

GOLD DUST SERIES

Those that KNOW more, SELL more...

Have your customers forgotten about you?

Well, only you can answer that, of course...

But, one thing is certain. If you haven't kept in regular touch with your customers in the last few months, you will be out of their thoughts completely.

Yes, they will have forgotten about you. Hard to accept? Read on...

A brilliant German psychologist - Hermann Ebbinghaus - produced some fascinating information on memory retention that is scary, when applied to business and customer relationships.

Ebbinghaus effectively proved, that after only one month of doing business with you, only 21% of your customers still have you in front of mind.

Yes, in just ONE month. That means that nearly 8 out of 10 of your customers, will have pretty much wiped you from their thoughts, in just 4 weeks.

These are customers that have cost you so much hard work and valuable budget to acquire. Why would you waste that investment?

But many do. Most companies these days, spend seven times more on trying to acquire new customers, than on the ones they already have. It's pure lunacy...

Previous customers are over SIX times more likely to buy from you, than targeted prospects. So, it makes perfect business sense, to spend more money on them, than on your new business prospecting.

If you know what you're doing, your customer database will be segmented. This vital segmentation will show you the different types of customers you have - and the many differences between them. It will clearly show customers who have bought different things from you, at different times, for different reasons.

Your database should tell you these things. - and you should act on it.

That's why sending the same promotional message to everyone on your database, is not only lazy, but also misses a key fact.

They are not an amorphous mass, they are unique *individuals*.

Treat them as such - and you'll reap rich rewards.

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You WILL be more successful by marketing to the differences of people, rather than their similarities.

And a well-constructed marketing database will show you exactly what those differences are.

Let me tell you this. There are so many people making a real mess of their marketing right now. A lot of them will be in your sector and be competitors of yours.

That means there's a fantastic opportunity for you to rise above these dopes and the morass of mediocrity they put into the market.

Don't waste it. Let me help you.

You know my credentials. Over 40 years at the very highest level, working for the best - and in three continents. A Hall of Fame Copywriter – one of only two in Europe.

Emails, DM Packs, Websites, Landing Pages, Social Media, Print Ads, Door Drops, Radio Scripts - I write and create them all.

Don't gamble with a 'content' writer or the latest robot on the block - or try and do it yourself.

Your past customers - your lifeblood - are much too valuable for that.

Let my experience and expertise help you reconnect with them again and put you firmly back in their thoughts. Oh yes - and if you want some help with your customer database, then that's something I have been doing for four decades, too.

So, if there's anything in that little lot above, that you feel strikes a chord, then the next step is pretty simple. Just respond to this email, or give me a call - and let's have a chat.

I'd be only too pleased to be of help you...

If anything you've read here strikes a chord...
I'd be delighted to hear from you.

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