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NORTH STAR
KEY GUIDE TO ARTICLES

-  BUSINESS
-  HEALTH
-  FAMILY
-  SPIRITUAL
-  PERSONAL DEVELOPMENT

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4 Free Ways to Show Your Customers Love
Starting Off 2020 on the Right Foot
A 1-word habit...

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Welcome Reader:



From parties to see if a rodent saw its shadow, to rooting for commercials with some football in between, to commercially-crafted celebrations of love, to honoring our Presidents by closing schools for a day, and an extra day of the month with Leap Day, February has a lot going on.

This doesn't even count the bonus holidays like:

- Feed the Birds Day on February 3
- International Frozen Yogurt Day on February 6
- National Inventors' Day on February 11
- Random Acts of Kindness Day on February 17
- National Tooth Fairy Day on February 28

Leverage what's going on in pop culture and current events in your content to be timely and relatable with your audience.

A few prompts to get started:

- Use the Power Tribe Business Coaching credit email for Random Acts of Kindness Day to give each subscriber a credit
- Run a bonus workshop on February 29th that you charge for. With the extra day, get more out of the month and help your audience "Leap Into (whatever goal they have)"
- For Presidents' Day, share the story of founding your company to connect in an authentic way with your audience
- For National Tooth Fairy Day, drop a bonus under their virtual pillow/email with any purchase that day.

Keep your promotions and content engaging and timely by leveraging what's going on with special events. Because no one wants boring.



I'm off to celebrate the commercial demonstration of love with The Tall One. I love anything that gives me an excuse to tell this guy how much I love him.

Happy February!

Cheers,

Kim "Celebrating Always" Walsh Phillips

P.S. #PowerTribe... brand-new benefit! Each month you will get a complete "Success Kit" with a plug-and-play campaign. March's Success Kit is The Facebook Live 7 Day Launch. Get all of the details on our February call, February 24, 2020, at 1 pm EST.

On the cover: Love. It's all you need. That and some coffee. And fuzzy socks. And Door Dash.

HAVE YOU HEARD THE LATEST EPISODES OF:

MADE TO THRIVE PODCAST + FACEBOOK LIVE PODCAST



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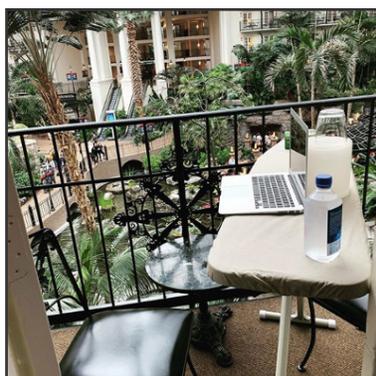
THE FACEBOOK LIVE 7 DAY LAUNCH



By Kim Walsh Phillips, Founder, Powerful Professionals

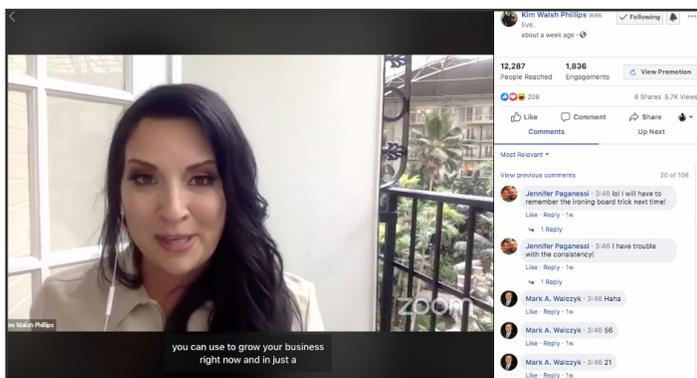
Sometimes, you've got to use an ironing board, because that's all you've got.

I was about to go live while attending a conference away from home and needed something to raise my laptop screen. In enters the ironing board...



Why I never thought of this before while traveling, I don't know.

But it sure did work well. Thousands of views, likes, comments, shares and clicks. And it set up success for a major sales campaign.



Okay, maybe it wasn't just the ironing board.

Here's the thing... I already loved Facebook Live because it is the most effective way to reach your audience organically (for free) besides emailing your own list. And even better than reaching your own list, you can reach new people who are learning about you for the first time.

And I love it even more now.

Facebook Live has brand new tools making it even better. You can increase views and increase shares afterward. Plus, you can target those who watched the video with your next campaign, already curating an interested audience.

We've used these new features to create **The Facebook Live 7 Day Launch**.

(**#PowerTribe**, you'll get all resources in your March Success Kit during our February Masterclass on February 24 at 1 pm EST.)

Here's how **The Facebook Live 7 Day Launch Campaign** works...

1. Decide on a goal for the campaign. Do you want to get leads with a new Juicy Carrot? Drive in one-on-one sales conversations? Get people to show up for a webinar? Get that add-to-cart button to be clicked?

2. Plan your content. Plan three different Facebook Lives' worth of content about your promotion topic. A few ideas...

A) A tip of strategy in your topic area.

Examples:

- Weight-loss coach: Ways to get more water in your day to boost your metabolism
- Dating coach: Places to meet single people
- Business coach: Email subject lines that get opened

B) Success stories of those you've worked with

C) Answering questions you have found about your niche at [answerthepublic.com](https://www.answerthepublic.com)

3. Go Viral Facebook Lives: 7 days out, run your first Facebook, using the "Go Viral System."

Start your Facebook Live with a countdown to create engagement before going on camera. This gives Facebook time to invite people to your Live. Participate in the chat comments to create engagement before you go Live and fuel the fire of Facebook's video distribution.

