Personalize and Profit!

Discover Cutting-Edge
Secrets to Effective
Personalized Marketing

A special report by Mike Capuzzi

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The world's become a very noisy place, both literally and figuratively. Have you ever been in a traffic jam with so many horns honking that you simply tuned them all out? Every horn sounds like every other one, so not one of them draws your attention – none of them elicit the response they're supposed to. Instead, you ignore them all.

The Internet started as the "information super highway," but it's become a lot more like that traffic jam – every single email and Web site is vying for your attention.

"Read me."

"Click here."

"Check your e-mail."

"DOWNLOAD NOW."

"Friend me."

It's just like all those honking horns, and the only way to get any peace and quiet is to escape… to ignore it all. The inundation of marketing messages isn't new. It's always been a challenge for business owners and entrepreneurs like you to create messages and advertisements that draw attention – that break through the noise and "get heard."

The problem is the ever-growing volume of advertisements that we see. Research shows that we're exposed to 600 to 3000 ads per day. **Per day!**

That turns into one or more for every waking minute. Actually, that statistic probably comes as no surprise since marketing messages come at us from every possible angle: television, radio, print media (newspapers, magazines, direct mail), billboards, truck signage and the ubiquitous Internet with its range of pop-up ads, banners, search ads and embedded video, not to mention those showing up on your mobile device.

If you've been on a plane recently, you've seen ads on your drop-down tray, and there are even advertisements creatively positioned in public rest rooms! If there's a space and a chance for a captive audience, there's an ad. It can be difficult and

expensive to compete… to get attention and have your message read.

Advertisements clamored for attention as far back as those that appeared in Ben Franklin's *Pennsylvania Gazette*. Typefaces became larger and bolder so that ads could stand out from the news as well as from each other. With every new medium that's come along since, marketers have found ways to break through and set themselves apart. Radio and television turned to famous spokespeople and jingles; print media saw the introduction and expanded use of color; the Internet quickly leveraged animation, video and audio to get attention.

The competition for mind-share has become an epic battle. It's no longer simply a case of you against your competition for consumer attention. It's no longer Pepsi® battling against Coke®. Because of the information overload problem, companies now have to battle with the consumers themselves to pay attention. Now it's Pepsi® and Coke® against each other and against the consumer! So now it's you against your competition **and** your prospects. The more you try to scream for attention, the better your prospects and customers get at ignoring it all.

So what are you supposed to do? First, it's a matter of personalization, and I'll share a few fundamentals of that aspect of successful marketing. Then you've got to get attention, and I'll share proven tips… tips based on my years of experience and success in direct response marketing.

Finally you've got to have a system to do everything I just described and later in this report I'll let you in on my secret to success and show you how you can easily put this altogether!

What My Grandmother Taught Me about Marketing

Successful marketers are changing the way they talk to their customers; they're talking _to_ them, not _at_ them, and this context is critical. When your customers are part of a conversation, they're more likely to listen and engage rather than ignore. Because there are thousands of messages hitting them every day, consumers have perfected the art of ignoring them. The louder you try to scream, the better they get at ignoring. Your message has to play on the proverbial radio

