants**

- Kitchen And Home Remodelers
- **Business to Business Professionals**
- Anyone Planning To Start A New Business
- Information Marketers
- **Small Business Owners And Entrepreneurs**
- Attorneys And Others In Private Practices

If you don't see your business in this list, then don't worry. We encourage you to NOT exclude yourself from this profitable path that'll allow you to raise your income, get more control, and achieve unparalleled certainty in your business.

We also encourage you to keep an open mind when you read every single word of this special report. Some of the strategies might seem a little "strange" to you at first. And you might reveal these strategies to your co-workers, partners, or team and get resistance.

They may tell you that "that's not the way things are done around here." Or "nobody else does that."

We are here to tell you that this is normal. You're reading this report because you're looking for a change. You want to increase your income, your prestige, and your status in your marketplace...and right now you're probably feeling "stuck".

To get breakthrough results, you have to do things differently. Pure and simple. Sure you can make little tweaks to your website, your ads, and your sales presentation and get a small bump in response. But to get "breakthrough" results, you have to do things differently.

If you look at any major battle in history...like World War II...the generals who guided their armies into battle never use the same strategies over and over again. They had to be as unpredictable as possible; otherwise, the army they're fighting will decimate them in no time.

The same goes for your business. You need to be willing to do what the "other person" is not willing to do. While your competition is using the same ol' marketing strategies taught to them by the well-meaning colleague that politely told them "the way things are done around here" and whatever's popular... you need to be thinking about how you are willing to be different from the masses.

The great self-help guru Earl Nightingale once stated in his program "*Lead The Field*" that if you want to succeed, you have to figure out what everyone else is doing, and do the opposite. We have had scores of business owners from all walks of life become successful thanks to these unconventional and proven marketing strategies you'll discover in this report.

So let's go ahead and get started. We guarantee that if you take action on these strategies, you'll be able to drive more qualified customers, clients, and patients to your business, end the worries that keep you up at night, and catapult your chances of business success.

## Lead Generation Magnets

In order to run a successful business, you have to have consistent lead flow to your business. GKIC founder Dan Kennedy once stated that "lead flow is life blood" and that's the case for any business. But most businesses ignore this completely, and just drive as many visitors to their storefront, practice, or website and "hope and pray" they'll buy on first sight.

This can get extremely expensive, as the traffic is usually the result of untargeted, expensive "mass media" advertising such as television, radio, and advertising in the local newspaper. In other words, the media the typical advertising executive will try to sell you.

In order to ensure you have the most qualified customers, clients, or patients coming to your business, you have to have a "lead generation magnet" that serves several purposes.

- 1) It serves as a way for the prospect to "sample" your products and services. Most people who come to your website or storefront do not buy the first time, or are undecided or unsure. Having a lead generation magnet gives people a "lower barrier of entry" that allows them to sample your products and services before they buy from you again.
- 2) It serves as a way for your prospects to "raise their hand" in interest. If you construct your lead generation magnet correctly, you'll be able to specifically target your ideal customer, client, and patients you want to do business with. For example, if you're a life coach and you want to stop working with clients who are "lazy" and don't take action, then you can explicitly state this on your ad for your lead generation magnet.
- 3) It serves as a way for you to collect the prospect's information for subsequent follow-up. This is hugely valuable as you'll see further in this report. You'll be able to direct your future marketing efforts ONLY to this select group that has "raised their hand"...thus saving you more money and time.

A lead generation magnet can be a report, CD, ebook, or video. You can either "give away" the lead generation magnet for free, or charge a small price (usually \$5-10 dollars) to get more qualified customers, clients, and patients.

Here's an example of a lead generation magnet we give away at GKIC. It's called the Most Incredible Free Gift Ever: [www.dankennedy.com/businesses](http://www.dankennedy.com/businesses). When prospects enter their information, they get sent to a page that sells prospects on how to get \$633.91 worth of money-making information sent to them for the price of shipping.

