

CHRIS CARDELL'S

ULTIMATE MARKETING

10 WEEKS WITH CHRIS CARDELL
that will transform your business, your finances, and your life

CHRIS CARDELL'S

ULTIMATE MARKETING HUB

www.cardellmedia.com/umhub28/

Seminar Eight: The Marketing Secrets of The Entrepreneur Millionaires

The Big Secret Entrepreneurs who excel at Marketing integrate Online and Offline Marketing

Online/Offline Integration

The 2 Key Areas



**Direct
Mail**



**Telephone
Marketing**

How to Profit From Direct Mail

Direct Mail



Direct Mail – Why?

- **There's a large portion of the population that still wants to be communicated to in a traditional way**
 - They want to hold something in their hand
 - They want to be spoken to by a human being

Direct Mail



Direct Mail – Why?

- **Email delivery is a big problem**
 - No matter how good your email sequence is, at least half the people you email won't read your message

Why Direct Mail?



Direct Mail – Why?

- **It Gives You Direct Access**
 - Direct Mail is the only Marketing method that actually gets into a person's home or business

Why Direct Mail?



It Pinpoints Customers with Great Precision

- **You can target people by:**
 - **Geography**
 - **Age group**
 - **Income**
 - **Hobbies**
 - **Interests**

Why Direct Mail?



It Pinpoints Customers with Great Precision

- **You can target people by:**
 - **Buying behaviour**
 - **Publications they subscribe to**
 - **Products they've purchased**
 - **If you sell to businesses, you can get very targeted lists as well**

Why Direct Mail?



It Allows You to Get Your Full Message Across

- **There is no limit on space:**
 - Example: One of our current mailings to get new Customers is a 22-page sales letter

Why Direct Mail?



You Have A Captive Audience and No Competing Noise

- **One of the big challenges in Marketing is the clutter around the person you're communicating to**
- **When they open a Direct Mail piece, if it grabs their interest, they are a captive audience**

The Big Direct Mail Myth:

Because you and I might throw most of our Direct Mail in the bin, it doesn't work.

Many successful Direct Mail companies are very happy with a 95% bin rate.

The Other Big Direct Mail Myth:

There is an 'ideal'
response rate.

There isn't.

Direct Mail



The Only Thing That Matters is ROI

- **If you're selling £1 million yachts, you can get an extremely low response rate**
- **If you're selling pens that cost \$9.99, you'll need a much higher response rate**

Don't fall into this trap! There is no average response rate.

Direct Mail



Customer vs. Non-Customer

There are four main types of mailing:

- 1. Mailing to existing Customers**
- 2. Mailing to “lost” Customers**
- 3. Mailing to non buying Leads aiming for a sale**
- 4. Mailing to Non-Customers for lead or sale**

Direct Mail



There is a Significant Difference Between the Results You'll Get Mailing Customers and Non-Customers

- If you create a good offer and mail it to your current Customers, it should be a profitable mailing
- **This is one reason why you should mail your Customers at least once a month**

Direct Mail



Things You Can Send Your Customers

- **Sales Offers**
- **Gifts and Acknowledgement**
- A monthly newsletter (with at least offer in it or mailed along with it)

**When mailing to
Non-Customers, remember
that the purpose is not to
make your fortune.**

**The purpose is to acquire
new Customers.**

Direct Mail



Long-Term Value, the Breakeven Concept and Direct Mail

- **If you can do a mailing to acquire new Customers and break even, most Marketers would be very happy with that result**

Testing, Testing, Testing



The Magic of Statistical Probability

- **If you mail 1,000 people and get 20 sales, statistical predictability says that if you mail 2,000 people, you'll get 40 sales**

This is important because it means:

- It's worth doing testing
- You can test on a small scale first and PREDICT results
- You can scale in a low risk way

Testing, Testing, Testing



Have a Good Measuring Facility in Place

- **If you send people to a website, it needs to be a unique URL (www.bitly.com)**
- **If you send people to a phone number, it needs to be a unique number**
- **If you're getting people to come into your premises, include an incentive in your mail piece for them to bring in the ad**

