



“The How To Series” Peer Marketing Blueprints

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**How To Systematize Your Monthly Newsletter
To Engage Clients (And Prospects), Position
Yourself As An Expert, Have Fun, Generate
Leads, AND Close New MRR**

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Key Points

- ✓ Ultimate goal of a monthly newsletter
 - Build relationship with your list
 - Grow your list
 - Nurture relationships
 - Be a connector
 - Be a fountain versus a drain
 - Be engaging, fun, exciting, innovative & entertaining
 - Give recognition to clients, staff, vendors, your company & community
 - Position versus prospect
 - Write your own history book to attract new clients (repurpose content for sales literature, Client of the Month Success Stories/Posters, Shock and Awe box)
 - Communicate/Engage/Inspire 80% of the time
 - Sell 20% of the time

- ✓ Our Results Since Inception in May 2010
 - Starting point: list of 125 people
 - Current list ~450 people
 - Helped convert a prospect for new MRR (\$4,095 in Jan 2012)
 - “When we needed IT services, I turned to you as one of the 3 we interviewed because I’ve been getting your newsletter and it has some valuable information. Admittedly, I don’t read every one but they are good content. Also, your FREE recycle drive last year was great. You guys really helped us out by letting us unload a bunch of equipment for free. That’s why I called.” – Prospect – Now Client of MIS Solutions.
 - Helped obtain referrals (18 in 2011 and 20 in 2012)
 - In 2012, spent \$8,400 - > generated one phone system sale (\$14K) and \$1,441 MRR for 36 months. Newsletter gets conversation started about additional services such as hosted email, managed firewall, UTM, etc.
 - Print Newsletter readership: 1-5 comments per month
 - Pet of the month entries
 - Trivia entries
 - Discussions/Questions from clients and prospects about articles (cloud, security, book requests, engagement in community outreach, participation in recycle drives etc.)
 - KEY POINT – newsletter is a great conversation starter on additional products or services to readership.
 - Enewsletter readership: 18-20% for clients / 11-14% for prospects
 - Most popular topics: personal stories about our team, our kids, community outreach

- ✓ Leverage your investment for multiple purposes
 - Sales documents
 - Webinar/seminar content/awareness
 - E-newsletter
 - Articles for local journals and newspapers

- Client Success stories for “X Reasons to Outsource Your IT Support to YOUR COMPANY NAME” Document AND Client of the Month Posters(these can also be used in your marketing communications – websites, shock and awe box, proposals etc.)
 - Testimonials for proposals
 - Pet of the Month, Client of the Month and Trivia Winner recognition on social media sites
 - Customer satisfaction scores
 - Referral Program details and contests
- ✓ Content Starting Points
- TMTK Done-For-You Newsletter – Great starting point
 - TMTK Monthly tech tip electronic and print postcards
 - Client success stories
 - Monthly Trivia
 - Pet of the Month
 - Leadership, Strategic Planning, Risk Management, Management, HR, Sales, and Marketing articles
 - Stories about your family, kids and team members
 - Referral Program
 - Cartoons (get permission); Randy Glasbergen is a good source.
 - Free Books Offer
 - Offer your FREE Book or comic books
 - Community events (and how your team is participating) Ideas include: coat drive, food drive, free computer recycling, toys for tots, children’s shelter etc.
 - Your success, training or meeting of Famous People (to illustrate you are a person of influence); For example, Photos of you and speakers from events or Producers’ Club
 - Authors (Robert Stevenson’s Consider This, Dave Crenshaw, Jim Camp etc.)
 - Shiny New Gadget of the Month
 - Telecom bill audits
 - Ways a business owner can cut IT expenses and increase reliability or performance
 - Book Reviews
 - Frequently Asked Questions
 - Anything you want to sell more of (managed firewall, UTM, 2 factor authentication, BYOD, security, Disaster Recovery Planning/Testing, hardware, software, managed print services, VOIP, cloud computing, hosted exchange, virtualization, SEO, website design)
 - Your swipe File (weekly capture articles or ideas and add them to your swipe file so when you need to create content, you never start with a blank piece of paper)
 - Your Done For Your TMTK Book (Employee Productivity, security, Internet Acceptable Use Policy, Cell Phone & Driving Policy)
 - Keep hard copies of old newsletters and review last year’s issue to see about repurposing content, ideas or themes
 - Your business colleagues and accountability group
 - Announcements of Events, Webinars or Video Tech Tips

