

“Increase Your Income by Using Direct Mail to Sell Your Products and Services”



with Stephen Tweed, CSP
and
Jason Tweed

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Perhaps you've had good results with an e-marketing campaign. But you want to reach people in a less-temporary manner or reach people for whom you don't have email addresses. It's time to consider using a high-payoff method: snail-mail direct marketing. When you learn the nuances of this proven process, you'll get much better results than an e-mail only campaign for many products/services.

Over the past two years, Stephen has shifted his business from being “a consultant who speaks” to being CEO of a company with seven different specific revenue streams. In order to promote their growing revenue streams, Stephen and his son, Jason, launched an aggressive electronic marketing program using their Web site and electronic newsletters. Yet they recognized they were missing a great opportunity in their 3500-member mailing list. They went back to using direct mail and doubled their teleseminar registrations. They also use direct mail to sell speaking engagements, public seminars, and consulting engagements.

Don't miss this opportunity to increase your income. Join Stephen and Jason Tweed for this interactive discussion of how to use direct mail in coordination with other marketing techniques to grow your business and raise your revenue.

You will learn about:

- * Defining your highest-payoff target markets
- * Building your best prospect database
- * Renting mailing lists: when and when not to
- * Designing your direct mail campaign for maximum payoff
- * Writing, designing, printing and mailing your direct mail piece in the most time- and cost-effective manner.
- * Measuring the results of your marketing efforts to determine the best method

“Increase Your Income by Using Direct Mail to Sell Your Products and Services”

I. Defining your highest-payoff target markets

- A. Segment Your Markets
 - 1. Industry
 - 2. Organization Type
 - 3. Postion

- B. You have three customers
 - 1. The consumer
 - 2. The client
 - 3. The sponsor



II. Building your best prospect database

- A. The compiled list

- B. The personal contact list

- C. The rented list

III. Renting mailing lists: when and when not to



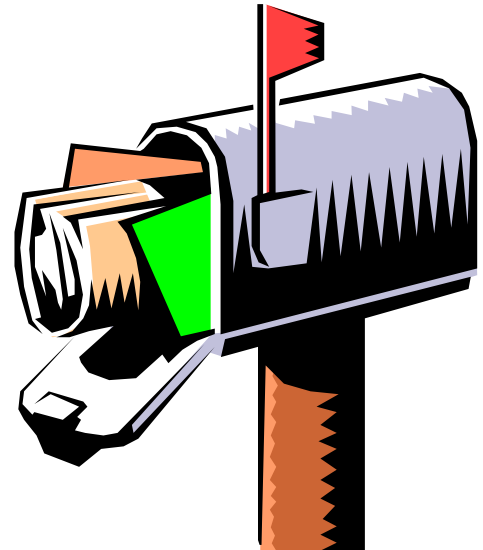
IV. Designing your direct mail campaign for maximum payoff

A. The Core elements of an effective direct mail piece

1. The envelope
2. The sales letter
3. The flyer
4. The response mechanism

B. Alternative Direct Mail methods

1. Self-mailing flyer
2. Self-mailing brochure
3. Self-mailing newsletter
4. Post cards
5. Customized post cards
6. The product catalog
7. The “Magalog”



V. Writing, designing, printing, and mailing your direct mail piece in the most time- and cost-effective manner

A. Some keys for Direct Mail Design

1. More copy sells more
2. Color outsells black and white
3. Make it easy for the customer to buy

B. Working with designers and printers

C. Working with a mailing house



Some Direct Mail Resources:

U.S. Postal Service - "Direct Mail Delivers: a manual for direct mail."

U.S. Postal Service - <http://www.usps.com/directmail/>

The Direct Marketing Association - www.the-dma.org

About your Teleseminar Presenters

Stephen Tweed, CSP



For the past 20 years, Stephen Tweed has worked with home care companies around the country that want to grow their businesses, and with home care leaders who want to multiply performance. He is currently Chairman and CEO of *Leading Home Care... a Tweed Jeffries company*, the center for home care strategy and leadership. Stephen has served on the Boards of Directors of three different home care companies, and as the Interim President and CEO of a \$25 million home care company with 400 employees.

Stephen has been a full time professional speaker, author, and consultant for over 25 years. He has been actively involved in the National Speakers Association since 1985. He earned the CSP designation in 1993, was elected to the Board of Directors in 1997, and served as President in 2002-2003.

Jason Tweed



Jason Tweed is the Director of Business Development for Leading Home Care. He is responsible for the design and implementation of all of our electronic marketing, and for customer service and order fulfillment. A graduate of the School of Communications at Edinboro University of Pennsylvania, Jason has spent the last 14 years working in a variety of communication and business development positions with a large insurance company, a public utility, a consulting firm, and a community service organization. Since 2002, Jason has led the business development efforts at Leading Home Care. Jason also operates BSG marketing, an Internet marketing company. He and his wife Kristen live in Reading, PA, and are the proud parents of twins... Jason Andrew and Ainsley Grace. (Stephen & Elizabeth's first grandchildren!!!)