People who are interested in driving more qualified customers, clients, or patients to their business will enter their name and email address into the form. And a very high percentage who take us up on *The Most Incredible Free Gift Ever* have officially "raised their hand" as qualified prospects to whom we market our products and services.

When you opt-in and see what we are giving away on the other page, it might seem overwhelming to you. However, your lead generation magnet can be a simple report (like this one) that's pertinent to your target market. For example, if you're marketing to dentists, releasing a report called "3 Ways You Can Unlock The Hidden Profits In Your Dental Practice" will lead to many dentists claiming the report.

## Having A Website:

Most businesses create fancy websites that employ all kinds of elements like Flash and elegant graphics. These websites were predominately designed by a web designer who was more interested in the aesthetics of a website—and didn't pay attention to the marketing aspect.

Unfortunately, just building a website isn't like that line from the movie *Field of Dreams*: "If you build it, they will come".

The purpose of a website is to project what you do as succinctly as possible...and what makes you different from your competition. This is called the Unique Selling Proposition. It's basically what makes you unique in your marketplace. And the text on the website has to "call out" to your target market...so they'll mentally say, "Hey, this site is for me!".

For example, if you're a golf pro and you give golf lessons, your website will have copy that includes "trigger words" that calls out to your target market: amateur golfers who want to improve their game. It will include words like "golfer", "hooks" "slices", "lower strokes". "drives", etc. It will also have an attention-getting headline that immediately gets people's interest.

For example, if you're an amateur golfer and you saw this headline:

**"I Guarantee I'll Have You Shooting 10 Strokes Lower In Less Than 2 Weeks, Or I'll DOUBLE Your Money Back!"**

Wouldn't this get your attention if you were surfing the Internet? It contains trigger words that "calls out" to golfers and provides an attractive unique selling proposition.

Further, your website should capture leads thanks to your lead generation magnet. Most businesses make the mistake of not having a method of capturing names, emails, and phone numbers of prospects for the purpose of follow up. This is an egregious mistake because 90-95% of your prospects will come to your website, leave, and never come back.

You can easily capture 20-30% of your website visitors thanks to a lead generation magnet that attracts your ideal customers, clients and patients. An example lead generation magnet for the golf pro in our above example would be a report entitled, "How To Add 20-30 Yards To Drive Using A Simple 3-Step Swing Technique!"

For a great example of a website that does a super job of capturing leads, please go to <http://www.Dankennedy.com>. We will talk about how to follow up with these leads later on in this report

## **Main (Long Form) Sales Letter**

Pretend you are a door-to-door salesperson selling pots and pans. You knock on the door of a prospect, a housewife opens the door, and you ask her if you can come in to demonstrate the pans.

However, the housewife tells you, "OK, that's fine...but you only have 30 seconds!"

How good of a selling job do you think you'll be able to do with only 30 seconds to present your pitch and you don't have enough time to present the product, absolve objections the prospect has, and ask for the order?

Yet most businesses do this over and over again with their marketing materials. They have some "cutesy" slogan and blurby "corporate-speak" that talks about how they've been in business since 1937. And you'd be surprised if there's more than a page that sells their product or service.

GKIC's solution to this is the long-form sales letter. This is a time-tested and proven selling format that serves to get the attention of the prospect with a lapel-grabbing headline, an eye-catching introduction, and conversational copy that gently leads the prospect down the "slippery slide" to the order button.

With a long-form sales letter, you can make the case for your product or service, explain the benefits the prospect is going to get when they do business with you, absolve any possible objection the prospect has when doing business with you, and provide a strong close that has your prospects stampeding for the order button.

An example of a sales letter is GKIC's Magnetic Marketing course. <https://dankennedy.com/gkicsales/magneticmarketing.html>. One major mistake is to automatically discount this page because "it's too long" and "nobody is going to read all that".

However, when you have a targeted prospect that has a problem that needs to be solved and you're promising to solve it, they'll read every single word of that sales letter!