- ✓ Who Do You Send Your Newsletter To?
 - Your Team – BEFORE clients receive it.
 - Current clients (decision maker, influencers, owners, hyper-responsive readers, leadership team that is receptive(ask permission in sales process)
 - Qualified Prospects
 - Prospects that said “No” but are still a good fit
 - Referral sources (vendors, partners, JV partners such as accountant, copier company rep, telecom agent, insurance agent, chamber president, etc.)
 - Friends & Family (To stay in touch and as potential referral sources)
 - Dream 100 List or Whales you are actively targeting
 - Your accountability group members (share ideas)
 - Business associates
 - Mentors
 - Media Editors (newspapers, journals, etc.)

- ✓ Position versus Prospect

- Include articles about you meeting famous or well respected people (Nido Qubein, Mike Ditka, Mark Sanborn, Joe Polish, Lou Ferrigno, etc. Hint: Go back and watch speakers at PC and Bootcamps – summarize and publish.
- Deliver value in articles to position you as the expert
- Discuss books – your review and opinions and then offer to give the first 5 that call you a free copy
- Put pictures of you and successful people in the newsletter and the envelope
- Include awards, guarantees, service scores
- Deliver good content that people enjoy reading (if clients are asking the same questions, highlight the answers in a Q&A or FAQ format)



- ✓ How To Execute On Time – Every Time

- Consistency, Planning, Deadlines and Systems are key
- Newsletter Notebook (Tabbed notebook with the following sections)
 - KEY – have all these items organized and ready by Marketing Assistant so when I sit down to work – everything is ready – no goose hunt required.
 - Swipe file
 - Calendar of funky dates/events
 - Headline bank
 - Previous issues of newsletter and envelope
 - TMTK original newsletter
 - MIS Mocked up newsletter
 - Topic Bank
 - Envelope template/sample
 - List (to be updated/reviewed)
- Strategy:
 - Have deadlines for yourself and team – No Excuses
 - Get help – administrative assistant, marketing manager, PT college student or printer
 - If your list >500, consider outsourcing fulfillment.

- Start early – one month in advance of publication. (i.e. We start at the beginning of March for April’s newsletter.)
- Lessons learned – be true to deadlines and set yourself up for success
 - I work from home on Thursdays so Betsy has Newsletter book ready for me on Wednesdays.
 - Incorporate Lumpy mail and email teaser to generate interest or launch newsletter.
 - See Detailed Deadlines Below – Marketing Manager Checklist by Betsy, our marketing manager

✓ **Marketing Manager Checklist & Lessons Learned**

- Start checking the TMT website for the next issue as soon as previous one is complete.
- Download the publisher file to the newsletter file under the month.
- Add Jennifer’s picture and name to the front.
- Change city and state to our location.
- Add four pages for additional content.
- Replace trivia question with standard sidebar format. Winner receives \$25 gift card to Starbucks. Make sure to include previous month’s answer and winner.
- Choose employee to feature.
- Choose client of the month or feature article.
- Add additional articles from swipe file, current office community activities (i.e. food drive) or upcoming events.
- Include quote of the month and spiritual spark.
- Include “how to contact us” various times in multiple articles throughout newsletter.
- Every offer should have at least 2-3 ways to contact us or take advantage of the offer (email, call, fax, landing page, fax back form etc.)

Important notes while working on newsletter:

1. Use specific text boxes for each article to ease formatting
2. Indent 3 spaces for all paragraphs
3. Borders around all photos and graphics
4. Check page numbers and that web address in on every page
5. Spacing/alignment of lines and text boxes between articles
6. Verify page numbers/titles to table of contents
7. Included “continued on next page” for articles that run over
8. Check for orphans
9. Make sure referral feature is on last page
10. Review all articles to find sections that need to be “personalized” (i.e. our solution is, or our ___ service)

Timeline:

- Download template from TMT website by 5th
- Mock up and get to Jennifer for first review by the 7th
- Jennifer returns for corrections/additions by the 10th
- Begin mockup of envelope

- Return newsletter and envelope for final approval to Jennifer by 12th
- Newsletter finalized by 15th
- Envelope sent to OneSource for printing by the 20th
- Start printing newsletter and flyers by the 25th
- Envelope back in-house by 25th
- Begin stuffing envelopes to mail by last day of the month

Additional Notes: