

# Meet Bob...Frustrated Printing Company Owner and Manager in Search of a Marketing System



It's 8:10 a.m. at Bob's print shop...

- Bob just found out his biggest customer rejected a job.
- His lead pressman called in sick.
- The bindery foreman is in Bob's office asking why the night shift folded 10,000 brochures inside out.
- And the paper company delivered the wrong paper for a job being OK'd on press by the customer in 10 minutes.

Bob *had* planned to work on marketing his commercial printing business today.

The feast-or-famine nature of the printing industry is killing him and these days he's feeling the pinch of relentlessly sluggish sales and tighter profit margins. Payroll is harder to meet and vendors aren't happy with payments slowing down. So Bob knows he **MUST** do something to keep the orders coming in on a regular basis.

Maybe tomorrow...there are too many fires to put out...again.

**What Bob doesn't know is that there IS a way to to avoid the up and down cycles in generating new orders AND still deal with the daily fires.** One simple, highly effective strategy, used by some of the fastest growing companies in America, could mean the difference between Bob just getting by versus Bob getting ahead.

Ironically, as a printer, Bob has all the necessary tools at his fingertips to implement this turnkey newsletter marketing system today. The resources Bob has in his shop are readily available to commercial printers, quick copy printers as well as printing sales people.

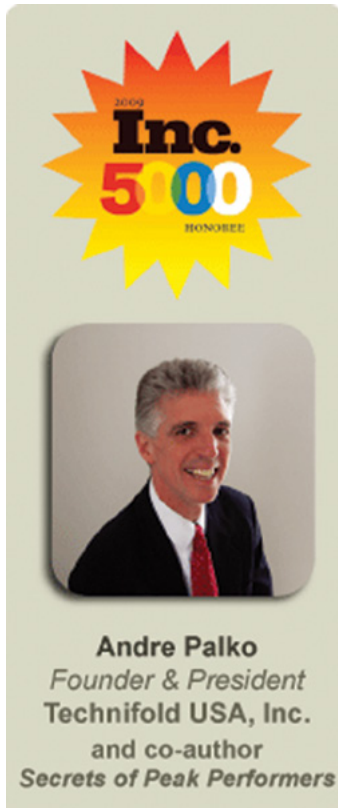
The daily grind has Bob on an endless treadmill that he can't seem to escape, but all that could change with this one powerful tool...

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## Section 1 - Is it Possible to Achieve Steady Sales Growth in the Troubled Printing Industry?

### *Small Business Founder Shares His Secret to Avoiding the Highs and Lows of Sales Growth in the Printing Industry*



**One of the most profitable things I discovered in business was an idea so simple I almost missed it.** It turned out to be one of the secrets to achieve steady sales growth in our small business, tripling sales in less than two years and generating a steady, reliable stream of growth recognized by Inc. Magazine.

You can easily put this tactic to work for you, whether you run a brand new business and are working from your “office” at the kitchen table, or you’re head of a 100 year-old pillar of the industry with hundreds of employees.

**In fact you have everything you need at your fingertips,** especially if you are the owner or manager of a printing company, a quick copy shop, or a printing salesperson trying to build a following. **By the time you get to the end of this brief article you’ll have a proven tactic in your arsenal to achieve steady sales growth in your commercial printing business or quick copy shop.**

Yet here’s a startling fact--as simple, effective and bullet-proof as this proven newsletter marketing system is, about 95% of you reading will do nothing with the knowledge. (That’s GREAT news for the 5% who do take action today...you’ve instantly set yourself and your business apart from the crowd!) I’ve figured out why this is so, and I’m going to share that with you shortly. I’m also going to share what you can do to instantly put yourself in the leading 5%.

**You know what the printing industry is like today...its plain tough for printers and vendors alike.** True, it’s always been feast or famine but these days the market shows no mercy.

Yet while the industry was being hammered by daily plant closings, bankruptcies, mergers and acquisitions these past few years, we grew nearly 8% in 2010 and nearly 10% in 2011 thanks in large part to the effective technique I’m talking about here.

It’s helped us increase sales at such a clip that Inc. Magazine named us on the Inc 5000 list of fastest growing companies in North America for 2009. And it’s been critical to us maintaining profitability under relentlessly adverse economic conditions. (Remember, our customer base, printers like you, is shrinking dramatically.)



