

Creative Offline Marketing in the Internet Age

100 Ways to get maximum profits from your business

Introduction:

Here are some of the best techniques for marketing offline. Remember, ideally everyone should be marketing both offline and online. Some of the ideas here are more traditional, such as yellow pages advertising and classified ads. Other ideas, while traditional, are not used as effectively as they could be, such as direct response marketing and publicity.

And there are many creative ideas that are often overlooked, such as valuable joint ventures and strategic alliances. Many of these ideas have the potential to deliver lots of leads and sales without the traditional “work” ethic.

You’ll find that concepts will begin simply and gradually get more creative and complex. Start thinking about how you could apply these ideas to your business today!

Part I – Traditional Offline Marketing

These “old-school” methods are actually quite effective when done and combined with other techniques.

1. Classified Ads – Classified ads still generate leads. Remember that you must have a strong benefit-driven headline and a clear call to action. Free reports, or a free gift, work very well with classifieds. Check your local paper, they could offer you affordable rates; in times like these they need advertisers more than ever. Sometimes adding more lines only costs a little more. Even if you have a website, it can be smart to draw traffic to your site with classifieds.

2. Direct Mail –Direct Response is one of the most likely marketing and advertising techniques that bring results. Messages sent directly to your highly targeted market via direct mail can deliver quite the return on investment (ROI) when tested properly. There’s a wealth of information on direct marketing by Michel Fortin, David Garfinkel, Gary Halbert, Dan Kennedy, and many more experts. Here are some sites:

<http://www.successdoctor.com> - Michel Fortin’s main site

<http://www.world-copywriting-institute.com> - David Garfinkel’s site

<http://www.thegaryhalbertletter.com> - Home of the Gary Halbert Letter

<http://www.dankennedy.com> - Dan Kennedy’s site

<http://www.srds.com> - The Standard Rate & Data (SRDS) List Book, a great resource to locate mailing lists of nearly any type you can imagine.

<http://www.referenceusa.com> - Reference USA is an excellent place to get compiled lists by industry, SIC, demographics and more. It contains names, addresses and lots of other information on more than 12 million U.S. businesses, 102 million U.S. residents, 683,000 U.S. health care providers, and even includes Canadian lists.

<http://www.usps.com> - The US Postal Service website has a variety of tools and educational materials about direct mail as well.

3. Postcards – Postcards should be in their own category of direct mail. Postcards are cheaper to produce and mail than full-blown direct mail packages or sales letters, and are strong for generating leads. Like classified ads, a free report or free gift often works well here.

Postcards are a good way to stay in touch with your customers and potential leads. You could even do a sequence of mailings. You can also send printed postcards and greeting cards via an online system so that you can follow up with leads and referrals easily. Here is a brief movie that explains that process, available at: <http://www.AutomateYourFollowup.com>.

4. Yellow Pages – This type of advertising is often not used as well as it could be. Remember, when someone sees your ad, they are already in the market! Be sure to state your unique selling proposition clearly and boldly. After all, this is the one place where your prospects will see your ad alongside all of your competitors; so make your ad stand out! Gary Halbert has some good advice about using the yellow pages. Check out his site: thegaryhalbertletter.com + "yellow page".

Or you could see Alan Saltz's course on the subject, available at <http://www.yellowpagesprofit.com>.

5. Space Ads - If you want to do a space ad in the newspaper you should pay attention to the layout for the editorials, and try to use the same font, style, and columns. People are more likely to read it if it doesn't seem to say "AD!" Remnants, or standby advertising, can also save money, and again see the site: thegaryhalbertletter.com + "Nancy Jones"

Try to be as creative as you can in your ad, and find something that creates a positive result for you.

6. Radio/TV/Infomercials – This may be less expensive than you think!

Listen to spots for other companies to get ideas about what could work.