Testing, Testing, Testing



Test Small First

- **Test 500 or 1,000**
 - If that gets a good response, try 2,000 or 3,000
 - Then try 5,000, 10,000, etc.
- **If you mail 1,000 people and get no response, something is wrong (unless it's a high end offer.) Sending it to 5,000 people would still produce no response.**

Seven Direct Mail Winners

7 Direct Mail Winners



1 Postcards

- **A challenge with Direct Mail is getting the mailing opened**
- **If you send a postcard, you don't have that issue**
- **Postcards are also cheap to produce**
- **Great for existing Customers**

TRADE SECRET

OUTLET FURNITURE WAREHOUSE

Discover luxury for less with Trade Secret

UP TO 60% OFF TOP BRAND HOME ACCESSORIES

It's all got to go this weekend - Friday 15th - Sunday 17th March

Nigella Lawson, Orla Kiely, Rick Stein, Joules, Emily Bond and more leading brands available



Visit our Adderbury store at Twyford Mill, Oxford Rd, Adderbury, Banbury OX17 3SX

UP TO 60% OFF TOP BRAND HOME ACCESSORIES

Visit our Adderbury store this weekend (Friday 15th - Sunday 17th March) and get new furniture accessories from big brands without the big brand price tag in our clearance sale.

- ✓ Kitchenware
- ✓ Kitchen utensils
- ✓ Crockery
- ✓ Dining ware
- ✓ Home accessories
- ✓ Pet accessories

It's so different about this Mega Marquee Sale?

At Adderbury we always offer great discounts but for this month only we're dropping our prices even more.

Why?

We get sent brand new stock from leading retailers every week but at stock comes from cancelled customer orders, which we can't directly sell on to you anymore. So they sell it to us at a massively discounted price.

With so much stock to snap up that we are literally running out of our Adderbury warehouse. The quickest way for us to keep it fresh and trending is to lower our prices even more.

For this month only, you get to take advantage of our mega sale and grab an almost unbelievable bargain.

What's good for you is ultimately good for us.

We're open from 10am-5pm on Friday 15th and Saturday 16th March and 10am-4pm on Sunday 17th March.
Come along and bag your bargain.

Visit our Adderbury store at Twyford Mill, Oxford Rd, Adderbury, Banbury OX17 3SX

FREE EVENT - ACCESS FROM YOUR HOME OR OFFICE ON ANY DEVICE

2021 YOUR BEST YEAR EVER

7 ESSENTIAL STRATEGIES TO INCREASE YOUR PROFITS BY 100% TO 250%

WITH CHRIS CARDELL

Tuesday 12 January, 2021 • 11 am

To celebrate the New Year, Chris Cardell is holding a special FREE Global Broadcast for his best customers - and this is your invitation. Chris will be sharing the most important strategies to make 2021 your best year ever and the 7 proven approaches to increase your profits by 100% to 250% in the year ahead. You can access this event from anywhere in the world on any device. We have 2000 Free places available so reserve your place today to ensure you don't miss out. Here is just some of what Chris will be covering:

- The proven, simple formula for increasing your profits by 100% in 2021
- The big game changers in internet marketing and what they mean for you
- The three best ways to get customers in your business on automatic pilot
- Pricing for Profits - How to increase your prices without losing customers
- The BIG change at Facebook that's vital for your online success
- The Instagram Game Changer - Why you should be using Instagram
- To tap into its billion users to grow your business
- Google profits in 2021 - How to get a constant stream of customers from Google 24/7
- The Google Ads Revolution - Why everything has changed on Google, including the end of Pay per Click and the rise of the Artificial Intelligence Customer Robot
- The big changes in Online Video that you MUST be aware of
- The New World of Lead Generation (and why what worked 2 years ago no longer works)
- Ecommerce Essentials - How to sky rocket the sales of any Ecommerce business
- B2B Success in 2021 - How to change your approach to meet the new world of B2B selling
- How to Recession Proof your business from the dangers of the New Economy
- How to prepare your business to profit from the Post Pandemic Profit surge
- Why the chaos of 2020 changed your customers' buying behaviour forever - and what you must do to deal with it
- The Mobile Revolution - How to sell online when 70% of your customers are on a mobile phone
- The 3 big mistakes your Web Designer is making with your website and how to fix it
- The single most important change you can make to your website and internet marketing to boost your sales
- How to make 2021 the year you achieve 'Price Freedom' and finally charge the prices you deserve
- The new breakthrough trends for 2021 and what they mean for you
- Chris Cardell's 3 step process that he has used to increase profits by 100% to 250% in thousands of businesses
- And much more