Think about a time when you were contemplating a major purchase like a car. Or the last time you planned a vacation. You were probably a voracious reader at that point in your life—reading a lot of online car reviews when purchasing your car or hotel reviews for your vacation.

In other words, these were events that were “front of mind” at that point in your life. And you read tons of articles about these subjects—even if they were “long”.

That’s what happens when you create a targeted marketing message via a sales letter that sells your core product/service. If your Big Promise in your sales letter is that your prospect is going to solve a pain or problem in their lives, they’re going to want to read every single word of that letter!

Writing sales letters is Dan Kennedy’s specialty, and he regularly gets paid \$80,000 to \$100,000 per sales letter. That might seem very steep to you, but since those are the words that’s selling the product/service, clients who hire him regularly get their investment back in no time.

That’s the importance of a long-form sales letter. The best part is writing a sales letter doesn’t have to be a chore. A sales letter is basically a “salesman in print” and all you have to do is write conversationally to your prospect as if they are sitting in a bar or restaurant.

For more information on how to write your own sales letter, we highly recommend Dan Kennedy’s “The Ultimate Sales Letter”.

## **Follow-Up System For Converted And Unconverted Leads**

This single chapter could be the most important chapter you read in your business life! Here's why:

Most businesses leave a lot of profits on the table because they do not follow up with prospects and customers after they've purchased—or “raised their hand” and claimed the lead generation product. They just assume that the prospect will “remember” them and come back when they want to purchase their product or service.

This is definitely not the case. Your prospect is extremely busy with 1236 things going on at any single moment...and the last thing they have on their minds is remembering to do business with you—unless they have an acute need.

Failure to follow up with prospects and customers will cause them to “forget” about you.

Case in point: think back to the last time you moved. You might have received some postcards from local furniture companies, interior decorators, and other services where “new movers” like you were their hottest target. And chances are you only received one mailer from these companies...and never heard from them again.

The truth is it takes prospects an average of 7 marketing messages before they'll do business with you. If these companies would have kept sending you mailers every 2-3 weeks for a period of time, they would have created “mindshare” in your head the next time you needed their services—or at least recommended them to friends and family.

The bottom line is this: if you're only going to send one postcard, or touch your prospects only once, you might as well not bother sending out that postcard! Many of the successful businesses that turn to GKIC for their marketing strategies employ at least a 3-step mailing sequence via multiple media (offline

and online) in order to build the relationship with converted and unconverted leads.

That includes postcards, sales letters (which we talked about in the previous section), and other mailers you can send out to prospects and customers. This also includes email follow-up systems via email autoresponders like Aweber.com that allow you to automatically follow-up with prospects and customers.

Marketing is not an event, it's a process. The clients who trust GKIC with marketing strategies that siphon more customers, clients, and patients thanks to our uncommon marketing strategies can attest to this.

## In-Bound Call Script

Most businesses put tons of effort into bringing in targeted customers, clients, and patients—only to lose the sale as soon as prospects call the company to claim the product or request a sales presentation.

That's because most businesses just focus on the lead generation aspect of the business and forget about the actual sales portion. They focus on getting as many people into the funnel as possible, and then give them to their sales people and expect they'll close the sale.

The solution to this is an in-bound call script.

If you watch a movie, you'll notice that the actors on the screen aren't just "winging it" and making up lines as they go. They were given lines to memorize, rehearse, and repeat over and over again—mostly through multiple takes.

The director and screenwriters want to make sure all the production time creating the set, hiring crew, and producing the movie don't go to waste thanks to actors and actresses muddling through their lines.

The same goes for the people who answer the phones for your company. These could be salespeople who take in-bound calls for your company whose responsibility is to do the actual selling for your product or service. Or they could be an administrative assistant who takes calls on behalf of your company when a prospect calls to inquire about your product or services.

If you have salespeople, you need a carefully created call script that eases the prospect toward the sale. If you let your salespeople "wing it", your sales volume will drop and all the effort you're taking to drive potential leads to your business will go to waste.