I use Zoom to screenshare on Facebook Live and set up a countdown page with LeadPages. (Get your template at www.powerfulprofessionals.com/leadpages.)



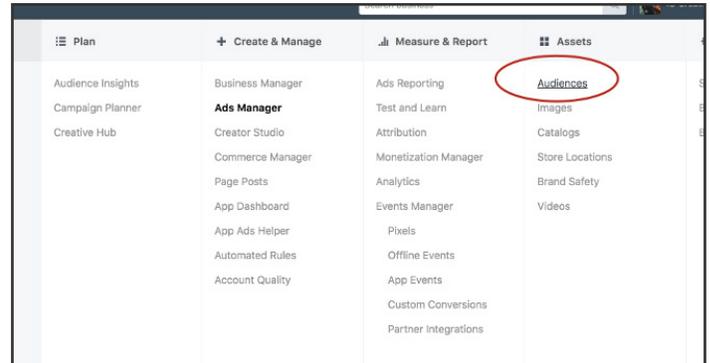
- When the countdown ends, stop sharing your screen and turn your video on, teasing your viewers that you are going to give away a prize but they have to stay on to win. This will create engagement and keep people on-air until the end.
- Share your pre-planned content, continually asking questions of your audience and giving feedback.
- Share what your prize is going to be and let them know that they have to guess correctly to win. An easy one to do is write down a number on a piece of paper, actually writing it while on the air.
- Tell them they will have an extra chance to win if they also share the video right now to their network.
- While they are making their guesses, answer any questions that came in or give one more piece of content and tease the future promotion that is coming up.
- Award the prize to the winner and close out the Facebook Live.

4. Multiply Your Results: Repeat twice more in 7 days offering different content each time but on the same topic.

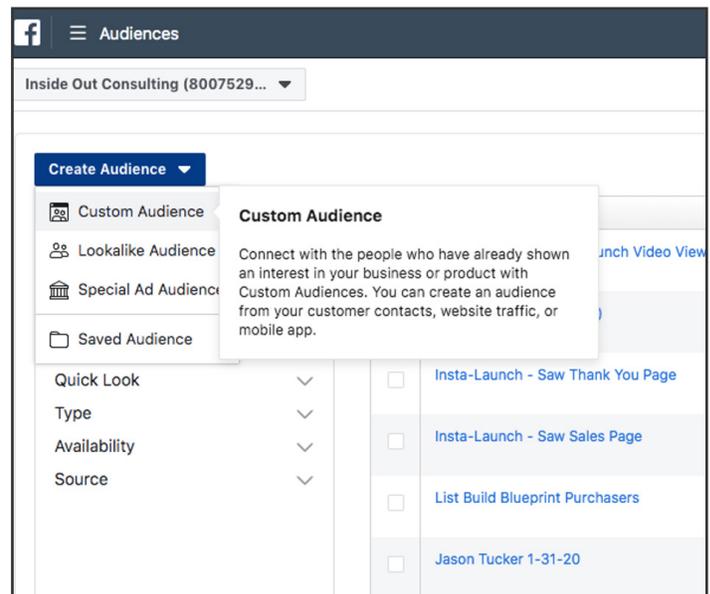
5. Reap Your Rewards: It's time to get your viewers to take action. Create an audience of them to target your ad toward.

Here's how:

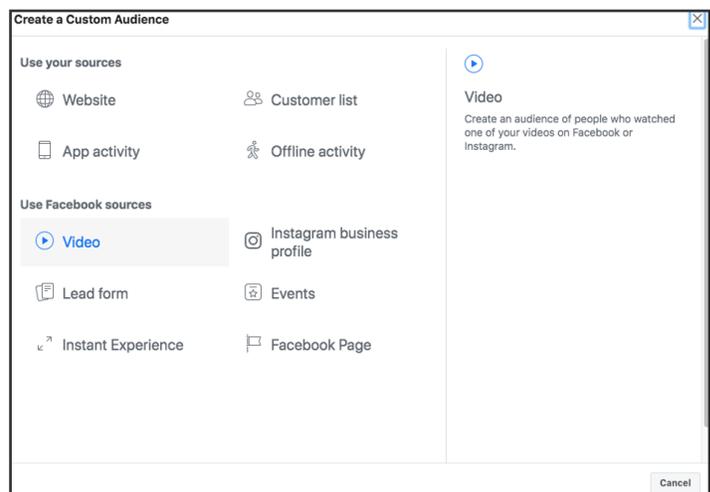
1. Go into your Ads Manager and choose Audiences:



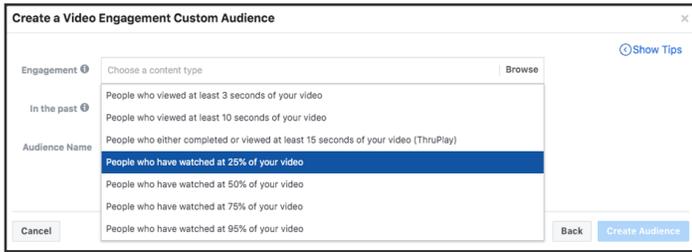
2. Under "Create Audience" choose Custom Audience



