

"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, #9

Roger C. Parker's Guerrilla Marketing & Design

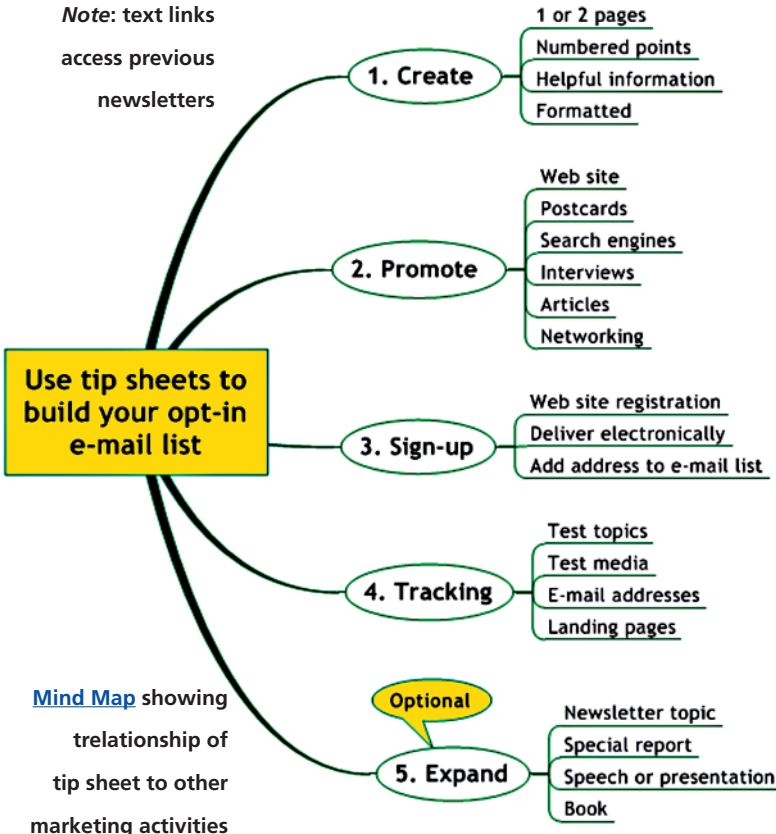


Permission Marketing with tip sheets

Use tip sheets to encourage clients and prospects to sign up for your e-mail newsletter

Sample tip sheet attached

Note: text links access previous newsletters



Mind Map showing relationship of tip sheet to other marketing activities

Often, the hardest part of a Permission Marketing program is developing an incentive to persuade clients, prospects, and web site visitors to send you their e-mail address and permission for you to send them your e-mail newsletter.

That's where tip sheets come in! Tip sheets are short, formatted, documents that contain non-selling information your market will find useful. Clients and prospects appreciate tip sheets because they contain helpful information that helps them save time and avoid mistakes.

Advantages

Tip sheets are easy to prepare and can be distributed for free as electronic files. *You don't need many words, and you don't need fancy graphics* to communicate a credible, competent, professional image.

Clients and prospects like tip sheets because they contain helpful information presented in a *concise, easy-to-read format* they can immediately benefit from.

Steps to success

1. Create your tip sheet. Choose a topic that either helps your market *achieve a goal*—save time or money, increase sales, win a race, etc.—or avoid making a mistake, like a bad buying decision.

Tip sheets can convert postal addresses into e-mail addresses

Thank you for your
teleclasses this week.

You shared a lot of
information that made
the 5.00 am start
worthwhile.

Bryan O'Shannassy
Australia



Roger C. Parker
Profit Builder

- **\$32,000,000** author
- 35 books, 37 languages
- 1.6 million copies sold
- NY Times* recommended
- **Speaker, consultant**
 - **Design educator**
- **Training, workshops**
 - **Marketing coach**

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Ideas include: frequently made mistakes, questions to ask when buying, trends, symptoms, installation tips, usability techniques, shortcuts, and checklists.

Support each point with one or two short, concisely edited, paragraphs. Write as you speak, in a conversational tone.

Format your tip sheet using subheads set in a typeface that forms a strong contrast with adjacent body copy. Add extra space between lines, and above subheads, to enhance the professional image your tip sheet projects. (See my [14 Biggest E-book Design Mistakes](#).)

2. Promote your tip sheet. Promote your tip sheet everywhere: on your [business cards](#), in your [e-mail signature](#), in your ads, article bylines, and search engine advertising. Mention your tip sheet when speaking or attending networking events. Always describe how to obtain your tip sheet by visiting your web site.

Use tip sheets and [print-on demand postcards](#) to convert postal mailing addresses to e-mail addresses. Tip sheets promoted with postcards can efficiently reactivate previous clients and reach out to prospects who have not yet given you permission to contact them via e-mail.

Using postcards to promote tip sheets avoids the many problems associated with sending unwanted e-mail, i.e. spam.

3. Sign-up. Make it easy for web site visitors to locate your tip sheet. Your tip sheet and newsletter sign-up offer should be prominently placed at the top of your home page. Describe the benefits your newsletter offers subscribers and stress your privacy policy.

Set up your web site so [autoresponders](#) will deliver your tip sheet, add the recipient's name to your newsletter mailing list, and inform you of the new contact.

4. Track your results. Experiment with additional tip sheet topics. Use different e-mail addresses or web site landing pages to determine which topics and media generates the best results.

5. Expand. If desired, you can use tip sheets as the basis for in-depth treatments of each topic. You can expand tip sheet topics into newsletters, special reports, e-books, [presentations](#), speeches, [teleconferences](#), and audio recordings.

For more information

Let Roger C. Parker show you how to profit from [promoting your expertise](#) using tip sheets, postcards and your web site. Use tip sheets as the basis of your [educational marketing program](#).

To learn how Roger can help you *pull all the pieces together* into a *smoothly running program*, call 603-742-9673 or e-mail Roger@onepagenewsletters.com.



How to Prepare for a Portrait Session – 12 Tips for Success–

©2004 Gene Paltrineri, Certified Master of Photography

1. Purpose

Share the purpose of your photograph with us well in advance of the portrait session. Show us the type of portrait you're after *before* your session.

2. Choose solid colors

Avoid patterns, such as bold stripes, flowers, and lettering. Subtle prints may be acceptable, but solid colors always safe.

3. Wear neutral colors

Avoid white, red, and yellow. These attract undue attention in group shots.

4. Socks

If one person in a group is wearing white socks, they will stand out. Choose dark socks with dark slacks. Neutral or tan socks match khakis.

5. Coordinate with others

Coordinate what you're wearing with others. One blue shirt in a group of white shirts will stand out—and vice versa.

6. Avoid bright accessories

Stay away from reflective or dominant accessories, like earrings. These distract and can cause bright spots in the portrait.

7. Preparation

Be sure to get a good night's sleep before a portrait session. Post-session retouching is available, but may be costly.

8. For men only

Shave just before your session. Five o'clock shadow is costly to remove and never looks quite right. Get a haircut 3-4 days before the session, not the same day.

9. Special tips for women

Don't try a new hairstyle or hairdresser for your session. Stick with the familiar. Hair tied up may add weight to your face.

10. Children

If your child is ill, their eyes will not have the sparkle you want. Reschedule to a day when they are feeling better.

11. Food

Avoid stopping at a fast food restaurant on the way to the studio. Coffee and mustard stains are expensive to remove during retouching!

12. Schedule

Plan to arrive a few minutes early. Stress from unexpected traffic delays will be reflected in your expressions.

Compliments of

Gene Paltrineri Photography

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