7. **Flyers** – This can be helpful; the hard part is placing them. Maybe a high school student, or a family member, could help with placing these under windshields or on local business counters in your vicinity.
8. **Networking** – Your local Chamber of Commerce or Rotary, trade shows, seminars, etc. are good for networking. You probably won't close sales on the spot but making contacts is good for business.
9. **Telemarketing** – Businesses can do telemarketing without worrying about the "Do Not Call" registry. It might be best to have something to offer some kind of free service or coupon. And don't over-use!
10. **Trade Show Booth** – People love free stuff, so try to offer something. Just giving a small token away can attract attention to the booth.
11. **Banners, and Billboards** – A banner can be great in front of the business. As far as billboards, just be sure you are zoned for advertising.
12. **Door Hangers** – Pass these out as you did the flyers.
13. **Circulars** – These can be posted on community bulletin boards, on telephone poles, perhaps a local coffee shop. Churches in the area might let you leave a stack at their next bake sale or bingo event, especially if you give them a donation. Maybe the circular could be placed in your local newspaper or community paper. Circulars are not expensive to print and distribute.
14. **Card Decks** – These are mailed to targeted audiences, and each deck has 50 to 200 cards or so, each with an advertisement or coupon, and perhaps a business reply card on back. Make sure that your card stands out! Since all of the advertisers are sharing the cost of the mailing, these can be really low-cost, maybe even as little as three cents a prospect for large mailings. Even smaller mailings aren't that costly.

As always, make sure there is a clear call to action. Let customers drop a card in the mail, or call the office, or go to your website.

15. **Value-Paks** – These are little booklets with multiple ads and usually coupons.

16. **Ad Magazines** – These are just mags that are little more than a collection of local space ads. Most of them aren't direct response, so if you put those in, you will stand out over all the other ads. This might not be that effective, though, since they aren't niche-focused.

17. **Catalogues** – These don't have to be that high-end. Just start small.

a) Try a simple double-sided flyer first.

b) Make sure you locate highly targeted lists, because this is a bit costly.

c) Always expand, test, and tweak. Double check layout, copy, and prices.

Part II - Creative Offline Marketing

18. **Package Inserts** – Make sure you always tuck in a letter for another product when you ship. It doesn't cost you and you might make a sale. Or, work with other companies that target your niche market, they may be willing to include your insert in their shipping.

19. **Mini-seminars** – You can showcase up all of your products and services this way. It's very inexpensive to rent a hall and put on a 2 hour presentation. You can be an expert and you get to pitch your products and services. Be sure to record the event, then you can offer it to others by DVD or email. JP Maroney (<http://www.jpmaroney.com> and Michel Fortin (<http://www.sucesdoctor.com>) have both done this well. And take a look at the larger seminars here: (<http://www.bigseminar.com>). Even though the speakers won't be paid, money can still be made in sales.

20. **Teleseminars** – This is like a conference call. It can be pure content, or a can be a mixture of content and pitch. It could even be a series tele-course with minimal tuition. (Marc Goldman and Jay Abraham did this with a six-month long series, one per month, on joint ventures and deal making).

21. **Voice Broadcasts** – You simply upload your customer's phone numbers, record the message you want to leave, and the technology does the rest. Many of us have received these messages from politicians or as public service messages.

It is also a good idea to use voice broadcasts as part of a sequence, such as:
Example: *"Hi, this is Joan Smith calling, from Smith Publishing. I'm sorry that I missed you, but I wanted to let you know about a valuable letter and free gift you should be getting it in the next day or two. Just look for the bright orange coupon...."*

22. **Gift Certificates** -People usually spend a little more than the

certificate amount. So, mailing a free no-obligation \$25 gift certificate can be a great investment.

Or, use the certificates to get referrals, by sending a letter to your customers with three gift certificates. One will be for them, but the other two are for their relatives or friends. Free stuff makes people happy, and leaves them with a good feeling about your company or product, and makes them speak more highly of their experience with you. Check out what JP Maroney did for a jewelry store client of his by using gift certificates at:

<http://www.copywritersboard.com/general-discussion/515-3-631-new-customers-90-promo-we-hit-grand-slam.html>

<http://www.copywritersboard.com/critique-requests/1402-jewelry-client-referral-letter-critique-request.html>

23. **Coupons** – Coupons bring your customers back!

24. **Contests** – Contests are a great way to get leads and generate sales. And don't forget to include a second place win, or even a third place, so that people get that good feeling.

25. **Celebrity Endorsements** – Try to use local celebrities that fit in with your niche market. Even small towns have a well known figure that might want to do this for services or if you donate to their favorite cause.

26. **CD Sales letter** – Customers might not read your literature for 90 minutes, but they will often listen to it. You could even do a podcast since so many people have iPods now. Remember, you can cram in a lot of information from testimonials to sound effects to music.