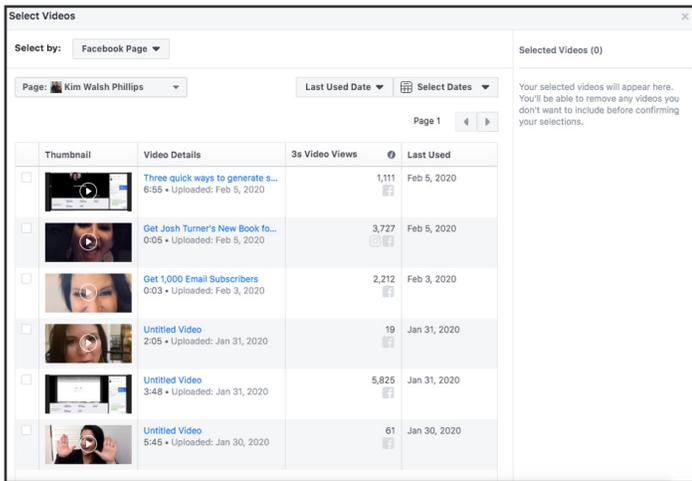
3. Choose Video



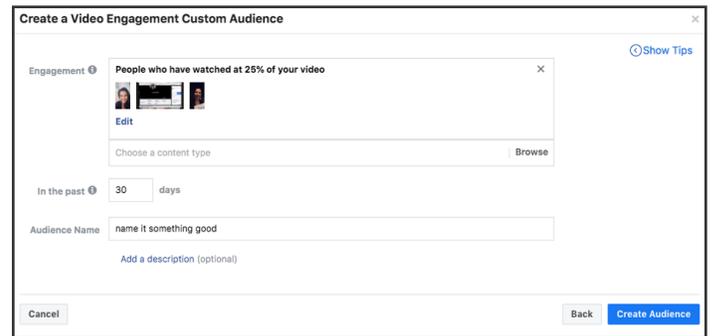
4. Choose people who have watched at least 25%



5. Choose your videos



6. Set up the timeframe of video views. I typically go with 30 days. And name your Audience.

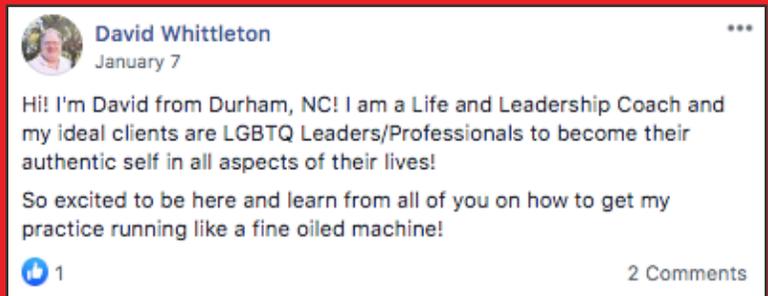
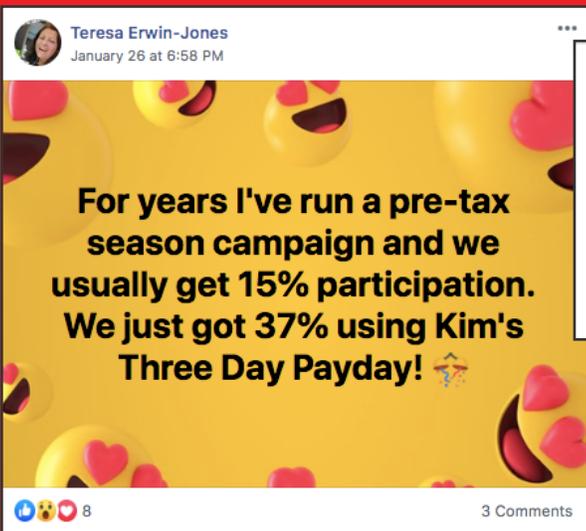


7. Use this new audience to advertise your promotion. Your viewers have already shown interest in your topic and are primed to click on your ad.

I've used The Facebook Live 7 Day Launch over and over again, and it is one of the most effective ad types.

Want more ways to increase sales via your Facebook Lives? Join us for the Power Tribe Business Coaching February Masterclass, The Facebook Live 7 Day Launch, on February 24 at 1 pm EST. Not a member of Power Tribe Business Coaching? Join us at powerfulprofessionals.com/coaching.

WE LOVE HEARING FROM YOU!



WHAT WE'VE BEEN UP TO

JANUARY SIX FIGURE RETREAT



13 APPS WE LOVE



By DeeAnn Memon, Powerful Professionals

Looking at all of the Apps available to us can be very overwhelming—so many have similar features, some are free while some are subscriptions... do we really need them? Several of our staff and Inner Circle members shared with us the Apps they love most that are worth checking out.



DEEANN MEMON



Genius Scan: The app allows you to take high-quality images of your documents from your phone's camera and transform them into a PDF. You can then email the file anywhere (pro tip: including your own email address) directly from the app.



Evernote: Evernote is a free app that stores everything you could possibly imagine losing track of, like a boarding pass, receipt, article you want to read, to do list, or even a simple typed note. The app works brilliantly, keeping everything in sync between your computer, smartphone, or tablet.



ELIZABETH JOHNIDES



Muse: The Muse Meditation app can help you build a daily meditation and mindfulness practice with its curated collections geared toward increased confidence and happiness, focus, work performance, sleep, anxiety, and stress reduction.



LISA GOOD



Strides: Know exactly how much you exercise, read, spend, or sleep with one tool. Strides is unique in that it provides one place to keep track of both goals and habits.