**My breakthrough came from a discovery I made while talking in person with customers back in my road warrior days. I learned that sharing the right piece of information would change the “sales person” dynamic into a friendly encounter.**

In case you’re wondering why this ‘realization’ was such a big deal, let me give you a little background to set the stage.

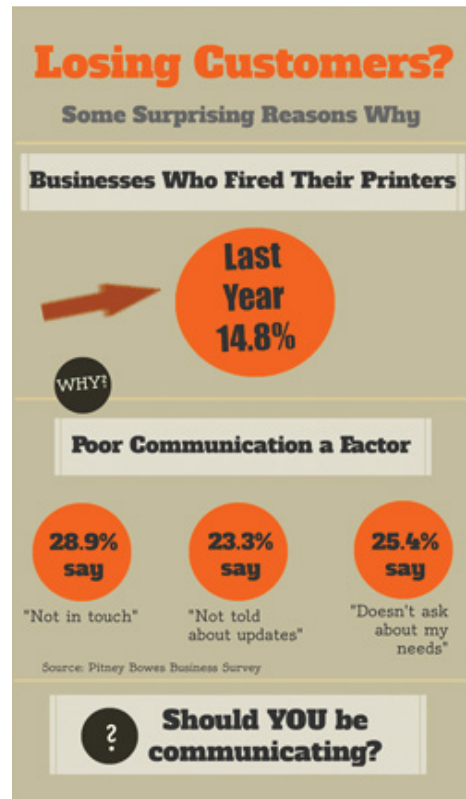
There is no doubt that you communicate with your customers using one or more of these techniques:

- Face to face contact through a sales force—maybe you *are* the “sales force”
- Phone contact
- Email
- Telemarketing
- Website advertising
- Trade Shows
- Article Marketing
- Direct Mail
- Magazine ads

Ideally we should communicate using all of these and more. They are all simply different methods (or media) for communication. **As a business person, you always have a message to deliver to your customers; what changes is the media, or how you deliver.**

Media come and go; some gain in effectiveness while others lose. Some changes happen naturally during the life of a business; other changes may reflect the media itself.

- Email for instance, doesn’t get nearly the same response today as it did 3 or 4 years ago. Getting past the reader’s reflex to hit the ‘delete’ button is next to impossible.
- Even the most successful of magazine print ads when run repeatedly will get diminishing responses over time.
- Trade shows are great forums, but how many have disappeared or shrunk dramatically?
- Face-to-face communication is still the best, but it’s a huge investment, and you only have a limited number of hours in your day.



## Section 2 - How to Increase Sales without Spending a Lot of Money

**Given the slew of media available, and the limited resources of most small businesses, how do you increase sales and profitability without throwing a lot of money at all these media?**

Of course you have to prioritize according to effectiveness, and then spend the most money on what works best. So what works best?

My job here is *not* to review all these media for your particular business. It's to give you the simplest, most effective tactic available to position your printing business for growth. So, if you held a gun to my head and forced me to choose just one media to communicate, this is the one I would use from my first day in business to my last...it's the printed newsletter. Without question. It can be the key to achieve steady sales growth in your commercial printing business or quick copy shop. This true story will explain why.

In those early days on the road, I traveled from one printing business to another, demonstrating our bindery devices and getting customers on board one at a time. My background is post-press and that's the niche our products serve. It was a pretty conventional strategy—face-to-face, very personal communication. Make phone calls, get appointments, hit the road. It was all I knew, and there truly is nothing like it for establishing a connection.

**While talking shop with the end-users of our bindery products, I noticed their eyes would light up whenever I shared a useful bindery tip or technique—life suddenly got a little bit easier for them.**

Sharing a non-industry piece of info that was useful or fun had a similar impact. Often these little bits of shared experience were just as valuable as the products themselves. This worked both ways because I too, learned many new things with each person I met.

**The simple idea is this: sharing such experiences with customers had the effect of cementing that relationship, of creating a friendly bond.** I had become a trusted and welcome advisor. Individual email and phone conversations kept us connected and sales grew.