27. **Thank You Letters** – You can just send a simple note, or you could include a coupon or contest entry. Everybody loves that extra touch, and they often encourage your customers to send you referrals. As always, these types of letters must be personalized, and *never* use a mailing address letter on the

envelope.

Example:

Dear Mr. Smith,

Thanks so much for your recent purchase of my artwork. I hope you love it, and continue to enjoy it for years to come. I'm not sure you know how much I truly appreciate your business as an independent artist. Please feel free to look at my other artwork on my website: www.starvinginthegarret.com.

By the way, if you are interested, call me for a free quote on any custom painting you'd like me to do for you. Please don't tell me you have this letter until after I give you my free quote. Then I would also be glad to take an additional 20% off of my price/

Why would I do this? I want you as a customer for life. Most of my customers come back again and again, because they love my inspiration and extraordinary use of colors.

So please call me today at (555) 555-5555 for your quote.

Very Truly Yours,
John Artist

28. Event Marketing –Create an event where all the stores get together and celebrate at the same time. Different business can definitely participate in, say, Earth Day, and pump up their sales.

Of course, all this is announced ahead of time, such as in the local paper, or with flyers and such so people coming down know what to expect.

29. Start a Talk Show – Your local talk show might be a good way to market as well. You could use local access stations, and in most cases the community stations are free to air your programs.

Perhaps you could be a guest on one of the local shows as well, just create a

DVD to use to market yourself. The leads could be out there, if your target market is watching.

30. Word of Mouth / Viral Marketing – “Tell-a-friend” scripts can work, as can the gift certificates, as can the local advertising and trade shows. Try to have a company or a product that people trust enough to recommend to others.

31. Volunteer - You can help a worthy cause and market your business at the same time. You could run for health causes with the company’s T-shirts. You could have a float in a local parade. You could do career day at the local schools.

32. Unusual Places for Ads – Don’t forget the side of your van, hats you give out at trade shows, even a dumpster.

33. Be an In-house Speaker – Besides getting fees to appear and speak, you establish yourself as the expert. And like your free local mini-seminar, it’s a great place to pitch your products and services.

34. In-house Presentations – Here is an excellent article from Chet Holmes on this subject, he says it well.

http://www.chetholmes.com/articles/increasing_your_sales_ratio.htm

35. Dimensional Mail – People generally love to open mail, especially if it seems “meaty”. After it’s opened, however, your sales letter should do its job, but tossing in a pen or small token could boost response. Find some ideas on enclosures here, from Mitch Carson:

<http://www.impactproducts.net>.

36. Get Your Online List’s Home Address and Phone Number –

This enables you to focus on direct mail. This can also supplement email and other promotions.

37. **Going Out of Business** – See if you can purchase a mailing/sales list from a similar business that is shutting its doors. Many folks sell their fixtures, but they may not think to sell their client list.
38. **Alternate Franchise** – You could teach others how to run a successful business like yours, without the cost of buying into a franchise. Its a way to market your expertise; especially if you are already operating a successful business. Here’s an example of a company that does just that: <http://www.my-mag-uk.com>. Or, you could locate such a successful company yourself, learn their system, and teach it to others in the same manner.
39. **Office or Waiting Room Redesign** – Offer nothing in your office but testimonials and success stories, such as books, before and after photo albums, and other publications that could advance your sales.
40. **Pre-paid Services** – Pre-paid “memberships” can be handy, they offer a bundle of services that give your customers a price break on multiple products or services. Might be a good thing to promote during the holiday season.
41. **Reference USA** – This is available with a free library card, and the resources are immense. <http://www.referenceusa.com>
42. **Creative Business Cards** – Consider odd shaped or “rolodex-ready” cards. Some people pay the toll of the driver behind them, and ask the toll collector to pass on your biz card. Or, offer some kind of free report or discount on the back of the card. Some businesses even have an edible chocolate card, or a stick of gum attached.
43. **Ask Your Customers** – Just ask your customers what they want! For example, a plumbing company routinely does a thank you call to everyone who used their service in the past month. They also ask if everything was okay. Customers sometimes vent, but valuable information is obtained this way: the plumber found that people love being called if the

plumber is running late, etc. The personal touch usually works wonders.

44. Positioning – Portray yourself as the “alternative” dentist, that never lectures anyone about flossing. Or the florist that offers allergy free arrangements. Or the plumbing company that you can trust. Anything that makes you stand out from the crowd.

45. Video Brochure –You can film your own infomercial and even if it never airs, you can distribute it on a DVD, or have it linked to your website. Unlike infomercials, which have some strict guidelines, video brochures can contain practically any format. Before and after shots are great in this format as well. Again, the personal touch is great; show the owner speaking directly to the camera for example.

46. Data-Based Marketing – Data-based marketing can be as simple as sending a [greeting card](#) once a year, it adds a personal touch. Or let your customers know when they will need a reorder of their product, and also make sure to send a coupon or other discount to make another sale (for example, an oil change).

47. Secret Sales – Send your customers a postcard that has a secret discount, from a 10% discount on everything in their cart, to a free candle coupon, to a free loaf of bread. These draw the customer into the store or to use your services.

48. Extra Amenities - For physical locations, think about things like offering coffee and cookies in the shop, or something for children to play with. Some businesses make popcorn and the smell really can draw people in. Or a small chocolate sample handed out on every call.

49. Newsletters – Newsletters are a great way to keep in touch with your customers, offer them special discounts and coupons, and inform them of upcoming events. You can include articles, advice, tips, etc. Success stories and testimonials would work as well. **Be careful that the newsletter doesn't come off as a sales pitch!** Don't be boring, either; you can include a favorite

cartoon and the like. Try to make the newsletter regular and consistent. Monthly is probably ideal. Also, if you don't have the time or the inclination to come up with regular content or commit to a newsletter, there are services that will do it for you.

Or you can also subscribe to a content service such as Pages <http://www.pagesmag.com>. Be sure that you proofread your newsletter carefully and double check all the facts and figures you offer. Keep the layout consistent and easy to read too. Think about the plan you have for the newsletter. Do you want it to be a letter from the owner? Advice from one of the staff? Do you want your customers to play a role? What about regular features and columns? Don't forget your contact information either.

50. **Novelty Items** –Think of t-shirts, hats, coffee mugs, pens and pencils, mouse pads, etc. It's good to have a memorable image or slogan. Don't forget contact information here either.

51. **Go to the "Edge"** –Your competitors sell to the "middle," you find a way to sell to the edge. Like, a massage salon moves their chairs outside in the summer. There's an eclectic restaurant that doesn't bother with a check, you just pay what you think the meal was worth. Offer free samples on certain days, say, it makes people remember and they appreciate it. Maybe your business would be willing to put on a barbecue with free hot dogs on July 4th. Maybe a Frisbee imprinted with your logo could be tossed onto lawns or in public parks on sunny days.

Part III - Free Advertising With Publicity

Publicity reaches a lot of people with a limited budget. The key is to have a message that is news. You need something fresh and something the public would want to know about.

52. Write a Regular Column– Whether in a newspaper, magazine, ezine, or offline newsletter, a column establishes you as an expert in your field, and gives you something to reprint or direct you clients to, or to add to your promo materials, or to include with your thank you notes.

53. Write an Article – Articles can be anything from a short essay on a topic to a feature article in a magazine, newspaper, ezine, and newsletter. Then you can also use reprints from the article.

54. Align With a Charity or Other Non-profit Organization – Make sure that your business has a presence in the community, even if it is just sponsoring a sports team or donating to the breast cancer run. Aligning with a humanitarian or community organization gives your business the opportunity to give back to the community or to your customers.

55. Press Release – You have to be newsworthy, but sometimes even a press release that details the experience of a new hire is welcome in a newspaper's business section. Another idea is to let it be about a large donation you are giving, complete with relevant background. A lot depends on your target audience and the publication(s). Editors want news for their readers though, so make sure it isn't just a bid for your company.

56. Create a Newsworthy Event – The key is to find a theme and run with it. Holiday specials are the usual. Maybe you could sponsor an Easter Egg roll for underprivileged kids or a green deal for St. Patrick's Day.

57. Attend Special Events – Always look for events in your area where you can increase your visibility. The best lead generation methods introduce your products and services and offer something free (in exchange for their contact information, of course).

58. Get to Know Your Local Editors and Publishers

– It's easier to pitch a press release if you have contacts. George McKenzie gives plenty of free tips on how to do this here: <http://www.publicity-pro.com>.