CARYN STREAM



Goodreads: Goodreads is a social network for readers that gives you the chance to rate all of the books you've read, write reviews and, most importantly, check out recommendations from other users.



KIM WALSH PHILLIPS



Magisto: Magisto is an online video editor with a web application as well as a mobile app for automated video editing and production aimed at consumers and businesses.



KELLY LEMAY



WordSwag: Word Swag automatically turns your words into beautiful photo text designs! Word Swag is a complete text editor and has lots of edit options like text style, font styles, text color, stickers and more.



Digit: Digit is an iPhone app that strives to make saving money as passive as possible. To do this, Digit analyzes your income and spending patterns, and then automatically dips into your checking account and puts a few dollars into a savings account.



BOBBI-JO BRIGHTON



Shazam: The application can identify music, movies, advertising, and television shows, based on a short sample played and using the microphone on the device.



DAVID STELZL



TriplIt: TriplIt is a travel app that organizes all your travel plans into an itinerary and puts all your trip details in one place.



CLINTON WASYLISHEN



Audible: With Audible, you can purchase a digital audiobook and listen to it on a compatible Fire tablet, Kindle device, Kindle reading app, or

Audible app. **BONUS: GET TWO FREE AUDIO BOOKS AT <http://powerfulprofessionals.com/audible>**



Kindle Reader: Built for book lovers, the Kindle app puts millions of books, magazines, newspapers, comics, and manga at your fingertips.



ANGEL FRANCE DUGAS



Read Out!: Create goals and affirmations and support those goals by saying them at least once a day. Because our lives are

busy and sometimes we cannot read them off our phones, documents or pieces of paper, use this app while walking or exercising and listen to your affirmations so you can repeat them every single day!

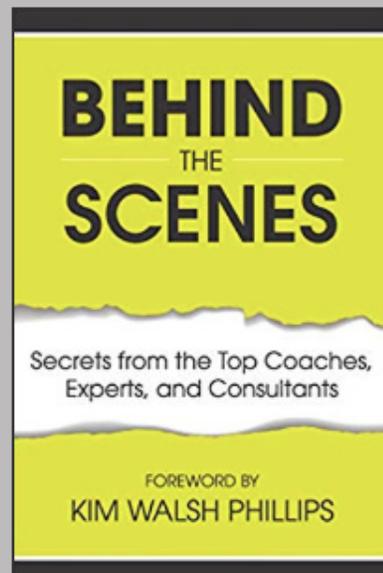
WELCOME

NEW #POWERTRIBE MEMBERS!

- | | |
|-----------------|----------------------|
| Kathy Goldman | Lisa Caestino |
| Dawn Marian | David Whittleton |
| Tony Abbott | Rhonda Bates |
| Riana Milne | Andrea A |
| Shirlee Hallman | Tracey Ramirez-Lopez |
| Karen Luniw | Marybeth Henry |

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4 FREE WAYS TO SHOW YOUR CUSTOMERS LOVE



By Kelly LeMay, Powerful Professionals



I used to get my car oil changed at a dirty hole-in-the-wall shop because it was the best price I could find (you know, when I was a broke college kid eating ramen every night). They did a good job, I think... but for all I know they could just be hanging out under my car for 15 minutes doing nothing. On top of that, the waiting room was sticky and the guy who worked there totally creeped me out. Not to mention, he always had a snarky comment to make when I was overdue for an oil change (which, let's face it, was every time).

One day my regular place was closed and I needed an oil change because we were going on a trip the next day. So I drove to the shiny brand-name shop around the corner and got my oil changed. Much to my surprise the young man who politely greeted me also escorted me to the pristine waiting room and held every door along the way. There was fresh coffee and comfortable seats. They examined my car, recommended any routine maintenance without making me feel guilty, did the work, and I drove out of there ready for my road trip.

80% OF CUSTOMERS ARE WILLING TO PAY MORE FOR A BETTER CUSTOMER EXPERIENCE.

Did I pay more than at my hole-in-the-wall place? Absolutely. Did I care? Not one bit. Because I felt like the second business understood me (and everyone else in the waiting room!). No one wants to get their oil changed; it's a pain in the butt, so they try to make it a positive experience with little perks here and there. And I've stayed a loyal customer ever since.

SO HOW CAN YOU MAKE YOUR CUSTOMERS AND MEMBERS FEEL LOVED AND WANT TO STICK AROUND?

Shout Out On Social

This is probably the easiest way to make your customers feel all warm and fuzzy. From the very first time they become a client or member, you can seize the opportunity to welcome them to your tribe online. We do this whenever we have new members join our private #PowerTribe Facebook group.

We also like to celebrate big time (in person and online)! So whenever one of our Inner Circle members is celebrating a birthday, our Membership Director DeeAnn posts a custom "Happy Birthday" image in their private Facebook group so everyone can join in on wishing them the happiest of days.



You can also recognize recent successes, an anniversary or anything else you'd like!

Feature In Success Stories

Featuring your customers and members in success stories is the ultimate way to make them feel like a total rock star... while promoting your business. We recently started sending a success stories insert in RISE magazine to our newest Power Tribe Business Coaching members.

Make sure to send them a copy with a note of thanks!

Exclusive Discounts & Access

While public recognition goes a LONG way, sometimes recognizing that your customer has spent their hard-earned money with you is equally as important. Giving your customers a discount on future purchases or exclusive access to something



gives them incentive to stay loyal to your brand. (My swanky oil change place is ALWAYS giving me a new discount or added service.)

