

"Nobody does a better job of showing how to use design to build relationships than Roger C. Parker!"
Jay Conrad Levinson
author, *Guerrilla Marketing*

Vol 4, #2

Roger C. Parker's Guerrilla Marketing & Design

Convert your newsletters into immediate cash!

Use your newsletters to keep in touch, educate your market, and trigger instant sales

It is rare with Internet offers to get more than expected, but that has been my experience with Roger C. Parker. Not only did I receive extremely valuable information, but his coaching is always rich and stimulating.

Dr. Tony Fiore
Anger Coach

Bullmarket 2004

Roger C. Parker is one of 500 creative service providers around the world featured in Seth Godin's Bullmarket 2004.

[Download a free copy.](#)

One-Page Newsletters can do more than help you *keep in constant touch* with clients and prospects and *educate them* to desire your products and services. Each issue can also *generate immediate sales!*

Simply combine the educational content of your newsletter with a *monthly promotion* described in the covering e-mail or on the page of your website where readers can download each issue.

Once you have aroused your reader's interest, offer them an *engaging next step* that accelerates their interest and encourages them to buy right now.

Options

Here are some tried-and-proven ways:

- *Teleconferences.* One of the easiest, least expensive, and most powerful ways for you to *monetize*—or convert your newsletter into profits—is to invite

readers to a free teleconference where you provide additional information and invite them to discuss the topic and ask questions. Costs are surprisingly low.

- *Special reports.* Offer an *in-depth treatment* of the topic covered in your newsletter. You can either sell it or offer it for free, upon e-mail request. You can also deliver additional information on unlinked web site pages or via e-mail.

- *Promotions.* When appropriate, offer special pricing or terms on products or services associated with the topic of your newsletter.

- *Event marketing.* Offer free demonstrations or seminars in your store, an office, or a hotel meeting room. Or, offer a free 30-minute introductory meeting or telephone consultation.

- *Staff training.* Use newsletters to motivate your staff as well as your market. Plan training sessions around each topic.

Call to action tips

Here's how to maximize response:

- *Encourage e-mail registration.* This creates a list of prospects interested in particular topics for later follow-up.

*Your call
to action
should be as
professional
as your
newsletter*



ROGER C. PARKER

- *Best-selling author*
 - *Copywriter*
 - *Design educator*
 - *Workshops*
- *Marketing coach*

I've known Roger for over 25 years. He'll treat your business like it was his own. Clients love him!

William Pearsall

Mergers & Acquisitions

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- *Focus.* Separate the educational content of your newsletter from the promotional message in the e-mail announcing each new issue or on the page of your website where your newsletter can be read or downloaded. *Never put time-sensitive information in your newsletter!*

- *Separate "why's" from "how's."* Emphasize *problems, solutions, and benefits* in your newsletter. Limit the details of your solution to your follow-up information and events. Keep your newsletters short.

- *Add urgency.* Schedule your call to action event immediately after you distribute your newsletter. Encourage early registration by emphasizing limited teleconference capacity, limited quantities, or place a time limit on promotions.

- *Vary your call to action.* Don't follow the same call to action each month. Vary teleconferences, special reports, promotions and free consultations.

- *Follow-up.* Thank those who attended events or requested more information.

- *Track your results.* Note which topics and calls to action result in the most sales. Repeat your winners.

Planning

Success requires planning. Start by creating a 12-month Editorial Calendar describing the topics you are going to

discuss in each of the upcoming issues of your newsletter.

Then, choose the type of call to action, or promotion, most appropriate for each month's topic. As you review each issue in your editorial calendar, ask yourself: *"What's the best way to leverage my market's interest in this topic?"*

Never compromise the quality of your follow-up event or promotion. If your call to action projects a last-minute or amateurish image, you'll be wasting the momentum your newsletter has generated.

Final tips

- *Emphasize process, not event.* Success requires an on-going series of newsletters and related promotions. Use your 12-month editorial calendar to schedule your efforts on several newsletter issues and promotions each month.

- *Encourage pass-alongs.* Ask recipients to share your e-mails and newsletters.

- *Be specific.* Describe the specific action you want the recipient of your message to take. Summarize important details.

For more information

Visit www.gmarketing-design.com

to read other issues of my newsletter.

Visit www.onepagenewsletters.com

to learn how to create your own One-Page Newsletter Marketing Program.