And if you have an administrative assistant to takes inbound calls, an in-bound call center script is necessary to ensure they collect the prospect's information for future follow-up. This can be through offering the prospect your lead generation magnet—which we talked about earlier in this report.

You can also create a pre-recorded message when people call in to claim your lead generation magnet if you're driving people to your business through a lead-generation ad. Here's an example of a pre-recorded message:

*"Hi! Thanks for calling Bill's Landscaping. You've reached our natural landscaping tips hotline where we're giving away a 30-page report full of ways to make your yard a showcase you can be proud of without using any harmful pesticides or chemicals. You'll learn over 25 natural landscaping tips from the pros plus a whole lot more! To get your copy of this insightful free report sent right to your door, simply leave your name phone number and mailing address after the tone and we'll rush it right out to you."*

## **Upsells And Cross-Selling Products**

Many businesses leave a lot of money on the table by not offering their customers' upsells and cross-sells as soon as they buy their product or service. This is a huge mistake, and when implemented correctly, could add a lot of zeros to your bottom line.

An upsell is a related product that's offered as soon as the prospect purchases your product or service. The product is usually more expensive than the lead product. An example of an upsell is offering an expensive marketing coaching program for \$1995 after a prospect purchases a 10-CD marketing course for \$197.

The best time to get more sales from a customer is to get them while they're "hot and bothered" and in a buying state. That's what makes upsells so effective—you were able to get the prospect to trust you enough to buy from you thanks to your initial product, and now's the time to offer them another, more expensive product.

The best time to upsell a product is as soon as they hit the "Order" button. But that's not the only time. You can upsell via email, postcards, and direct mail as well. For example, you can send a direct mail sales letter 2 weeks after they buy from you to offer a more "advanced" version of your product.

GKIC believes in aggressive follow-up via multiple media. We talked about follow-up in a previous section in this report, and the same is the case with upselling products and services.

You can also cross-sell products and services as well. These are products your prospects might be interested in purchasing and are similarly priced. For example, if you sell golf information products and sell a DVD showing people how to hit longer drives, you can also cross-sell a DVD on how to sink more putts.

Don't make the mistake of focusing on selling one product and service and calling it a day. As the marketing guru Jay Abraham once said, current

customers are 10-times more likely to purchase from you than prospects who have never heard of you.

So think of your current product or service and start brainstorming what you can offer as upsells and cross-sells for your target market. Perhaps you have multiple products or services you sell separately that you can “marry” into an upsell and cross-sell sequence. The important part is to use multiple media (online and offline) to cross-sell and upsell your customers.

## Seasonal/Holiday Promotions

This is something you can start using right away—depending on what holiday is just around the corner at the time you’re reading this. You can easily leverage seasons and holidays to offer promotions to your prospects and customers.

This can be either through a sale (“30% Off Everything In The Store!”) or a freebie (“Buy 2 Get 1 Free!”). For the promotion to be successful, it has to be an irresistible offer that people will gladly jump in their cars to come to your storefront and buy.

Seasonal and holiday promotions are effective because you’re “entering the conversation that’s already going in your customer’s mind”—as Robert Collier once stated. For example, if Christmas is coming up, your prospect is probably shopping for gifts, being invited to Christmas parties, and such. And when they see a Christmas-related ad, it will get their attention.

The best offers always have a deadline. This is one of the tenets of GKIC and what we teach businesses that trust us with marketing strategies and advice. There needs to be some kind of urgency to your promotion, and the logical deadline for your promotion can be at the end of the holiday.