Our Power Tribe Business Coaching members get 10% off any future purchases for the lifetime of their membership. And our Inner Circle members get access to our entire library of courses, plus any new ones that are added.

Interview Opportunities

Provide your customers and members an opportunity to promote their own business through interviews. Whenever we are launching a new product on a livecast, we turn to our tribe to invite as guests to interview. Not only is it powerful to feature REAL business owners, but it gives our members a chance to share the spotlight and promote their own business.

How do you show your customers or members love? Share with me inside the private Facebook group at www.facebook.com/groups/powertribers.

POWER STRATEGY OF THE MONTH: THE RIGHT HASHTAGS

BY KIM WALSH PHILLIPS

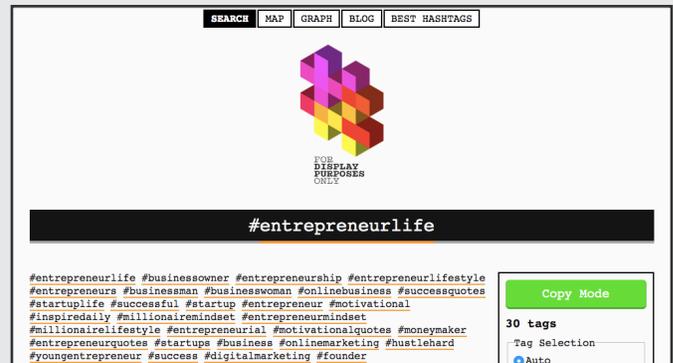
There are over 1 billion people on Instagram and 87% of them have bought something they found out about on Instagram. How do you get more of that search traffic?

Hashtags.

A great (and free!) way to find more hashtags is from <https://displaypurposes.com>.

You type in one hashtag from your niche and Display Purposes suggests others.

For example, I put in #entrepreneurlife and here is what I got in return:



Check it out for your niche and start testing your hashtags to earn more followers now.

THREE TECH HACKS YOU'LL LOVE



By Caryn Streaun, Powerful Professionals



I love shortcuts. Whatever gets me back into sweats and fuzzy socks fastest is top of my list. Now, notice I didn't say "cutting corners." It still needs to work but within a shorter period of time. With the amount of automation we use these days, any chance to save a minute or two in setup is one I'll take. Since it's the month of love, without further ado, here are three tech hacks you'll love that will save you time this month.

- 1. Search within your URL bar.** Instead of opening Amazon, Netflix, or YouTube and beginning the search for exactly what you're looking for, you can begin right from the get-go. Give it a whirl. Type in www.youtube.com, hit the TAB key on your keyboard, and enter your search term. Then hit ENTER and your search results pop up from the first try. Surprise tip: It even works at www.powerfulprofessionals.com for searching for a specific blog post! If you're on Google, you can also type in doc.new or form.new or sheet.new or... (you get the idea) right to the URL bar to start a fresh shared Document, Form, or Sheet.
- 2. Mail out of PayPal.** Who has time to drive to the post office anymore? Honestly, my closest local post office doesn't even accept credit or debit cards. It's cash only, which is another hindrance to my daily routine. So if I need to ship a package, I need to do it from my computer and just walk as far as my mailbox. If you have a PayPal account, you're good to go. The only investment you might want to make is a postal scale since the website does require you to estimate the weight before printing postage. You can purchase one directly from USPS.com for about \$36 or you can find one that works on Amazon for \$25 or less. You'll then head to <https://www.paypal.com/shiplabel/create> and it will ask for recipient address, type of mail (use Media for books or magazines), type of package and weight. You can pay right out of your PayPal balance or one of the payment methods you have on file. Just print the prepaid label, use secure packing tape, and you're all set.

SINCE IT'S THE MONTH
OF LOVE, WITHOUT FURTHER
ADO, HERE ARE THREE TECH
HACKS YOU'LL LOVE
THAT WILL SAVE YOU
TIME THIS MONTH.

- 3. Make connections faster than through social media with PlusThis.** If you are a user in your business of ActiveCampaign, Drip, Hubspot, Infusionsoft, or Ontraport, you need PlusThis. I don't plug very often, but when I do it's for good reason. With PlusThis, you have the ability to set up countdown timers, have prospects add meetings or webinars to their calendar, create Facebook ad audiences, automatically register leads for webinars, send texts for less than a penny, make web forms mobile friendly and better looking, and so much more. Get started with a free trial here: <https://powerfulprofessionals.com/plusthis>.

What are your best shortcuts with tech? I'd love to hear what's beneficial to you in our Facebook group at www.facebook.com/groups/powertribers.

SAVE THE DATE:



POWER TRIBE BUSINESS COACHING MASTERCLASSES

February 24 at 1:00 pm EST: The Facebook Live 7 Day Launch

March 23 at 1:00 pm EST: How to Connect with Influencers and Get Them to Promote Your Brand For Free

INNER CIRCLE MASTERMIND MEETING SCHEDULE

February 14: Tech Office Hours, 12:00 pm EST

February 14: Masterclass, 1:00 pm EST

February 19: Facebook Office Hours, 12:30 pm EST

February 28: Tech Office Hours, 12:00 pm EST

March 4: Facebook Office Hours, 12:30 pm EST

March 8-10: In-person mastermind in Atlanta. RSVP at www.powerfulprofessionals.com/innercirclesvp

UPCOMING LIVE EVENTS

ATLANTA

ROCKET LAUNCH INCUBATOR **March 25-27**

Register at <https://powerfulprofessionals.com/sixfigurecourse>

BRANDING PROFITS VIP RETREAT **April 23-24**

Register at <https://powerfulprofessionals.com/brandingprofits>

BESTSELLING BOOK INTENSIVE **May 7-8**

Registration information coming soon!