But with a customer list growing from dozens to hundreds and into the thousands, spread all across North America,

**“If You Held a Gun to My Head...**

*...and forced me to choose just one media to communicate, this is the one I would use from my first day in business to my last...”*

there was simply no way to make regular visits to everyone to keep that good feeling percolating and to personally share new tips and insights as I discovered them. There were very real time and financial limits to what I could do solo, face-to-face.



One day it dawned on me that a print newsletter could do the work for me. Sure, in a perfect world, face-to-face is the “ideal” way to do business. But it limits the growth available to one person. There are only 24 hours available to you and me each day, and only so many people we could possibly visit per day, even with unlimited resources. Sure, I could keep the regular one-on-one alive for a few dozen customers. But how could I do that for a few hundred customers, never mind thousands?

**A print newsletter was the answer.** It freed me from that limitation. With a newsletter, I could speak to every single one of my customers and prospects every month, almost as if I were there in person.

You can do the same. It’s a way to keep the connection with customers alive and to answer questions and establish credibility with prospects. It reminds them you are still around to help and to share. It’s a way to produce genuine interest from a prospect and make them feel comfortable with you and with your company. It sets you up as a trusted advisor and friend.

## Section 3 - They Laughed When I Started Mailing a Newsletter from My Kitchen Table, but When They Saw the Results...

Our newsletter beginnings were modest. It began as some thoughts and tips jotted down on a 2-page flyer, printed a few dozen at a time on a \$49 ink-jet printer. At night we'd lick stamps (they still had to be licked back then) fold and insert the newsletter by hand and attach a stick-on label if we could afford them. It wasn't very regular, or pretty, or systematic, but it was a start.

### Oh How the Skeptics Delighted in Criticizing My 'Crazy' Method!

- *"It's a complete waste of valuable time which should be devoted to sales."*
- *"No one will ever read your newsletter, let alone buy anything because of it."*
- *"What happens when you run out of stuff to say?"*
- *"Call me when you want a real job."*

I'm quoting and as you can see, there wasn't a heck of a lot of encouragement!! But in short order the customers started to write, fax, email and call me...

*"Keep it coming!"*

*"We love your newsletter and look forward to each edition..."*

*"Thank you for your newsletter, I share every issue with my entire department."*

*"This is great stuff...please continue to send!"*

Now THAT kept me going. This was typical of the response we got back then, and still get, nearly a decade later!



**Now I want you to stop right here and take a minute—or more—to think about this vitally important point...imagine your customers or prospects calling and writing you to insist you keep communicating with them!**

As Dan Kennedy so eloquently puts it in his best seller, "The Ultimate Sales Letter," you've instantly gone from "annoying pest to welcome guest." You're no longer the salesman with his foot jammed in the door. Now you are invited and genuinely welcomed, every single month.

I kept at it and today, as the readership of our Bindery Success™ newsletter approaches the 10,000 mark, we're not licking stamps anymore. That's a number that rivals the circulation of some well-known printing industry trade publications, and we don't charge our readers a nickel or accept any paid advertising.



You're probably thinking *"How can he possibly afford to print and mail that many newsletters?"* If you'll recall, the original purpose was to help customers by passing along useful info from my industry experience, to share stuff as if I were there in person. If it was useful, it would be read. It would be a welcome message, not an invasive sales pitch.

Along the way I also discovered that people really like to be entertained, to take their mind off work for a few minutes. So we expanded the content to include cartoons, interesting non-industry articles, quotes, occasional puzzles and other fun stuff. The helpful tips and strategies remain to this day, but probably account for about 10-20% of the content of the newsletter. The rest entertains, amuses and provokes thought.

The bottom line? Our [Bindery Success™](#) publication is a "welcome guest" in nearly 10,000 print shops a month. Since every newsletter also includes a product offer or promotion, we have nearly 10,000 sets of eyes looking at the offer, with a small percentage responding every single month. That is what covers the cost of the newsletter and adds to profitability.

How do I know the newsletter is welcome? Because I get emails asking where it is whenever we run late! Because customers call when they move to make sure they still get my newsletter. Because customers call to add others in the company to the mailing list—this happens a LOT. Think...if you have several people at one business tuned in to your message every month, your opportunities for a sale increase dramatically.