station that all of your customers and prospects listen to: **WII-FM** (What's In It For Me?)! The message has to be about your prospect, <u>not about you</u>.
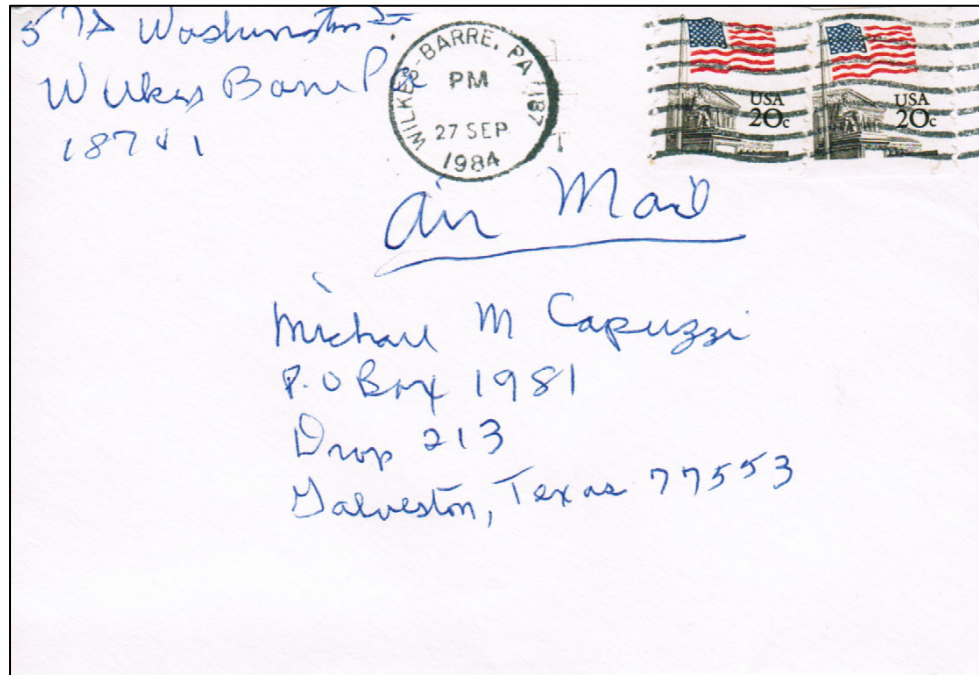
Your message also has to be a one-on-one conversation. It's got to be personal to get attention. When I was in college at Texas A&M University, my grandmother wrote to me regularly. In fact, her letters arrived week in and week out without fail. While I probably didn't have the number and sorts of distractions that I face today, I took the time to read and re-read every single one when it arrived. Her letters were directed at me personally; she took the time to write; I was interested in what she had to share; and she cared about me. I not only read and re-read every letter, I saved them! And I have them to this day.

Looking back, the funny thing is that my grandmother's letter taught me a lot about reaching my own prospects and customers. I read her letters because they were personal – they were for me, not my sister and not my cousins but specifically for me; they contained information that interested me – I wanted to hear about what she had to say; and they arrived regularly – I could anticipate when they'd arrive and looked forward to

getting them. That's the same way you need to reach your prospects and customers. Use marketing that is:

- Personal

- Relevant

- Timely

Personalized Marketing: The Key to Success!

Today, personalization is more important than ever, and effective personalization goes well beyond simply inserting the recipient's first name into your copy. That may have worked decades ago when Publisher's Clearing House® used it, and the technique was impressive and got attention because it *was* cutting-edge technology… and few of us had ever seen our names featured in a headline. We were drawn to open the envelope and read the letter because it was individualized (or so it seemed) and our names were plastered all over it. Well, that and the fact that we "may have already been selected for the grand prize."

Using the recipient's name is still important, but it has to be done more judiciously now. It can't be contrived; your prospects will see right through that. Remember, my grandmother's letter weren't of the **"Dear <insert first name>"** type!

Technology has moved far beyond **<insert first name>**. Simply using the recipient's name no longer has a "wow" factor. Besides resisting the urge to use a personalized name at every turn, you've got to make certain your data is correct, and it starts with making certain that names are spelled correctly. Nothing alienates a prospect quicker than personalized marketing that's not spelled correctly.

Obviously when your prospects and customers are entering their own data, you can't control their typos or errors; however, very few people misspell their own names. One of the real benefits of using a system in which your prospects enter their own information is that you collect information that is as accurate as it gets! However, effective personalization goes beyond that.

Most databases contain first and last names, but many of us go by nicknames rather than our given first names that are included in any database. Take me, for example. When prompted for my first name, I'll typically use "Mike" and nearly everyone addresses me as Mike. If I receive mail addressed "Dear Michael," I'm pretty quick to disregard it. While it's personalized, I also recognize immediately that it's contrived.

There are countless names that create the same pitfall: James, Christopher, Kristine, Richard, Jeffrey, Rebecca, Steven… you get the idea. What's more, you can't guess. James Smith prefers "James", but James Green likes "Jim." If you haven't already done so, be certain you're creating a salutation field or otherwise prompting your prospects for their preferred name rather than simply asking for their first names.

You really do need to take time to learn about your audience – your prospects and customers – in order to effectively personalize your copy. Once you know specifics, you can segregate your database accordingly and use both your copy and the design to create a personal message… and a relevant one.

For example, ABC Travel Agency runs two winter promotions – a ski getaway and a Caribbean beach getaway. James Smith is a skier; Lisa Green is a diver. ABC has those preferences built into their database and can tailor each message accordingly.

They can insert relevant photographs for each sport, personalize the copy, and even create a masculine versus feminine designs. If they're really good they can even make a reference to the last vacation they booked! Today's technology allows for those alterations on the fly and within the same mailing or online promotion.

Uniqueness counts. There's a lot of **"me too"** in marketing these days, so study your audience and figure out creative ways to set yourself apart. That, in and of itself, leads to greater response rates and more sales!

