

"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, #4

Roger C. Parker's Guerrilla Marketing & Design

Become an Obvious Expert™

7 low cost ways to increase sales by building lasting client and prospect relationships

Obvious Experts enjoy many compelling advantages over their competition. They're *the first ones thought of* when there's a challenge to be addressed. They're viewed as *resources* whose advice and services are *welcomed* and *trusted*. They profit from *word-of-mouth referrals*.

Obvious Expert status attracts prospects *pre-sold on your competence*. This *speeds sales* and *avoids pricing issues* based on unfamiliarity and a lack of trust.

Technology makes it possible

Technology makes it easy for you to:

- *Keep in constant touch*. Out of sight means out of mind. But, *consistency breeds trust*. Technology makes it possible to build and maintain *relationships*.

- *Educate your market*. Technology helps you show prospects what to look for when buying and keeps them informed. This creates a "halo of trust" surrounding *every product and service* you offer.

- *Create a synergy*. Profit from a *powerful partnership* between online and offline marketing, i.e. use postcards and business cards to drive website traffic, etc.

Ways to profit from technology include:

1. Free monthly contact

Adobe Acrobat lets you distribute attractive, easy to read, One-Page Newsletters, e-books, brochures, and tip sheets, via e-mail and the Internet *for free*—totally eliminating printing and mailing costs.

Monthly, educational, One-Page Newsletters *prove your expertise* without bragging or boasting. Monthly One-Page Newsletters are *far more effective* than four-page newsletters every other month, or a quarterly eight-page issues.

Acrobat permits you to use type and layout to visually "voice" your One-Page Newsletters. Design visually reinforces your expert image and sets your messages apart from those of your competitors.

2. Increase web site traffic

Flash Paper, created with Macromedia *Contribute*, lets you [display your One-Page Newsletters on your website](#). This *attracts new visitors* and *drives clients and prospect* to your site each month.

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

William Pearsall
Pearsall@Wolfenet.com

Roger has redefined newsletter marketing for the Internet age.

Once again Roger proves simple is better.

Joe "Mr. Fire" Vitale
Author, # 1 best-seller
"Spiritual Marketing"

Bullmarket 2004

Roger C. Parker and One-Page Newsletters are included in Seth Godin's Bullmarket 2004 International Sourcebook

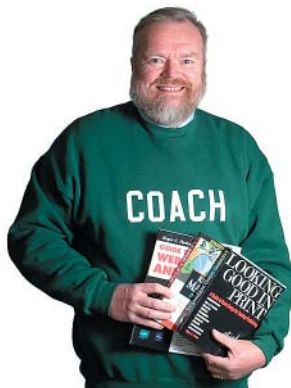
[Download](#) a copy.

*Educate,
rather than
advertise,
let your
content speak
for itself*

*Roger is a constant
fountain of ideas
showing people easier
ways to do things and
how to save time.*

Kip Geinau

AdWorks, CT



ROGER C. PARKER

- **\$32,000,000** author
- 1.6 million books sold
- Copywriter
- Graphic designer
- Training, workshops
- Marketing coach

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Contribute also drives website traffic by letting you keep your site *fresh and up to date*, even if you don't know HTML.

3. Add a personal touch

Web audio reinforces relationships by adding another level of *persuasion* and *personalization*. “Welcomes” and “invitations” are more effective when visitors hear your voice. *Testimonials* gain impact when spoken by clients.

Audio postcards, delivered via e-mail, attract attention and increase response.

Teleconferences, on rented *bridge lines*, offer another way to educate your market and further your relationship with clients and prospects. You can *establish a dialog* on topics introduced in your newsletters. You can *record calls* and offer them as free *MP-3 website downloads*.

4. Save time on routine tasks

Use *autoresponders* to automatically fulfill prospect information requests. Each request can trigger a *timed sequence* of e-mails—like a “mini-course”—greatly increasing your chances of making a sale.

Autoresponders also help you *cross-sell*, *up-sell*, and *re-sell* previous buyers.

5. Write better in less time

Let *Mind Mapping software* help you *harvest and organize* your ideas. After identifying key points, it becomes easy

to “fill in the blanks.” After creating a Mind Map, you can *save even more time* by *dictating* each issue.

6. Publish your expertise

Print-on demand helps you avoid financial risk when self-publishing a book to promote your expertise. This is because books are printed *after* they are sold.

7. Learn from your market

Online surveys help you identify your market's concerns. You can easily *test offers, prices, and content*. Find out why visitors are leaving your website unsold.

Keys to success

- *Use multiple technologies.* Use auto-responders to distribute your surveys, for example, and audio to boost response.
- *Commit to consistency.* Each marketing contact builds upon previous ones. Build your success on monthly contact.
- *Always look your best.* Use design to reinforce your image and your message.
- *Educate, don't advertise.* Let your ideas speak for themselves. Sales will follow.

For more information

Let Roger C. Parker help you create the *content* and *framework* you need to become an Obvious Expert. To learn how, visit www.onepagenewsletters.com, or call Roger at 603-742-9673.