### **Ask yourself: Would you like your entire list of customers and prospects to...**

- Look forward to your "talk" every month?
- Respect you as an authority and value your input?
- Respond to offers?
- Refer you to new customers?
- Suggest products they'd like to see?
- Buy more frequently?
- Spend more with each purchase?

Well you can, and it's easy with a monthly printed newsletter. Before you tell me you *"don't have enough time,"* or *"I can't afford this,"* read on. I promise that you have plenty of time for this method and that anyone can afford to implement this system.



## Section 4 - A Startling Fact About Printers



**Of the more than 18,000 printers our business has dealt with over the past decade, not one sends me a printed newsletter.**

Yes I get postcards, occasional solicitations and info kits (surprisingly few) and plenty of emails. And yes, we do a fair amount of printing so we're a reasonable prospect for certain printers.



**Think what would happen if ONE of you sent me a print newsletter: you would stand out—instantly!**

\*Note \* We are very happy with our current print vendors, we're loyal and I'm not soliciting newsletters. I couldn't possibly read 18,000 newsletters and my postman might have a fit with me!

**Why Don't Printers Print Newsletters for Themselves?**

I know you're aware of newsletters...heck, you probably print them for others if you run a commercial or quick copy shop. You understand that they are effective marketing pieces—all the marketing gurus tout their effectiveness. And most importantly it's not because of cost—printers have all the resources to print it themselves at reduced, wholesale costs. That's a fringe benefit simply not available to the rest of us who are buying retail!



**The real reason? TIME.**

Creating a newsletter from scratch every month can take days and even weeks if you're going it alone. I know from personal experience. I also know from my 30 years in the commercial printing environment that carving such a big chunk of time from a busy print shop schedule to work on one marketing task is next to impossible.

So it's not such a big mystery and it explains why we get zero newsletters from printers! Having managed a small commercial printing company I lived the daily drama, so I can't really cast any stones. It's hard to set aside time for anything but the daily production grind.

Through the years I've put together the resources to streamline our newsletter project down to about 30 man-hours a month...STILL a lot of time. And despite my firsthand knowledge of the power of newsletters, in the early years I made the mistake of putting the newsletter on the back burner far too many times...all because of time. Then every time I'd see the results of re-starting the print newsletter, I'd kick myself. Today I have a small staff and outside resources to help get it done on a regular basis.

That's when it occurred to me, why not take all this work and share it with time-starved printers such as yourself. If our newsletter works so well for us and for thousands of businesses in every industry imaginable, it will work for you. All I had to do was remove the big obstacle...preparation time.



## Section 5 -The Simplest Solution to Steady Growth and Repeat Business

I've put together a fully edited [monthly newsletter template](#), designed specifically with commercial printers and copy shops in mind. We do all the design and prep work and every month you get a complete, almost-ready-to-print and easily customizable newsletter, prepared in InDesign, with some templates also available in Word. We leave a spot for your offer of the month and another spot for a small, personal blurb—after all, you want your customers and prospects to remember you.



Instead of taking days or weeks to produce, every month you receive a file which can be ready for production in minutes. Simply download the file, insert your offer and add it to your printing schedule. Then drop it in the mail.

- You're paying for the pressman anyway.
- The press is just waiting to be used.
- You probably have excess paper lying around the shop that might as well be put to good use.
- Even if you have thousands of customers, press time is minimal.
- Your production costs will be small. Remember, I pay retail for my newsletter and it's still worth every dollar I spend!
- You can start small if you want. Maybe the first month you send it to the top 10% of your customers. Gradually increase quantities it as it pays for itself.

### How Can Such a Simple Concept be So Powerful?

The newsletter concept is simplicity itself. 80-90% content and 10% sales/offer. That's it. We include an offer in every newsletter. Remember, you want to remain the welcome guest, thus the offer or sales content is NOT the main focus of your newsletter!

**In our case, the net result is that we get a message in front of almost 10,000 of our ideal prospects and customers every single month.**

- Every month there is a percentage of that list that has a problem ready for us to solve by purchasing one of our solutions.
- Every month there is a direct correlation in sales increases tied to the mailing of the newsletter.
- This MORE than pays for the newsletter.