Who Are You?

As consumers, we all want to buy from people we "know, like and trust." Think about yourself as a consumer. Do you buy from

someone you don't like? Probably not if you can help it. Do you buy from someone you don't trust? Probably not at all!

Your prospects and customers need to get to know you first before they're going to like you and trust you. So how do you go about it? Simple: You tell them. Communicate the person behind the company. It certainly shouldn't be self-aggrandizing or boastful. Personalize your story. Keep it friendly and in small doses. The more people get to know you, the more the "like and trust" factors build as well. What's more, when you personalize your story, you increase the likelihood your customers will realize that they're probably a lot like you.

Many times, your "back story" reveals the benefit of your product or service. "I started this business because…" and then share the reason. For many entrepreneurs, the reason they started their businesses was to solve a problem or pain that they experienced themselves. Their prospects are no different; neither are yours. You're letting them know that you share their pain, so to speak. You can kill two birds with one stone. You let folks know something about you, and it serves as a selling tool at the same time – you're sharing the benefit you offer through your story.

Again, it's important to know your prospects and target audience so that you can share information that they're going to find interesting and relevant. Without interest and relevance, they'll stop reading. When reading stops, so does the opportunity for a sale. When reading continues, the "know, like and trust" factor grows! When that grows, so does the opportunity for a sale.

An Audience of One

Think about the millions of people who receive direct mail or Internet offers. In fact, some single promotions are mailed (or e-mailed) to hundreds of thousands of addresses. Imagine writing something that's going to be read by that many people. Wow – sounds like a challenge, right? How can you personalize for such a huge audience? Easy. You don't.

That's right; you can't personalize for big numbers, and I'm not referring to the mechanics of **<insert first name>** or any

other technique. You've got to have the right tone and message, and that's impossible to capture if you're thinking about every prospect in your database. Instead, picture your most ideal customer. Think about age, background, lifestyle, income level and even gender. Many good copywriters even go so far as to write a description of the ideal customer. Some even find a representative picture and post it on their monitors! They address the message to this person, and that personalized tone comes through loud and clear in the copy.

Decide who your ideal customer is and don't worry about alienating some recipients. After all, this person is your *ideal* customer for a reason. These are the clients you want to attract. If the bulk of your customers are men, then your ideal customer should be male as well. Worried that your message won't resonate so well with women? Maybe it won't; however, if 90% of your customers are men and you try to address both men and women as your write your message, you'll end up with something that's not very personal to either gender.

Don't lose the 90% because you tried to satisfy the 10% as well. On the other hand, if your product or service attracts both genders equally, think about both as you write… but only think about two people, not your entire database! Another consideration is to segregate your database by gender if possible and write two different messages.

The key is to think of your audience as one person. One person is going to open your letter or e-mail and read it. It's not going to be opened and read in an auditorium full of people. One person; one reader. Remember, my grandmother wrote her letters to me, not all my cousins and everyone else in the family.

How to Boost Response!

In addition to personalizing your message in order to improve your response rate and boost your sales, you've also got to get your prospects' attention. Here are a few proven ways to increase the likelihood that your message will be read… and responded to!

Response Booster #1: Handwriting & Hand-Drawn Doodles

One of the most effective ways to get attention in this world of plain-vanilla, computer-generated marketing is to use simulated handwriting and doodles to mimic the "*just for you*" look.

Copywriting guru, Ted Nicholas says, "*A good way to gain more attention for important blocks of copy is by using handwritten notes in the margins.*"

Thousands of entrepreneurs around the world know me as "the CopyDoodles® guy" and my personal affinity to using handwriting and CopyDoodles to create marketing that stands out. CopyDoodles create a "pattern interrupt" as we skim over the copy. Seeing handwriting and hand-drawn doodles on otherwise sterile marketing cause the eyes to dilate and focus on these areas and as many of my CopyDoodles customers can attest to, they just plain work.

By using CopyDoodles you can grab your prospects and customers by their eyeballs and get their attention and keep them reading!

Example CopyDoodle

Response Booster #2: Comics & Cartoons

John Caples (named by AdAge as one of advertising's most effective copywriters) said, *"For more than 50 years, readership studies have shown that comic strips are among the best read features in publications. Making an ad look like a comic strip can greatly increase readership."*

Everyone loves humor. That's why the comic strip page is one of the most widely read pages in any newspaper. Adding comics and cartoons is a great way to grab attention. When you personalize a cartoon, you can really boost your response rates.