Reserve Your FREE Place Now at www.Profits10.com

FREE EVENT
ACCESS FROM YOUR HOME OR OFFICE ON ANY DEVICE

2021 YOUR BEST YEAR EVER

7 ESSENTIAL STRATEGIES TO INCREASE YOUR PROFITS BY 100% TO 250%

WITH CHRIS CARDELL

Tuesday 12 January, 2021 • 11 am

Chris Cardell LIVE on this Global Broadcast for the world's most successful strategies to make 2021 your best year ever

Discover the new breakthroughs in Online Marketing that can drive your business to new levels of success in the year ahead

- Master the essential steps to immunise your business from the Recession and prepare for the post Pandemic Profit Surge

Reserve your place now at www.Profits10.com

CM



recycle

Return address Units 4 & 5 Fieldhouse Park, Old Fieldhouse Lane, Huddersfield, HD2 1FA
To opt out, please contact us at the address above

7 Direct Mail Winners



2 Personalised Mailings

- **Increases response rates**
- **Test handwritten font and stamps**
- **Simulated Handwritten letter**

A Message From Gail Cardell

I Need Your Help You May Be Driving My Husband Nuts!



Hello, Gail Cardell here.

I need your help.

You're driving my husband crazy and now he's driving me crazy.

So Chris has been going on for months and months about doing this Free event to share with our very best customers all the cool new stuff in Online Marketing. I'm not sure what it's all about, although I do know that I can't get my husband to stop talking about Artificial Intelligence, Machine learning, how Google is the new Darwin, why he now loves Mark Zuckerberg (after moaning about him for 5 years) and his latest secret split test results. (If they're secret why does he keep telling me about them???) That's on top of all the normal stuff you've heard before: "If everyone understood the concept of buying customers they'd all be millionaires" "wealth is a choice" blah blah blah...

Anyway, he finally gets to schedule this event.

Then he draws up this list of our finest customers who he has told me (20 times) **MUST** be at the event because there are so many new breakthroughs they won't know about and it will transform their business.

Then he starts crossing people off the list when they book.

Yes, he's made a list and he's checking it twice - an hour, like Santa Clause with **ADD**.

So here's the problem...

YOU'RE ON THE LIST and you haven't told him you're coming yet.

rich means that when I'm trying to watch 'The Handmaid's Tail' all I hear are these ants of displeasure as the Entrepreneur's Santa re-checks that list you're on.

please do me a favour.

come to this Free event.

as far as I can tell that will achieve at least 5 good things:

- 1 You'll get a day away from the office (It's Free)
- 2 Worst case, you'll get a free glass of wine at the end of the day as there's going to be a drinks reception too.
- 3 You'll meet and re-connect with some of the UK's finest Entrepreneurs and old friends.
- 4 Maybe, just maybe, my hubby knows what he's talking about and you'll make a million pounds from all this new stuff you discover. When you do, I'll see you in Harrods!
- 5 Most importantly, I'll get to watch TV in peace.

All you've gotta do is go here:
www.Business22.co.uk
and tell him you're in!

The event is on Tuesday 18 September at a rather nice hotel in Central London. It's the only seminar Chris is doing this year (thank God!) so as those marketers like to say... don't miss out. Take action **NOWWWWWW**.

Thank you in advance for saving my sanity.

Best wishes
Gail

PS Don't think for a minute that this problem only applies to The Handmaid's Tail. I experience similar interruptions during The Crown, Sharp Objects, Elementary, This is Us and The Walking Dead. Urgent problems require urgent solutions. Please reserve your Free place now at www.Business22.co.uk

If undelivered please return to -
4-5, Fieldhouse Park,
Old Fieldhouse Lane, Huddersfield, HD2 1FA.