59. Write a Book – With Print on Demand (POD) publishers, it is easy and cheap to type up and edit a book in your favorite word processor, upload it to a Print on Demand (POD) publisher's server, and have the book available for shipping within weeks or less. Books are also a great way to position yourself as the expert. And you could autograph it for your clients or do a book-signing. If you don't have the time or patience to write a book, you have several options: You can dictate the book and have it transcribed, here are two sites (elance.com and guru.com that are good places to get a transcript done for you). You can have someone ghostwrite the book for you. You can hold a teleseminar by yourself or with other experts and have it transcribed and edited into a book. You can get together with other experts in your field and each contributes a chapter or two for a book. You can interview other experts and compile it into a book. You can take books that are in the public domain, update it and release it as a book (make sure your choice is actually in the public domain). Also be sure that the subject and materials relevant and fills a need. A book can also be used as a selling device.

60. Blogs, Podcasts, etc. – Have to mention at least a few of them, even in an offline manual. Here are a few examples.

<http://www.wordpress.org>

<http://www.blogger.com>

<http://www.typepad.com>

<http://www.moveabletype.com>

Part IV - Joint Ventures

Joint ventures (JVs) are one of the best ways to lure new leads and customers. By partnering with other businesses whose customers are

part of your market, you have an additional profit center of incremental income. They can be very complex, and there can be 3-way deals going on. Make sure that you let a prospective JV partner know from the start you've found an additional profit center for them, that perhaps you could offer projected profits or projects and that it won't detract in any way from their current income stream. Also, the additional profit center will not incur any additional costs or labor on their part and that you will do all the work to set it up and that they can back out of the agreement at any time.

It's designed to put you in the right mindset, where you will look at your business and others around you and see possibilities that you never noticed before.

61. Sell an Idea –

Codify your knowledge and sell it. A realtor had a list three times better than anyone else, so she trained other realtors for a fee. If there's something remarkable about your business, or your expertise, you can market it to others.

62. JV With Your Suppliers –This means more sales for them. They may fund sales people, mailings, extra staff, etc.

63. Seek Out Other Businesses in your market – Plumbers could pair with landscapers on outdoor irrigation systems or solar panels could be partnered with HVAC companies. Make a list of comparable businesses and try to broker deals between them where there is a fit to generate leads.

64. Leverage Buyers and Sellers – A business broker sent a letter to 30,000 CPA firms saying "We've got buyers ready to pay all cash to buy your practice whether you stay or not." 500 people responded, so he took those 500 people out and mailed the other 29,500 firms saying "We've got 500 hundred firms right now that are big money makers ready to be sold. Owners will stay or not. Terms or cash is your choice." Then it was a simple matter to

match the buyers to the sellers.

65. Match Front-End/Back-End Products – If you sell a high-ticket product, seek out people with a back-end product. Or do the reverse.

66. JV a Sales Force – Use professional sales people that sell a variety of different products on a commission basis. Just put an ad in the paper or craigslist to find people to sell your products and services.

67. The Neon Sign Approach –

A neon sign maker hired some high school students to drive around and find neon signs that were flickering or partially out and report those locations. The same thing could be done with motor vehicles, have those kids be on the lookout for broken taillights, body damage, cracked windshields and the like. (There are numerous services to get the names and addresses from a motor vehicle registration plate.) You can then supply the leads to auto repair shops, body shops, windshield replacement shops. Or a furnace maintenance person could keep an eye out for water damage in the basement, and so on.

68. JV Mailings – Direct mail can be prohibitively expensive. That's why card decks and Value-Paks are so popular. You can always partner with a non-competitor (or two or three) that offer a complementary or similar product/service with the same target market as yours. By splitting the cost of the mailing, you still get your message out, but at a much-reduced cost.

69. JV Inserts/Flyers/Circulars – You could arrange to have your flyer, insert, or circular inserted into another publication already being mailed. It's best to have a targeted market when you do this. You use the joint venture angle when you pay so much per lead or a percentage of all sales resulting from the arrangement. You can pay a percentage of the first sale only, or use a tiered approach where a smaller percentage is paid for all first year purchases, or a percentage of the back-end purchase, etc. Just give your JV partner some kind of an incentive.