Example Comic Postcard with Personalized Copy and PURL

Response Booster #3: Photographs & Captions

As they say, a picture's worth a thousand words. Don't hesitate to use pictures to support your marketing message. Why? They boost response. What's more, a single, well-chosen picture can often convey your message better than paragraph upon paragraph of masterfully composed copy.

You can included pictures of yourself (builds the "know, like and trust" factor), pictures of your customers or clients using your product or service (shows prospects that folks just like them are having success or solving a problem thanks to you), testimonial photographs, or simply pictures that depict humor or otherwise capture the essence of your message.

One key strategy is to always include a caption under your pictures. Other than the picture itself, studies have shown that captions are the next highest noticed feature of an ad, postcard, etc.

Attendees at last year's Response Boosting Workshop discovered valuable, response-boosting ideas and strategies to improve all of their marketing efforts. Don't miss this year's expanded workshop!

Response Booster #4: Personalized Postcards

Post cards are a great way to get quick attention. Their size automatically makes them less intimidating to your customers. There's not a lot to read, so they're **more** likely to read it! Add some personalization to it and a unique image and you're on your way to boosting your response rates. Post card marketing is fast, simple, inexpensive and effective… when done correctly.

Example Postcard with Personalization

Response Booster #5: Personalized Invitations, Guarantees, & Offers

You'd think offering a guarantee automatically gets attention, right? Well, not so fast. Many entrepreneurs make the mistake of guaranteeing what *they* want… not what their customers want – a big mistake. Your guarantee is useless if it doesn't make a real difference to your customer. You've got to guarantee what *they* want to receive and not what *you* want to give. You could promise the moon, and your customers won't care if what they really want are the stars! Remember that radio station? WII-FM: What's In It For me? We all listen to it.

My Personal, No Risk Guarantee for

MIKE SMITH

I am so sure your return on investment will more than pay for the workshop, I am backing it up with my own money. I want your attendance at my workshop to one of the most fruitful investments you make in your business in 2009.

If, by the time you leave on Saturday, you believe that this workshop is not what you expected, just let know and I will immediately refund 100% of the fee you paid. I will also allow you to keep all the course materials and bonuses.

You have no risk, whatsoever!

Mike

Mike Capuzzi

Example Guarantee Certificate with Personalization

In addition to guaranteeing them what they really want, be sure to personalize the message. The same holds true for your offers and invitations: When they're personalized, your customers get a sense of exclusivity. "Hey, this is just for me!" And it's that reaction that increases readership, boosts your response rates and improves your bottom line.

Example Letter with Personalized Check Offer

Response Booster #6: Personalized URLs (PURLs)

My grandmother had her pearls of wisdom, and now I'd like to share mine with you. Mine are a little bit different than hers though. "PURL" is the acronym for "personalized URL," and it's a real attention getter. For example:

http://Mike-Capuzzi.HasaGiftFromBill.com

Wow. My own website! Without getting too technical, a PURL connects each customer to his or her own invitation page that's completely personalized, so response rates are high. When your customers connect through their PURLs, they land on individual sites that have been designed just for them. Besides boosting response, these sites allow you to *collect and track valuable data*. That's the *real* beauty of the PURL.

However, many marketers use PURLs incorrectly and fail to get the response rate they could. Consider these PURL examples:

GOOD: http://www.allamericanquotes.com/mike-capuzzi

BETTER: http://mike-capuzzi.allamericanquotes.com

BEST: http://Mike-Capuzzi.HasaGiftFromBill.com

The first one misses the mark because the personalization occurs at the end, and I'll guarantee that a lot of readers never even see their own names in the PURL. The second one is a little bit better because it starts off with your prospect's name. The problem is that your prospect may have no idea who "All American Quotes" is or why he should click to find out.

The real key to an effective PURL is to lead with your prospect's name and then state the benefit as the remainder of it. Seeing my name gets my attention, and then seeing the benefit "has a gift from Bill" makes me far more likely to click and explore my very own site. It also makes it more memorable. I'll remember **"mike-capuzzi.hasagiftfrombill.com"** much quicker than **"mike-capuzzi.allamericanquotes.com"**

Putting It Altogether into a Powerful Marketing System

So now you understand the importance of personalization and tips on drawing attention to your message. You've realized:

- that my grandmother was right in her approach to sending messages that were personal and relevant,

- that using your data is vital to personalizing your message,

- that prospects need to "know, like and trust you" before they'll buy,

- and that your audience is one person repeated a thousand times rather than one audience of a thousand people.