SAN DIEGO

VIP: WINNING WEBINAR INTENSIVE **April 2-3**

Register at www.winningwebinarblueprint.com

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2020 POWER SUMMIT: FIND YOUR BURIED TREASURES **November 5-7**

www.powersummit2020.com

MARKETING MISTAKES THAT HURT CASH FLOW AND BUSINESS GROWTH



By Shaun Buck, The Newsletter Pro



I am often confused by decisions that normally very smart entrepreneurs make when it comes to marketing, sales, and growing their companies. Of course, I'm not suggesting entrepreneurs need to be perfect and never make a mistake—in fact, I personally made one of these mistakes a few years ago in my business. My issue lies with the entrepreneur who doesn't realize when they are screwing up and continue to let their mistakes hurt their business' long-term ability to grow.

Customer Retention Budget

I'm going to start with the one that is most near and dear to my heart: customer retention.

You don't have to use a newsletter to grow and maintain retention (although that is a good idea), but you do have to do *something*, and that *something* needs its own budget. Retention is not a portion of the marketing budget. Without customers, your business is worth just about zero. The reason so many businesses struggle to grow is they invest nothing in retention. These normally smart entrepreneurs have deluded themselves into thinking that their products and services are so amazing and life-changing that people will continue to buy without prompting.

If you're a large retail chain, a 3.5% year-over-year revenue growth isn't bad, but for dentists, lawyers, financial advisors, or anyone in a service-based business, that is far from good. Starting today, you *must* have a customer retention budget. Use the budget to increase retention, and from there, upsell your existing customers. The longer a customer is with you, the greater the chance for a referral. Their customer lifetime value goes up, too. Done correctly, your retention piece can be used to upsell existing customers and close more prospects. Regardless of how you use it, you *must* have a retention budget.

Getting Bored With Things That Make You Money

As entrepreneurs, we are prone to getting bored, and that even happens with our marketing. Regardless of how it is

**STARTING TODAY, YOU MUST
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CUSTOMER IS WITH YOU, THE
GREATER THE CHANCE
FOR A REFERRAL.**

working, we get bored with it and want to try something new. This is such a bad practice on so many levels. I understand wanting to try something new, but you *never* cancel marketing that is working (even if it isn't crushing it) to try an unproven new thing. When people do this, they are basically saying, "I hate money." How many times have you tried a marketing program, only to have it not work out as promised or as quickly as promised? Stop canceling good marketing to chase unicorns.

If you want to try something new, create a budget and try it. If you can't afford the new marketing without killing the old marketing that is working, then you shouldn't be starting the new campaign until you figure out how to pay for it.

Investing Money Into Marketing

You will never grow if you're not willing to invest a realistic amount per new customer. I've chatted with entrepreneurs who want to get 50 new customers per month, which should require a budget of at least \$12,500, but currently, they only have a budget of \$3,000 per month. I hate to break it to you, but you're never going to hit your goal. If anything, the \$12,500 per month you have devoted to marketing may

not be enough, because as you scrape the low-hanging fruit, you often find you need to increase the amount you're willing to pay to get a new customer.

Feast or Famine Marketing

This is actually a mistake I made a few years ago. We had so much going on in the first half of the year (the feast) that I didn't plan well enough for July, which is typically a slower month for us (the famine). In July, I need to do more marketing and even spend more money on marketing to make up for all the business I lose when people go on vacation and forget about their campaigns. But I was planning a vacation myself in July, so I actually ended up cutting marketing because I didn't want to do the work that was needed. Bad planning and a cut in the already planned marketing for July tanked the month. It was our worst month for new sales in nearly two years. You can't allow a busy period to let you take your eye off the ball. If you have traditionally slow sales months, you MUST do more, spend more, and market more, not less.

More Marketing When You Have Cash Flow Issues

This is the last of the bad ideas for today, but when you are having cash flow issues, canceling the pipeline that is bringing in more cash is just dumb. Of course, the argument I always get when I say this to someone is that the marketing wasn't working anyway. Well, if that was true, why didn't you cancel it earlier? Typically, the entrepreneur doesn't know if their marketing is working or not. All they know is they need money, so they cancel marketing to free up cash. That may help the problem this month, but it creates a new problem next month when no new customers show up. When times are hard, you need to reinvest more in marketing, not less. You must figure out how to close more sales, not get fewer leads.

Real success and business growth don't come from finding the latest marketing gimmick of the month; they come from sticking with a bunch of small and rather boring things that work well. It comes from creating marketing assets and business systems and processes. I know it's not as exciting as or fun as we all thought it was going to be, but it is what works.

WANT TO FIND SIX FIGURES OF REVENUE BURIED IN YOUR BUSINESS IN LESS THAN THREE DAYS?



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ANNUAL MEMBER EVENT...
POWER SUMMIT 2020!

GET YOUR TICKETS NOW
AND GET OVER **\$7,432**
WORTH OF BONUSES!