70. JV a Mini-Seminar or Teleseminar – Offer a package deal for both of

services that the two of you offer.

71. Sell Your JV – JVs that have a positive cash flow are assets in their own right, just like a money-making website that you can sell.

72. JV Deals to Observe and Learn From a Mentor – Sell your expertise or ability as a mentor. Sort of like a business consultant with experience in a similar field. Coaching programs would be perfect for this.

73. If they are the guru, the reverse is true – If they are the expert, the reverse is also true. You could JV with a middleman to bring people to them to pay for their expertise.

74. JV a Dealmaker Maybe you aren't strong in sales; then partner with someone who thrives at that. You and your JV can be complementary. Again, you'll need to offer an incentive or something in return.

75. Painting Fire Hydrants – One of the first deals Jay Abraham put together was paying kids to paint fire hydrants. He'd put all the deals together and he'd pay them a percentage of what he was getting paid. His value was that he organized the labor and delivered the sales. This works well anytime there is someone willing to perform the service for less than you are getting paid.

76. Overstock/Surplus Selling – Find businesses with excess inventory, tie up the rights to unload it at a discount, and then find outlets to sell it at retail. You pocket the difference. Or if you yourself have excess inventory, you could JV to find someone to unload it from you.

77. JV to the Affluent – You can partner with a business that sells a high-ticket item to the affluent. Choose the most popular high-ticket item they sell. Send a letter via FedEx to their "A" list, those 20% of customers that are responsible for 80% of their profits. Tell them about a special one-day closed door private by invite-only "showing" for that one specific product/service. Hire a professional copywriter to write a specific

sales letter for that one product or service. Serve coffee, tea, muffins, or whatever is appropriate for that target market on the day of the showing.

Make it an event, more than just the product or service itself. Look for ways to gain media exposure. Make sure they have their most knowledgeable staff on hand. Don't cut any corners. Find out what they want and give it, to them. Collect your profits, but be sure to follow-up with a thank you letter, ideally also FedEx'ed to them. And unadvertised bonuses always help!

78. Lead Generation JVs – Find out what other businesses your target market visits. Many of these places don't capture their customer's name, address, email address, etc. So you set up a "take ones," where they can take a brochure for free, go online to your website, fax you, or mail you their contact info, then you send them a free report relevant to them. Give their contact info to the store you JV with (and notify the prospects of this fact). Of course, you need to really provide an incentive for these businesses to promote you. So the "take one" box may not be enough by itself. True, they are getting the contact info of some of their customers (something they themselves should be gathering), but if they don't know enough to get that information in the first place, they may not be as anxious to promote your free report or premium.

79. Endorsements – There are people and businesses that have a great personal relationship with their customers and prospects. People who recommend certain stocks or trends, people who give great content and information to their subscribers, people who give investment advice, are generally people who have a certain rapport with their subscribers. They are the ones you want to target. If you can JV with the sort of person who will endorse your product or service, you have a huge advantage. These people may not even realize the relationship they have with their list.

80. JV Your List for a larger list – If you have a large list, one of the easiest ways to build it even further is to do a cross mailing. That is, you partner with another large list owner in your target market. You send out his message to your list, he sends out your message to his list. Simple. Just remember, once your prospects or customers are on another list that sells to

them, there is increased message clutter. That is, they are now being pitched by your JV partner AND you. It's a tradeoff you need to consider.

81. JV Your List for a smaller list - Here's a clever way to build your list up quickly. So your list is on the small side and "John Smith" has a huge list. You want to JV with him, but a cross swap isn't going to persuade him. Then you are the middleperson between John Smith and another large list owner. Get them together to do a cross mailing, and you get exposure as well. Instead of a cut of profits, you agree to get a slice of the list. Perhaps you could have John mail his list with the agreement that whatever prospects the other large list owner gets, he'll share with you. It's win/win/win situation, because all of you are gaining new prospects on your lists. John gets some of the other large list, and the other large list gets some of John's. Then you either get some of John's list or some of the other list, or even some of both lists. Remember that you are the dealmaker. It wouldn't have happened without you, so depending on the deal you make, why shouldn't you get access to both lists?