Adam Farley
A Farley Country Attire
Unit 7, Nursery Court
Kibworth Business Park
Kibworth
Leicestershire
LE8 0EX

10005

7 Direct Mail Winners



3 Follow Up Mailings With a Telephone Call

- **Can increase response and ROI by a factor of 10 or more**
- **Not the same as 'cold calling'**
- **If you send out 100 sales letters and five people buy, there were another 20 or 30 who were interested but didn't take action**

7 Direct Mail Winners



3 Follow Up Mailings With a Telephone Call

- **The follow-up phone call can nudge people over into making a purchase**

7 Direct Mail Winners



4 Re-Mail a Successful Mailing to Your List

- You will typically get a similar response from the first few mailings before it drops off
- Don't assume the first mailing is going to get everyone who's willing to buy from you



7 Direct Mail Winners

5 The 2 – 4 Page Sales Letter





The Most Important Strategy For Your Business To Survive and Thrive Through The Recession – Keep in Front of Your Customers

Dear Colleague,

As you know, it's vital for your business to stay in front of your customers so that they choose to buy from you and not the competition in the months ahead. That's where branded merchandise comes in.

Here at Hotline, we are seeing a big increase in demand for branded products, so we've made some big changes to www.hotline.co.uk.

Our Total Price Guarantee

You know where you stand with Hotline thanks to our Total Price Guarantee:

All-inclusive pricing, complete transparency and FREE delivery

There are NO hidden fees, NO added costs and NO surprises.

And there's more

We've made it a whole lot **easier, quicker and more cost-effective for you to get your name out there** with our 2000+ branded products – now including our 'Stop the Spread' range.

Whether you are a large or small chain, independent business or charity, anywhere your prospects and customers have a place for a branded item, you need to be there.

Now more than ever, it is not about events. You always need to be at the forefront of your customers' minds.

The ideas are endless but here are just a few...

- Thank you for your custom gift
- Something to send along with your marketing to stand out
- A gift with your deliveries
- Branded hand sanitizer on your tables in hospitality outlets, on your counters, as give-aways
- Gifts with Christmas cards
- Branded merchandise to sell for a profit, such as coffee cups, water bottles, T-shirts, pens and more
- Fundraising items to sell
- Homeworker gifts
- Goody bags in hotels, clubs and airlines
- Uniforms and branded search

Right now in these challenging times, everyone needs a little something for themselves. And it's now easier for you to deliver on that thanks to the changes we've made at Hotline.

5 ways you'll benefit from the big changes at Hotline www.hotline.co.uk

1) Save money

From tote bags to travel mugs, face masks to floor stickers, pens to poly lanyards, we've looked at all of our products and are now offering **new everyday low prices**.

That's more, we **guarantee the lowest price** on any item you order with us. If you find a 'fully inclusive price' cheaper anywhere else within 30 days of purchase, **we'll refund double the difference**.

2) Find what you need faster

We've given our search facilities a revamp from the inside out, making it much easier for you to search across our **2000+ products** to find what you need.

3) Order on the go

We understand just how busy your days can be and are here to make it as easy as possible for you to place your orders. That's why our site is now **super mobile-friendly**, so you can place your orders on the go with a few taps on your smartphone.

4) A streamlined experience

Ordering with Hotline has never been easier. Pick the product you want, drag and drop your logo with our **simple personalisation wizard**, and add your now-personalised product to your basket. Then all that's left to do is zoom through our secure checkout.

5) See before you buy

Not sure if your logo will look great on your chosen product? Not a problem with our new **'See your logo on it' feature**. Simply select the options to personalise your product and upload your logo. We'll then email you a free visual mock-up and quote **within the hour**.

But that isn't all we've got to offer you. As a thank you for being a Hotline customer, we wanted to give you a special discount.

10% off everything at www.hotline.co.uk

Pick any of our 2000+ products and grab your exclusive **10% discount**.

All you need to do is pop in this promo code at the basket:

BRAND10

Don't delay, this offer ends on 30/11/20.