Get more details at POWERSUMMIT2020.COM

“ I SHOULD DIRECT MAIL MORE ”



By Kia Arian, Founder of Zine, Marketing and Design, Inner Circle Mastermind Member

There are lots of options for doing more direct mail. If you've been thinking about starting a direct mail campaign, here is a primer to help you get started right.

The new year always comes with a *whole lotta* resolutions:

I should exercise more

I should eat more healthy

I should spend more time with the kids

I should read more

and a whole lotta more “shoulding” all over the place.

Along with the diets and exercise and self-improvement goals, marketers and entrepreneurs also “should” do about new marketing campaigns.

There is no shortage of marketing strategies and campaigns to choose from. And if you're mainly relying on online media to generate leads, your marketing efforts are dangerously close to being upended at a moment's notice, if at all. The online landscape is becoming more and more precarious by the day. This doesn't mean you should stop. It does mean you should have other ways of generating leads and new cases that don't rely on Google, Facebook, Yelp, Avvo, or even email.

Enter Direct Mail

Printing on real paper. Putting a physical address on it. Slapping a stamp in the corner. And lugging it to the post office. Yep. That direct mail. For those of you who haven't

been doing much of it, here are the questions you need answers to before you start.

Who will you be mailing to?

For any direct mail effort, the list can make or break it. You can have the most persuasive copy, the greatest offer, fancy paper and beautiful graphics. But if your list is full of unqualified or uninterested prospects, or even bad addresses, none of that matters.

If you're just starting out, the best list to mail is your own house list. These are past clients, prospects, referral sources, colleagues, even friends and family. They're already familiar with you, probably like you and trust you (to some extent), and are more likely to read your direct mail. And that means your chance of getting responses is higher. At some point, it is merely a numbers game. The more people who receive and read your direct mail, the more responses you will get.

If you don't have a strong house list, you can purchase or rent one from a list broker. They have all kinds of data for contact names and addresses and can filter your list so you get the best qualified prospects to mail.

What do you want them to do? What do you want to say or offer?

This is probably the #1 area where most people fail miserably. They don't tell the prospect what to do. They mostly talk about what a dedicated, aggressive and compassionate

THE ONLINE LANDSCAPE IS BECOMING MORE AND MORE PRECARIOUS BY THE DAY. THIS DOESN'T MEAN YOU SHOULD STOP. IT DOES MEAN YOU SHOULD HAVE OTHER WAYS OF GENERATING LEADS AND NEW CASES THAT DON'T RELY ON GOOGLE, FACEBOOK, YELP, AVVO, OR EVEN EMAIL.

attorney they are. If they've been paying attention to GLM principles, they'll provide useful and educational information. But then they put a phone number or the URL to their homepage and hope the prospect will make the connection between his/her needs and their services.

I can write a multi-page article about the message in your direct mail piece. The top level guideline is: talk about their needs, problems and worries. The more specific, the better. Give them the solution (which involves contacting you) and make it painfully clear what the next step is and how to do it.

How will you be contacting them?

This is called the "media" you plan on using. Are you sending a letter, a postcard, a newsletter, or some kind of multi-piece package? Each item has its pros and cons. The decision of which option (or combination of options) to use rests on the characteristics of your list, the outcome you want, and the return you expect from your investment.

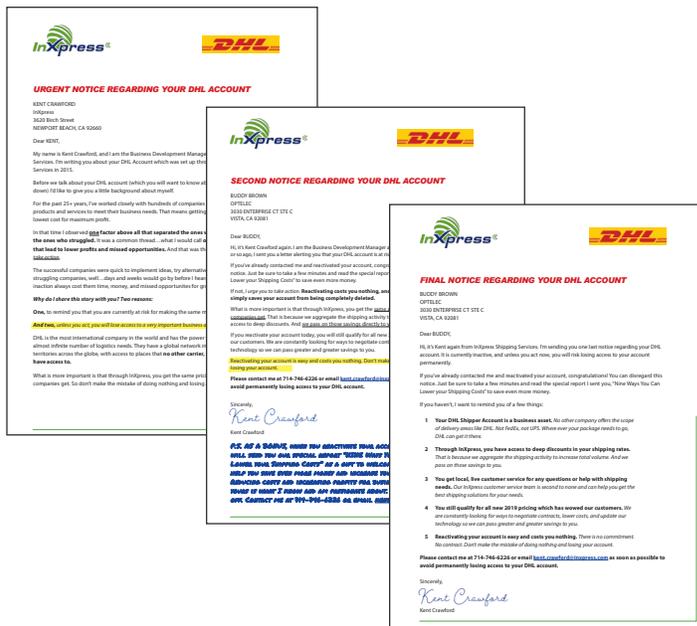
How do you plan on keeping their attention?

One inconvenient truth to direct mail is that you can't just do it one time. You can't mail a postcard or a newsletter or anything once and expect to get a respectable ROI. People need to see something multiple times before it registers in their brains that this thing or person is trustworthy and worth paying attention to.

The more consistent you are, both in message, look, and frequency, the better results you can expect to see.

And remember, just like you shouldn't depend only on online marketing, you shouldn't depend only on direct mail marketing. Direct mail that is supported by online marketing such as email or phone calls will often be more effective than direct mail alone.

Zine client Kent Crawford wanted to launch a reactivation campaign for inactive clients. He owns a shipping and logistics franchise and had a list of clients who had signed up to use his services, but had either never used their accounts or had gone dormant. We created a multi-step direct mail campaign that consisted of three personal letters and three postcards. After each letter, we sent a follow-up postcard within 2 weeks. The message was designed to create a sense of urgency, but also to be very personal. Yes, you are in the legal business, not shipping business. But understand the principles, and think about how you can adapt them for your business practice.