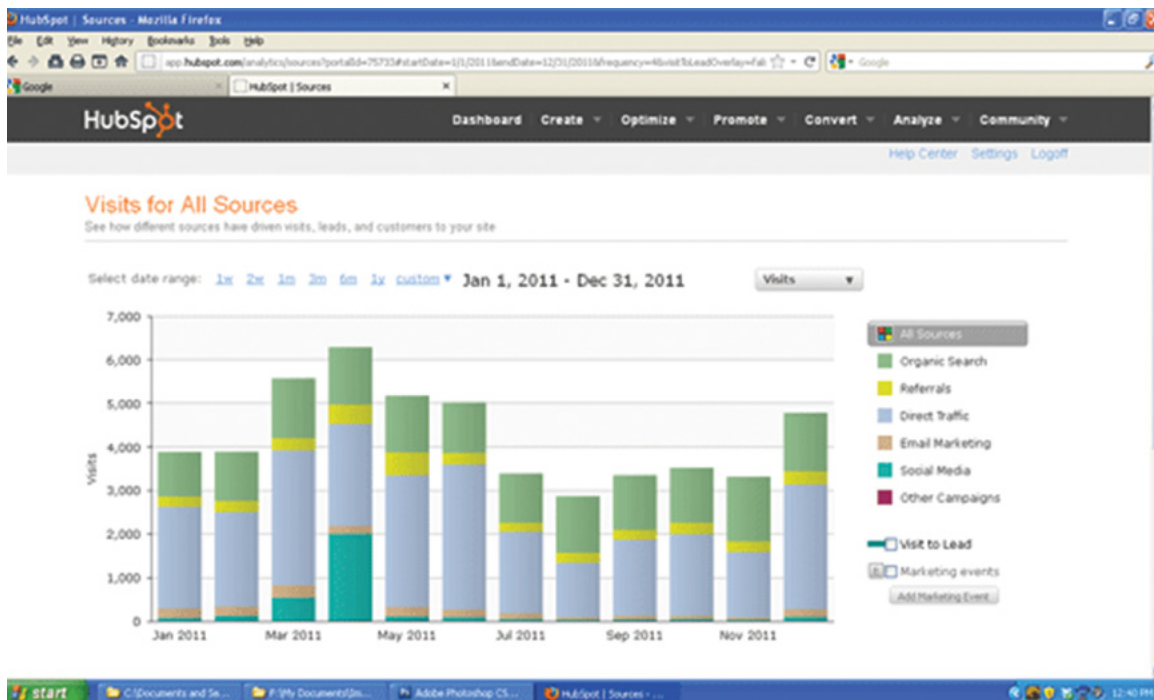
**517% Return on Investment**

**“Our newsletter generated a 517% return on investment in 2011. Need I say any more?”**

### What Happens When I Don't Follow My Own Advice?

I'm going to tell on myself here to prove a point. The screenshot below shows actual website stats for Technifold USA for 2011. Guess which four months we did NOT publish our Bindery Success™ newsletter? From August through November we didn't mail our newsletter and not surprisingly, activity on our website shows a direct correlation. Sales figures correspond very closely with the website activity.

In December the newsletter resumed—as did the activity and corresponding sales!



The good news is that even though we only published 8 issues instead of 12, sales were up 9.7% over 2010 (a year in which we only published 4 issues.) The bad news is I'm sore from kicking myself. Perhaps with 12 issues that could have been a 15% increase. I'll never know for sure.

### 2 More very controversial and important stats:

- **Our investment in the newsletter generated a 517% return for 2011. Need I say more?!**
- **About 75% of our advertising budget spending took place August-November. (see the chart again) So you tell me what's more effective: mailing a newsletter or advertising?**



Why is such a simple concept so powerful? In studying our own results and the results of other businesses that use newsletter marketing in a variety of fields, I discovered ten ways newsletters work, regardless of the type of printing business you are running.