Always here to help

We're incredibly excited about the changes we've made at Hotline to improve your online experience. But we understand that sometimes you just need to hear from someone you can trust, someone who can answer your questions and provide a reliable service.

That's why we're still ready and waiting to **take your call or reply to your email**, Monday to Friday, 9am to 5pm.

That's why we still pride ourselves on our **4.9* TrustPilot rating**.

That's why we still offer a **30-day money-back guarantee**.

Because when it comes to high quality, consistency and excellent service, some things never change at Hotline.

Get branded products you can trust with our new and improved service and grab your 10% off with this promo code: **BRAND10**

Visit us at www.hotline.co.uk

Ollie Galpin

Ollie Galpin
MD

7 Direct Mail Winners

6 The Long Sales Letter



If you hurry, I'll send you a FREE GIFT COPY of my groundbreaking Special Report, 21 SUCCESS PRINCIPLES Of Britain's Most Successful Entrepreneurs, yours to keep, whether you decide to use my new and improved SPEED MARKETING & BUSINESS STRENGTH SYSTEM or not!

This is an important message from Chris Cardell, author of '77 Ways To Get More Customers' about the future of your business, protecting yourself from the Recession and the only one true SECRET to rapidly increasing your profits



Chris Cardell is author of the best selling book '77 Ways To Get More Customers'

Dear Entrepreneur,

WAIT! I know you might be immediately tempted to dis-credit this, as "outrageous hype". It may even sound like "American hype." (I confess, I do spend a lot of time on both sides of the Atlantic but I am British and proud of it.) But WHAT IF? What If - I'm authentic. What if - I can prove to your satisfaction that I am to be trusted. And WHAT IF - I hold the key to your business success and prosperity in these decidedly un-prosperous times?

You have every right to BE CAUTIOUS about anyone claiming to have proven strategies to grow your business in a global pandemic and the worst Recession since The Great Depression - as I am doing. But a lot of businesspeople who were just as suspicious of me at first blush are now very, very happy that they took a few minutes to investigate my guaranteed offer (pages 3 and 10). UNLESS YOU ARE NOW FULLY SATISFIED WITH THE WAY THINGS ARE GOING IN YOUR BUSINESS, bluntly, you should spare a few minutes to consider the dramatic successes outlined on these pages - and the possibility that you could be my next success story.

As you know, being at the helm of a small business these days is NOT for the faint of heart. You are dutiful and responsible. You go the extra mile in service to your customers. You can be depended on for quality. You have good ideas. Perhaps it seems to you that quality, service, innovation and dedication ought to entitle you to a certain amount of success. If you've been in your business for years, the need to struggle and worry about where the next customer is coming from, to worry over money at all, seems unfair. Being at the mercy of the current global situation is unfair. In my conversations with business owners, I find they share these frustrations. Many are outright puzzled and simply do not know what to do beyond what they are doing, to survive - let alone move up, now, in today's climate.

The question is: if there actually WAS a proven - albeit unusual - way to invigorate a business in this economy and make it much healthier and more profitable right now, would you give it open-minded, fair consideration? Or are you committed to the status quo?

There is ONLY ONE TRUE SECRET to making ANY business exceptionally profitable and assuredly successful despite a bleak, dreary economy - and thousands of business owners I've taken from weary fatigue and frustration to soaring incomes in the past few years attest to the fact that I have a firm grip on this proven methodology. I even am so bold as to GUARANTEE the power of my approach, even in current conditions. If you are labouring under the weight of this unfair economy, and can be open-minded toward a dramatically different approach to creating new success even as, all around you, businesspeople continue fighting for mere survival, then reading this necessarily long letter may very well prove to be the best time you invest in anything, this entire year. (If you are the close-minded sort, instantly cynical, maybe even preferring good excuses to good opportunity requiring creative change, feel free to discard my letter right now. It will only serve to annoy you. And, yes, I can be annoying. But then, knowing me can be very profitable too.)

7 Direct Mail Winners

7 Bulky Mail













Bulky Mailing:
www.3dmailresults.com

The Art of Telephone Marketing



**High quality, value-driven
telephone calls to your
Customers and potential
Customers**

Why Use Telemarketing?