Here’s an example of a holiday promotion from Vmware.com that has an irresistible offer and a deadline:

**vmware**

# FRIENDS & FAMILY

OFFER GOOD FOR

**50% OFF** VMWARE FUSION

OR

**50% OFF** VMWARE WORKSTATION  
(FOR LINUX OR WINDOWS)

- GO TO [WWW.VMWARE.COM/VMWARESTORE](http://WWW.VMWARE.COM/VMWARESTORE)  
- ENTER THE PROMO CODE "VMWHAPPYHOLIDAYS" ON THE SHOPPING CART PAGE TO REDEEM YOUR DISCOUNT BEFORE CHECKING OUT  
- OFFER VALID THROUGH 11:59PM PT ON 1/15/09  
- LIMIT: 3 PURCHASES PER CUSTOMER.

## **Customer Newsletter Or Other “Goodwill” Material**

One of the most powerful ways to keep in touch with your customers is via a customer newsletter that’s regularly delivered. This can be through direct mail or through email via an electronic magazine...or “e-zine”.

A newsletter allows you to keep in touch with your prospect and customers without pitching products and services all the time. It also demonstrates your expertise and why they should trust you—and buy from you again.

It also keeps you “top of mind” in your customers and prospect’s eyes. When they “see” you regularly via your customer newsletter, they’ll think of you immediately when they’re ready to buy from you again—or when they are asked by a friend or family member to recommend someone in your niche.

The typical format for a newsletter includes an article or two that demonstrates value to the prospect, and perhaps a monthly special or offer. Most of the newsletter should provide value, however, and not be too “salesy.”

Creating a newsletter doesn’t require a lot of work. You can easily create a 2-4 page newsletter in less than a day. And the average interval to send a newsletter is every month.

When you implement a newsletter into your marketing plan, you’ll be able to “tend to your herd”—or keep your customers from moving to another vendor. You’ll build more goodwill in their minds because you’re keeping in touch and providing value to them.

For an example of a customer newsletter you can emulate, go to [www.dankennedy.com/businesses](http://www.dankennedy.com/businesses) to sign up and read more about GKIC’s No B.S. Marketing Newsletter.

## **Referral Stimulation Campaign.**

Don't underestimate the power of referrals! It's easier to gain a new customer when they're recommended through a friend or family member. And it only takes one good referral source to fill your pipeline with qualified customers, clients, or patients.

You can easily add a referral incentive to an existing mail campaign. For example if you have a system in place to follow up with customers, clients, and patients, you can send out a piece that asks prospects for referrals. If they've been getting your mailings and have built a relationship with you, then they could refer someone who may have a need for your product or service.

In order for referral stimulation campaigns to be effective, you have to offer an incentive to the referring party. This could be a referral bonus or some type of reward to motivate prospects to give you business.

For example, if you're a life coach and you want to stimulate referrals, you can send out a direct mail piece asking for referrals, along with 15% referral bonus for the amount of business you're able to close.

Below is an example of a referral stimulation campaign from Omaha Steaks:

Invite your friends to try Omaha Steaks and we'll throw in a dozen free burgers\*. And for every two friends who try us out, we'll send you a **\$20 Reward e-Gift Card\*\*** towards your next purchase of \$80 or more.

Enter your email address to get started:

**Send your friends 12 FREE burgers**

**About Omaha Steaks**

Our world-famous Omaha Steaks are aged to perfection, flash-frozen at the peak of flavor and delivered right to your door. We also serve up mouth watering seafood, poultry, pork and veal, along with fabulous side dishes, desserts and fine wines.



## Late Or Lost Customer Reactivation Campaigns

If you haven't been following up with your customers through the tips shared in this report, then don't fret. You can easily use a late or lost customer reactivation campaign to re-engage your customers, clients, and patients so you can regain prominence in your prospect's mind.

The key to customer reactivation campaigns is to focus on content. If they haven't heard from you in awhile, share what's going on in the industry and show your customers that you really understand them. For example, if you have a site about video games, talk about all the new things that have happened in video games since they bought from you.

In other words, don't say, "We want you back, here's 15% off!"

Also, make it easy for them to come back. If they don't remember their username and passwords, send it to them if your product is online. And also reach out via different channels. You can also offer a discount on further products and services...or even a free report.