82. JV Advertising Space – Try remnant or "stand-by" advertising. If you already have an effective direct mail campaign, why not tweak the same winning letter and turn it into a space ad? You just have to reformat your winning ad a little. Depending on your sales letter, this may or may not work. Some letters are specifically targeted for a particular niche market (as they should be). You may need to change the headline or tweak the lead, but it can usually be done for a lot less than writing a new ad from scratch. And you can do it quickly... What if your budget only allows for a smaller space ad? Then you have the challenge of making your have enough copy to get the job done. In a newspaper, the larger ad works better if you have the budget for it. If a prospect doesn't know enough about your product or service, and isn't convinced enough to act immediately, you've lost an opportunity. So you don't want to waste money with an ineffective ad. Stand-by advertising is a thought. For example, Nancy Jones, near single-handedly invented stand-by advertising. Here is an example of the letter she sent that explains these ads;

Dear Advertising Director,
Over the past several years, our client, the XYZ Company, has repeatedly

expressed an interest in having his advertisements published in your newspaper. However, our agency has compared your open rate with that of newspapers where the advertisement has already been published and we have found it necessary to advise the client against including your newspaper in his advertising schedules. This decision was based mainly on the fact the client's advertisement has been profitable only in those newspapers where a stand-by or remnant rate has been offered.

As you know, stand-by simply means a newspaper agrees to publish an advertisement whenever or wherever space becomes available and offers to reduce the open line rate to the advertiser for "standing by." Space may become available due to last minute cancellations of scheduled advertisements or because of production difficulties. Whatever the reason, the newspaper will generally insert a house ad or a public service ad to fill the hole in the newspaper. Therefore, more often than not, the newspaper receives no revenue for the use of this space. Thus, stand-by advertising has become advantageous for both the newspaper and the advertiser.

We are aware your newspaper has not offered a stand-by rate in the past but we would like very much for you to consider this possibility now. We are enclosing an insertion order for a full page, a mechanical and a check for the new amount of the order. If you accept our offer, simply hold the material until space becomes available. If and when the opportunity presents itself, run the ad, cash the check and send us a tear sheet. If you do not wish to participate at this time, simply return the check to the agency and destroy the mechanical. This offer expires in 15 days. Please feel free to call if you have any questions about the offer or our client.

Sincerely,
Nancy Jones

In these tough economic times for newspapers, it is hard for them to resist the fact that they have a check in hand for using advertising space that would have otherwise yielded zero dollars in revenue. That means with stand-by advertising, you can get the same size ad as your competitors for less.

I suggest you check out the following about her from the Gary Halbert Letter at: http://www.thegaryhalbertletter.com/newsletters/zkkj_advertising_more_profitable

83. Rekindle Procrastinating Customers – You could do this for your own business or in a JV venture. Many customers tend to procrastinate on their purchases. Check out your customers who haven't been active lately. A sequence of mailings to these (with incentives to come back) might bring back a certain percentage, of which you can negotiate up front a slice of the profits.

84. Rekindle Former Customers – In addition to customers that procrastinate, there will always be customers, for one reason or another, that no longer purchase from a business. There are lots of reasons why. (They moved, they passed away, the kids grew up, etc.) And there are those customers who are dissatisfied. You want to target most of them. For those that are dissatisfied, you want to offer them an opportunity to make things right, to give them a special deal if they agree to give you another try. For the others, they are most likely satisfied former customers. For whatever reason, though, they are no longer part of the target market. Perhaps, though, they would be willing to refer business especially if there is a gift certificate that they can pass onto a friend or relative who is still part of the target market. You may be able to find a way to reap profit from your former customers.

85. JV With an Agent to Bring in "Found" Business – If you want to focus on your core business and you're not sure how to go about bringing in this "found" business, there are experienced marketers out there who could help yield you additional business. At the very least you could pay someone to teach you how it's done, or learn by example in observing their methods and asking questions.

86. JV a Consulting Back-End With a Static Product Seller – If you are a consultant specializing in doing creative real estate deals, find someone who sells a static book or course on the subject, then partner with them to offer your coaching or consulting services on the back-end for those that want to go

beyond the book or course.

87. JV a Static Product With a Consulting Back-End –If you sell a static information product, why not seek out an expert on the subject that you can partner with and endorse for additional training for your customers.