Plus you now know that

- handwriting and CopyDoodles,

- cartoons and comics,

- pictures,

- postcards,

- personalized guarantees, offers and invitations

- and PURLs

are sure-fire ways to get attention and boost your response rate. *And* you've got to be able to track all those responses.

Whew… seems like a challenging task to put it altogether, doesn't it? I'll let you in on a secret – it is difficult! However, I've already done all the hard work for you.

Introducing Just For You Marketing™

I'd like to introduce this incredible program that let's you put it altogether, easily and cost-effectively. With **Just For You Marketing**, you get everything I've just described for you in a single turn-key solution. You can leverage it to drive your response rates up and ultimately drive clients to your business. I developed this product as a unique tool for my own marketing because I got tired of "reinventing the wheel" with every marketing campaign I created. Now you can take advantage

of my years of experience with direct response marketing and put it to use for your own business. Like I said, the hard work's already been done. The benefits for you are just ahead.

First, **Just For You Marketing** changes the context of how you market. I've applied the lessons I learned from my grandmother's letters. Your customers and prospects are "guests," your direct mail pieces and e-mail messages are "invitations," and finally your offers are "gifts." Wouldn't you like to be a guest receiving an invitation and a gift rather than being a prospect receiving a direct mail piece with an offer? Of course you would! Guess what? *Your* customers and prospects want the same thing. This contextual change immediately makes your message personal, and personal messages boost response rates – boosted response rates increase sales.

In addition to being personal, the messages you can create with **Just For You Marketing** get attention. They tap the recipients' curiosity… and when you pique your prospects' interest, they keep reading. Remember: They've got to read your message before they'll respond, and they've got to respond before you can make a sale.

Next, **Just For You Marketing** helps you devise messages that are relevant. Relevancy and response rates are directly proportional. When the first one goes up, so does the second! And because the hard work and heavy lifting have already been done for you, personalizing your message and creating PURLs is easy. And if it works *and* it's easy, there's no reason not to do it.

Two Unique Solutions for Two Unique Opportunities

Just For You Marketing is focused on providing a unique marketing system for two specific types of clients:

- **Just For You Clients:** These are business owners and/or event marketers who would like to use the technology for marketing their own products and services. A typical Just For You Client would run a single market campaign, however the system would allow for multiple, simultaneous campaigns to be run.

- **Just For You Program Managers:** These are "done for you" service providers who are looking to add a new, profit-boosting service to their mix of provided services. As a Program Manager, you're able to "white-label" the Just For You Marketing System and in provide completed marketing campaigns to your members. There is no limitation to the number of Member Account you can create as a Just For You Program Manager.

Integrated With Infusionsoft

Top marketers around the world, including myself, rely on the power of Infusionsoft to manage and track their marketing efforts. Because I built Just For You Marketing for myself, it is fully integrated with Infusionsoft allowing you to track and report on results.

The integration with Infusionsoft provides you with an incredibly powerful follow-up system both for online and offline marketing. This aspect of the program allows you to really shine with the level of personalization you can achieve.

Let's say two of your clients visit your site from an email you sent. Tom clicks to sign up and Harry clicks away without doing so. Since you now know the importance of a personalized and relevant message, you know that your replies to Tom and Harry cannot be the same… nor should they be! By tagging them differently in Infusionsoft you can really tailor the message: "Thanks for joining us, Tom. Here are some additional benefits you'll enjoy." Versus "Sorry you didn't sign up, Harry. I don't want you to miss out. Click here to sign up." You can create follow-up sequences based on actions your guests take. If Harry doesn't take you up on your second offer, you can create another reminder, and so on, and so on.

Personalize and Profit!

Imagine improving the response rate of your next marketing campaign by 20%, 50% or even 100%!

Or if you provide "done for you" services, imagine being able to offer a brand new, state-of-the-art marketing system to drive business into your clients' place of business.

With **Just For You Marketing** you can! I'm certain my grandmother never envisioned the technology behind **Just For You Marketing**, but she certainly taught me the fundamentals – personal, relevant and timely.

Just For You Marketing is the perfect system that allows you to talk *to* your prospects and customers rather than *at* them. The days of one-way communication (you to your prospect) are over. As technology changes, successful marketing is going to be based on two-way conversations. This system lets you begin and build that conversation, and that conversation leads to improved response rates, increased sales and greater profitability.