Here's an example of a reactivation campaign:

crosscountry 

Your 25% discount 

*You've asked us to keep you up to date with CrossCountry news and offers, but you haven't yet bought tickets from us online*

**will 25% off tempt you?**



Dear Customer,

Buying train tickets online at [crosscountrytrains.co.uk](http://crosscountrytrains.co.uk) could save you time compared to buying at the station, and unlike some other train ticket websites we don't charge booking or credit card fees. If you [buy online](#) at [crosscountrytrains.co.uk](http://crosscountrytrains.co.uk) by 18th October, you'll also save 25% on a CrossCountry Advance ticket\*.

To activate your 25% discount, simply click on the link in this e-mail and enter your journey details. You'll then be asked to enter your unique PIN code shown below.

See original version of this e-mail for your PIN Code

See how easy buying your train tickets at [crosscountrytrains.co.uk](http://crosscountrytrains.co.uk) really is.

[Buy now and save 25% >>](#)

## **Online Catalog Of Goods And Services**

Can your customers, clients, or patients find all your products and services easily and quickly? Many dollars are lost because current customers who want to buy more from you cannot find your products and services easily and quickly.

The solution is an online and/or offline catalog. This allows prospects and customers to easily peruse what you have to offer.

A catalog is especially valuable for customers. They might have gotten extreme value from your product or service and cannot wait to buy more. Having everything you offer in one organized place can add to your bottom line.

For an example of an online catalog, please go to <http://store.dankennedy.com/>

**So What Are You Waiting For?**

I'm sure this report gave you plenty of ideas, and might have exposed some holes that may exist in your business. You may have even felt a little overwhelmed at how to create all the elements of this Marketing Toolkit.

That's OK, because GKIC is here to help. We have helped thousands of businesses make more money thanks to our "no nonsense" customer, client, and patient attraction strategies.

We would like to end this report with a case study from Michael Gray, and how GKIC's marketing strategies have benefited him:

*"Looking back over the years (since 1996) that I have known you and worked with your materials, there has been a dramatic improvement in my family's financial situation that revolves around my CPA firm.*

*Here are some of the benefits we have enjoyed:*

*In a nutshell, a CPA firm that was struggling for survival is now profitable and prosperous. It's nice to be selective about the people we serve. I have the financial freedom to fire several "problem" clients. I have the confidence of knowing I can "open up our faucet" at will.*

*My wife and I were able to buy 2 cars for cash. We have upgraded our home, including replacing our roof remodeling our kitchen (including granite countertops and Pergo-type floors), living room (including new furnishings), front room, child's room, and two bathrooms without refinancing our house.*

*I have been making regular deposits into my retirement accounts (formerly a simplified employee pension plan, now a 401(k) plan).*

*My wife and I have enjoyed vacations to Europe, Hawaii, Cancun, Ireland, a Mexican cruise, the Canadian and US Northeast, Washington D.C. and have now scheduled a vacation to Scotland...all debt free.*

*For anyone reading this letter and has a business or is a salesperson, you will find you have made an excellent, profitable decision when you make a habit of studying and implementing GKIC and Dan Kennedy's materials. He has my strongest endorsement. When you have Dan's materials, it is not an expense, but an investment in yourself!"*

*Michael C. Gray  
CPA*

Just imagine what would happen if you were making 1x, 2x, even 5x what you're making right now? The life that Michael enjoys on a daily basis can be yours—as he has no extra talent or skill you don't already possess.

As a thank you for reading this report, we would like to give you a FREE Gift containing \$633.91 worth of moneymaking information that'll help you achieve the wealth and prosperity you desire.

These are proven client, customer, and patient-attracting strategies our successful customers have used to get more control, sustainability, and certainty in their business.

To claim your FREE gift worth \$633.91 while this page is still up, go to [www.dankennedy.com/businesses](http://www.dankennedy.com/businesses). Thanks for reading this report and we look forward to guiding you to the business success you desire!