88. Creative use of retail space –Let’s use a personal trainer as an example. What if you opened a satellite office that’s manned once or twice a week in a health club or health food store? You could put lots of things in those places. Acupuncture, Shiatsu, massage therapy, weight-loss clinics, exercise products, and so on. Or you could tie up the rights to a display space or an impulse buy counter near the register, or just a segment of the store, like banks did in grocery stores or Sears did with insurance sales. All you need is foot traffic; just make sure your services are a good match. Basically, tie up the rights to the space first, and then look for ways to fill it.

89. JV With Those Who Already Have Business Relationships

The best companies to JV with are those whom you already have a preexisting relationship with. And if you need to build relationships, you can JV with those people who do. Find them through ads in your local paper, or go online and network with people. Let them introduce you to contacts, it’s better than a cold call.

90. Start Small – Do you have a big idea for a deal but no relationship with the potential partner company? You can always start out small, testing to validate your experience and results before moving first. Then you’ll be certain that you can move to the next level.

91. Let Them White Label You – Let’s assume you are an IT consulting firm, and you decide to JV with hardware companies to access their customer base and have them endorse your services. The trouble is, you want to JV with several hardware makers, and each one wants you to use only their hardware. How do you get around that and still have access to all of their lists and endorsements? One way is to let them “white label” your services. In other

words, when you consult for their customers, you represent that hardware company. All you have to do is change “shirts and hats,” so to speak, so that each hardware company has you representing them. Basically, they would sell your services as their own. It would be like a “private label rights” situation. This could be like the “Geek Squads”, which are probably private contractors. It wouldn’t be a large corporate deal at first, but you could try it on a small scale.

92. JV the Costs – Sharing a receptionist or phone lines or consulting rooms or office and mail services, help desk support, can save money.

93. JV to Build Your List – The greatest asset you have is probably your client list. The more names on the list, the better the asset, so why not JV a list exchange. Of course, you may not have much to offer to the list owner of 100,000 names, when you only have 1,000. Maybe you could arrange a speaker to do a teleseminar that 100k+ list size owners would love to tell their subscribers about. Bear in mind that these list owners want to build their lists even more. You’ll have to do a deal with anyone who opts into the seminar. You could do a solo mailing of a product of their choice to the entire list if they promote the call.

After all, they are delivering a message to their list that people would be interested in, and they’re interested in getting the names of the other list owners that will opt-in. So you act as the middle-person and give people these things, while greatly adding to the size of your list. All you need to do is to contact these people and let them know how they benefit from the arrangement. This is one of those ideas that will work just as good online as they do offline.

94. School Deals – You can contact local community colleges and other educational learning institutes and offer to teach a course for free or for a salary. While you’ll teach them valuable skills, the logical outcome of your course is for them to purchase your full-course and other information products, or add to your name recognition in a smaller sales environment. Students might remember your and your services when they enter the work

force too.

95. Company Speeches/Seminars – Companies often give in-house speeches and seminars for a nominal sum. You can do the same, and sell your products and services. It's also a way to gain access to a company and expose your products and services to them.

96. Friends and Relatives – People who know and trust you are one of the best pools for building business. You will have their vested interest at heart as well. It's the original networking! This could also help with JV ventures. You might be starting small, but making deals with friends and family will make you better equipped to handle the bigger more profitable deals that will come your way.

97. JV Anything You Need – Hotel room? The use of a product or service? Deals on airfare? Why not use your product or service to JV what you need. Michel Fortin used to do this with a local hotel, getting a free room to have his seminars in, knowing that the seminar guests would use the hotel services as well.

98. JV for Airtime – You may be able to get free airtime for your ads and infomercials. Every radio or television station has some unsold airtime and they only need to fill a certain amount of public service time. They need to make money, so all you need is to make a compelling offer. Try to find out something they want, and offer it to them for in exchange for airtime.

99. Leverage JV with Bartering – Try to barter your products and services to make your deals more profitable. A trade show banner vendor partners with a copy center. Say they then exchange with the copy center for some design work. Then they are able to give their customer handouts for shows at full profit to them.

100. "Think Outside the Box" –Try to see that there are more possibilities and opportunities around you. Increase your awareness and creativity as much as you can. In tough times, everyone is always worrying about their business;

why not attempt to put a positive spin on things and think about joint ventures or novel marketing ideas more. All your ideas may not work, but they more you try to think fluidly the more you'll be open to things. Change your mindset!