## Section 6 - 10 Ways a Print Newsletter Works for You

- 1 Establishes you as an expert.**  
 Whatever your area of printing expertise, you ARE the expert for your customer. That's why they picked you. After all, don't you work on your specialty 50 to 60 hours a week or more? Thousands of hours per year over many years gives you a field of knowledge that no one else has. A newsletter reminds your customer of your singular expertise.
- 2 Keeps you top of mind.**  
 Buyers are ready to buy when they're ready to buy. If you are in front of them on a consistent, regular basis, the odds of them thinking of you when they are ready to take action increase significantly.
- 3 Bonds you to your customer with your unique, personal communication.**  
 People buy from people. The more they know and trust you, the better the customer relationship. They are more apt to try something you recommend.
- 4 Adds value for your services.**  
 When you include something useful that your customers can use to help them, it makes you more valuable. Adding value makes it easier for you to get premium pricing.
- 5 Establishes new business without cold calling**  
 A regular newsletter communication is much less intrusive than regular, pushy sales efforts. The net result of our newsletter marketing is that we do ZERO cold calls. We haven't done cold calls in years.

- 6 Generates referrals.**  
Customers LOVE to pass along something helpful or entertaining to their friends. There is no easier new customer to acquire than a referral. Your print newsletter is an ideal pass-around item.
- 7 Instantly sets you apart from your competitors.**  
I can't stress this enough! Remember what I said about 18,000 printers...and NO newsletters? I've had numerous colleagues—in other industries—point out this sad fact to me about the lack of print newsletters from printers.
- 8 It drives traffic to your website and social media.**  
It builds your email list and increases repeat web traffic which increases your search engine rankings and in turn your overall visibility in the world. The more ways you communicate, the more people you'll reach on a regular basis.
- 9 The Power of Example.**  
As a printer don't you want every one of your business customers to start printing a monthly newsletter? What better way to get that type of business than leading by example! What would an extra 5, 10 or 20 regular monthly jobs do for your bottom line? You're selling the power of print...use it!
- 10 It opens up all-important dialogue with your customers.**  
Keeps you on top of opportunities and helps you resolve problems.

But let's get to the bottom line—if you don't make sales from your efforts it's not worth it. Over time I noticed 3 powerful effects on sales as the newsletter percolated through our customer and prospect list.

## **Section 7 - 3 Ways to Generate Sales and Grow Your Business...Even in a Lousy Economy**

Ask any business person the best way to grow a business and most will say you do it by getting new customers. Although this is true, it's incomplete.

**There are only 3 ways to grow any business:**

- 1. Get more new customers (the most popular)**
- 2. Increase the number of transactions per customer**
- 3. Increase the average sale per customer**

Any of them alone will grow sales, but the BEST way to grow a business is to use all three strategies at once. It has a stunning 'geometric' effect on your efforts.

## The Power of Geometric Growth You Get with a Monthly Printed Newsletter

First, a quick but very powerful demonstration of how geometric growth works. Then stick around to see how newsletters tie in to this. We'll use small, round numbers for the sake of demonstration.

Let's say this is a snapshot of your business...

$$\frac{\text{Number of Customers} \times \text{Avg. \$ Transaction} \times \text{Customer Transactions}}{500 \quad \times \quad \$100 \quad \times \quad 2} = \text{Yearly Gross Sales} = \$100,000$$

Let's grow your business by getting 10% more new customers:

$$550 \times \$100 \times 2 = \$110,000$$

10% more new customers = 10% sales growth.