This approach lets you easily create messages that are personal and attention-getting… the two fundamentals of successful marketing. And it puts everything you need at your finger tips to not only create the message but to track the results as well. Good marketers know that every campaign must begin with "the end in mind." Tracking is essential to getting a return on your investment. **Just For You Marketing** has the tracking system built in for you. No more guessing! No burdensome analysis. The results are straightforward and easy to understand.

When you use **Just For You Marketing**, you'll discover that your marketing efforts no longer take the bulk of your precious time. You can concentrate on doing what you do best – running your business. The best part is that when you use personalization and attention-getting techniques, you ARE going to boost your response rates. When you boost your response rates, you ARE going to increase sales… <u>**_and grow your profits and your business._**</u>

Example Just For You Marketing Campaigns

Front and back of postcard mailing

Online invitation w/ custom copy, comics, gift certificate, CopyDoodles, guarantee

Example #1 b- Customer to Online

There is absolutely no risk and you have my personal guarantee this workshop is going to change the way you market forever!

My Personal, No Risk Guarantee for

Mike Capuzzi

I am so sure your return on investment will more than pay for the workshop, I am backing it up with my own money. I want your attendance at my workshop to one of the most fruitful investments you make in your business in 2009.

If, by the time you leave on Saturday, you believe that this workshop is not what you expected, just let know and I will immediately refund 100% of the fee you paid. I will also allow you to keep all the course materials and bonuses.

You have no risk, whatsoever!

Mike
Mike Capuzzi

If you have any questions, whatsoever about this workshop, contact my office immediately at 800.690.0842.

Regards,

Mike

P.S. As soon as the workshop is over, you'll be able to immediately take home what you learn and use it to multiply your income by tens of thousands of dollars, if not more.

Could you 2X, 3X, 4X your marketing response without requiring a complete reworking of your materials? Quite possibly and this is the place to learn how.

I am so sure your return on investment will more than pay for the workshop, I am backing it up with my own money. I want your attendance at my workshop to one of the most fruitful investments you make in your business in 2009.

If, by the time you leave on Saturday, you believe that this workshop is not what you expected, just let know and I will immediately refund 100% of the fee you paid. I will also allow you to keep all the course materials and bonuses.

You have no risk, whatsoever!

MIKE,
LET ME GIVE YOU THE KEYS
TO IMPROVING YOUR MARKETING

Regular Registration Fee: $2,497
Special: $1,500!
(Two monthly payments of $750.00)

Add To Cart

Add to Cart

VISA MasterCard American Express DISCOVER

Online invitation w/ custom copy, comics, gift certificate, CopyDoodles, guarantee

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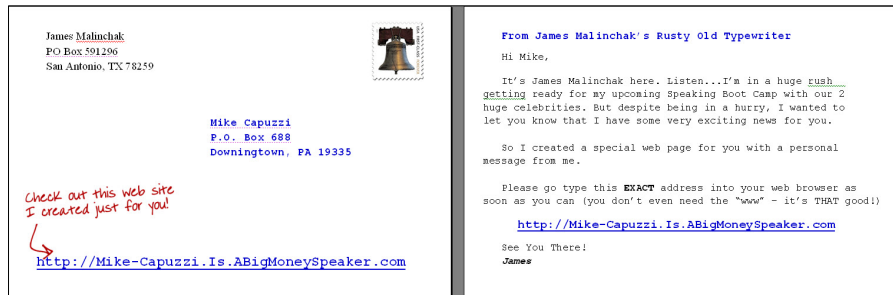
Halloween-themed postcard

Halloween-themed invitation

Example #3a - Customer to Online

Front and back of postcard mailing

Example #3b - Customer to Online

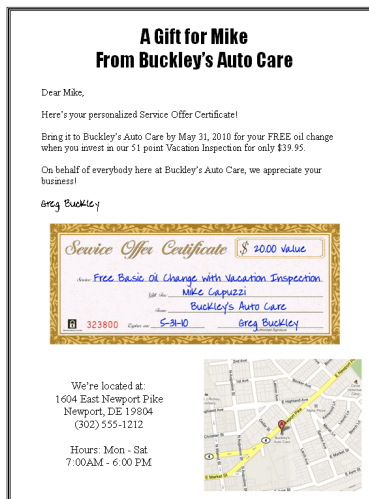Event invitation

Printed flyer

Drives prospect to landing page

Example #4c – Cold Prospect

Which then drives them to personalized invitation page

Example #4d – Cold Prospect

Which allows them to print out a personalized gift certificate to bring into location

For More Information about Just For You Marketing Contact Mike Capuzzi by email at:

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