You Have More Control Over The Decision-Making Process

- **In the sales process, there is a decision point where people decide whether or not to buy from you**
- **With a lot of Marketing, you aren't there when that happens**
- **With Telephone Marketing, you are**



The Art of Telephone Marketing

Who Should You Call?

- **Existing Customers**
- **New Customers**
- **Old / Inactive Customers**
- **Leads**
- **Be aware of data protection laws and regulations**

The Art of Telephone Marketing



What Can You Sell?

- **New Products to existing Customers**
- **Ask existing Customers to re-purchase**
- **Make special offers to existing Customers**
- **After Sales Service to existing Customers**
- **Target new groups of Customers**

The Art of Telephone Marketing



What Can You Sell?

- **Book appointments**
- **Sell add-on or complimentary services**
- **Follow up a mailing**

The Art of Telephone Marketing



Who Should Sell?

- **If you don't like the idea of personally calling people, don't do it**
- **There are two types of people in the world:**
 - Those who enjoy picking up the phone and calling people
 - Everybody else

The Art of Telephone Marketing



Option 1 In-House Using Specialised Telemarketers

- **Local temp agencies will supply people**
 - You can hire people who specialise in telemarketing
 - Because they're temporary, you can keep the ones who do well and get rid of the others

The Art of Telephone Marketing



Option 1 In-House Using Specialised Telemarketers

- **Alternatively, you can advertise and recruit locally (the cheapest option)**



The Art of Telephone Marketing

Option 2 Virtual Freelancers

- **www.Upwork.com etc**
- **Needs Policing**

The Art of Telephone Marketing



Option 3 Telemarketing Agencies

- ***Not recommended*** – Apart from Appointment Setting and database cleaning

The Art of Telephone Marketing



Start by testing it yourself first!

Do NOT employ salaried telephone
Marketers until you have a system
that's working.

Essential Steps for a Successful Telephone Marketing Call

Essential Steps For A Successful Call



Step 1 Avoid Sales Calls

- **Position the calls as information-gathering calls**

Essential Steps For A Successful Call



Step 2 Know the Highest Purpose of Your Business

- **Be in tune with what is driving you and your business**
- **The highest purpose of your business needs to be beyond just making money**

Essential Steps For A Successful Call



Step 2 Know the Highest Purpose of Your Business

- **It's perfectly compatible to do forceful Marketing and be driven to make a difference in someone's life**

Essential Steps For A Successful Call



Step 3 Ask Permission to Have the Conversation

- **If you barge in their and just start talking at them, they won't listen**
- *Example: "Is this a good time to speak?"*
- **You want to start the conversation when they do have time**

Essential Steps For A Successful Call



Step 4 Avoid Scripted Calls

- **Have scripted phrases instead**
- **You want to have as normal a conversation with the customer as possible**
- **Give your telemarketers a list of questions to ask and key phrases to use**

Essential Steps For A Successful Call



Step 5 Match the Other Person's Tone and Speed

- This is a fundamental rapport skill
- If you normally speak slower or faster, it's very important to become aware of this

Essential Steps For A Successful Call



Step 6 Ask Questions

- **Questions establish the customer's needs and problems**
- **They're not interested in you - they're interested in themselves**

Essential Steps For A Successful Call



Step 7 Close – Ask for the Sale

- **It's in your prospective Customer's best interests for you to direct them to the sale**
- **If the Customer has objections, you want to know what their objections are**
- **Beware Telemarketers who can't close**

Essential Steps For A Successful Call



Direct Marketing and Telephone Marketing

- **Follow up your mailing with a phone call**
- **After you get on the phone and get their interest, you can still put them into a direct mail sequence**
- **The more you can bring all the pieces together, the more successful you will be**

**The other BIG Secret of The
Entrepreneur Millionaires**

**Get them
Offline ASAP!**

CHRIS CARDELL'S

ULTIMATE MARKETING

10 WEEKS WITH CHRIS CARDELL
that will transform your business, your finances, and your life