This campaign was a resounding success for Kent that not only activated several dormant accounts, but helped him reconnect on a personal level with important customers.

STARTING OFF 2020 ON THE RIGHT FOOT



By Todd Tramonte, Founder, Todd Tramonte Home Sales and Inner Circle Mastermind Member and Coach

This time of year, there is rampant optimism and bitter pessimism.

To the optimist,

I applaud you, I support you, and I want to warn you. You are likely to be putting a very positive spin on 2019 for yourself. You may have set a big goal last year and you may have had a big dream about huge growth. Maybe that intended growth was personal, maybe it was financial, maybe it was professional. You may have come up short in one or more of those categories and you may not have done honest business with yourself about it. Maybe not, but we optimists do that sort of thing and we become our own worst enemies in the process. There is still time now to evaluate 2019 goals, celebrate and recalibrate and honestly move forward with exciting and achievable goals for 2020.

To the pessimist,

I don't always understand you or agree with you, but I respect you. I appreciate your ability to call bologna when need be. I can learn from you. I want to challenge you too. I want to dare you, encourage you, and even beg you to believe more. Believe more in yourself, in others, in life. You can do whatever you are willing to work for and learn in this amazing world. You may have avoided setting goals at all in 2019. You may have set super simple goals that didn't drive or inspire you. You may have just stopped reading this.

THERE IS STILL TIME TO
LOOK BACK AT 2019
AND SEE WHAT YOU CAN
RATIONALLY BE EXCITED
ABOUT AND WHAT YOU
CAN BENEFIT FROM
IN A BIG WAY IN 2020.

There is still time to look back at 2019 and see what you can rationally be excited about and what you can benefit from in a big way in 2020.

To everyone,

Happy New Year (there is still time) and may you lean in big, with whatever natural gifts God gave you and build the life and business of your dreams!

Do you want to get more done in the first few weeks of February than you did all last year? Get the Made to Thrive Planner System now.



madetothriveplanner.com

A 1-WORD HABIT...



By Demi Stevens, Year of the Book

In 2017 I mastered some pretty amazing habits... daily walking, daily water intake, and keeping my checkbook balanced.

Then I got excited about other goals. I wanted to add habits for daily journaling and reading a bestseller every month. Before we went to Moscow last spring, I studied Russian daily for 3 months, and then I switched to Dutch to get ready for my Holland masterclass. Now I've gone gaga for Greek so I can finally get fluent after 30 years of trying.

But um... it's come at a price. I haven't made it out for my daily walk more than three times since mid-December. And many days I get all the way till dinner before I realize I've only had one glass of water.

Does this happen to you, too? Just when I think I've got something conquered, it blows a big raspberry on my bellybutton.

In line with my "lighten up" theme this year, I've been searching for ways to rebuild the good habits I used to have... but I don't want it to feel too overwhelming.

Poet Paul Gorman sent me this terrific video about building "Mini Habits," based on content from Stephen Guise's book of the same title. Watch it at: <https://youtu.be/rETOlcn9G30>

One of my husband's friends was able to build a terrific exercise habit based on Guise's idea of a micro-commitment of just *one push-up per day*. He wasn't the least bit intimidated to stop, drop, and flop to do JUST ONE PUSHUP.

But here's the mojo... once he was down there, he'd often continue after that ONE pushup. Maybe 4 or 5... or 24 or 25.

I've also heard people micro-commit to walking as far as the mailbox every day. I tried it a few times and this worked, too. Once I put on the sweats and tennis shoes and made it to the bottom of the driveway, it seemed silly to not just keep going. But no way would I have gotten out the door if I'd told myself I had to walk for an hour.

I'VE BEEN SEARCHING FOR WAYS TO REBUILD THE GOOD HABITS I USED TO HAVE... BUT I DON'T WANT IT TO FEEL TOO OVERWHELMING.

My challenge to you this week is for writing. Can you commit to writing just 1 WORD A DAY?

Pick a favorite journal or notebook, or a file on your computer. Then POSITIVELY NO EXCUSES, write at least 1 word each day this week. Maybe it's a gratitude, or a grocery item, or an idea for your novel. But chances are good, once you've scribbled down that 1 word, a couple more are going to want to hitchhike along!

Let me know how it goes for you. I'm adapting the practice to learning 1 NEW WORD in Greek each day this week. And today's word?

συνήθεια = habit

Write with joy!

Cheers, Demi

Demi Stevens, Book Whisperer, helps authors 1-on-1 to not just start, but finish and publish the book of their dreams. Offering concierge-style writing coaching, professional editing, book design and publication, Demi is the award-winning CEO of Year of the Book press.

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#POWERTRIBE

MARCH SUCCESS KIT:

The Facebook Live 7 Day Launch

Generate more followers, leads and sales in 7 days than most do all quarter.

Included in the March Success Kit:

- 7-Day Social Media Post Template to create buzz and attract your perfect prospects.
- Facebook Live Engagement Boost Page to 10x your broadcast views.
- Facebook Live Script to multiply your reach and engagement.
- Facebook Ad Hack to guarantee only those most likely to buy will see your ads.
- Plus, complete step-by-step tutorials and plug-and-play campaign.



Get your complete Success Kit on our February Masterclass, Monday, February 24, 2020 at 1 pm EST.