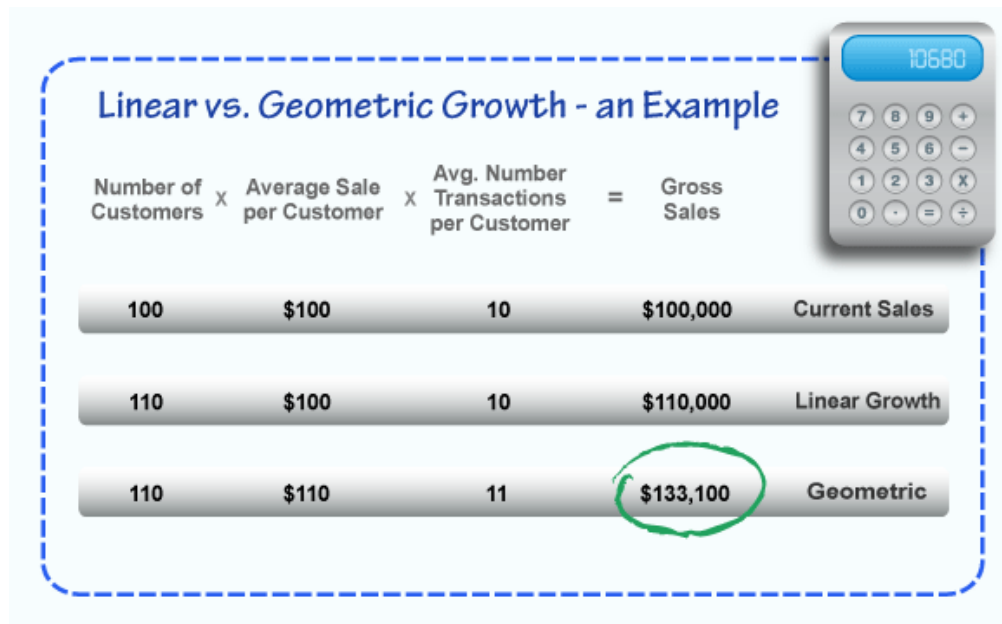
Let's grow your business by growing the average transaction 10%:

$$500 \times \$110 \times 2 = \$110,000 = \$110,000$$

Again, 10% growth

**Now...let's see what happens if you work on growing your business just 10% in all three of these 3 areas:**

$$550 \times \$110 \times 2.2 = \mathbf{\$133,100}$$



10% increase in customers  
 + a 10% increase in average transaction  
 + a 10% increase in number of transactions  
 = 33% sales growth.

That's nearly 3 ½ times more effective than the common strategy of acquiring new customers, or the alternative of growing in just one of these three areas.

**What sounds easier to you, trying to get 33% more customers, or growing each segment by a more reasonable 10%?**

Now grab a writing utensil and take a minute to plug YOUR what-if numbers in and I think you'll be truly astounded by the results you get with very small, but simultaneous, increases.

Click Here go to the Online Sales Growth Calculator at:

<http://www.successpublishingandmarketing.com/newsletter-marketing-for-printers/sales-growth-calculator/>

**Even the simplest of print newsletters can boost your numbers in all three areas, with very little work.** If you can get the leverage of geometric growth without doing much work and without spending a lot of money, why on earth wouldn't you try it? Especially if there is absolutely no risk to you?

You're probably starting to see how all this fits together, but just to recap, here's exactly how your newsletter will work for you in all three areas.

### **1) How Newsletters Get You New Customers**

Getting a new customer is the most expensive way to increase sales. Ideally we always want a steady stream of new customers coming on board. But a customer is ready to buy only when they're ready to buy, not when you'd like them to buy.

**By offering something of value such as a monthly print newsletter that entertains and informs, you become the welcome guest in their office or home.** Your message appears on a regular basis and when they're in need, you're there to fill the need.

It's been documented by countless sales trainers and consultants that most sales people give up FAR too early. In fact it can take 8 to 10 contacts with a prospect before they even warm up to what you are offering. And that's AFTER they've raised their hand to say *"Hey, I'm interested in what you have to offer."*

The newsletter is far less invasive and far less expensive than an in-person sales call or phone call. **It puts you in front of the prospect at the right time.** Don't give up on the sales force but use it in conjunction with your regular sales effort. It will increase your conversion rate, getting you more customers for pennies a month.

We've had customers buy from us up to 9 years after originally talking to a salesperson!

Could I afford repeated personal sales calls to a prospect for 9 years? Not a chance. Could I afford to mail them a newsletter for 9 years and still be profitable? Yes, and you can too. Especially if you consider the lifetime value of a customer.

**Newsletters are a great source of referrals.** Happy customers will pass them along to friends and colleagues and there is no easier new customer to get than a referral.

**Use newsletters as a lead generation piece, especially if you have something of value to offer your target audience.** For instance, we use our Bindery Success™ newsletter as a lead generation piece. Once they sign up for our newsletter (they're interested in the topic) we become the welcome guest.

Or you can offer a separate, valuable White Paper, DVD or book for free when they sign up for your print newsletter. This generates a list of people interested in what you have to offer. You now get the opportunity to talk to them in your monthly newsletter.

## 2) How Newsletters Increase the Average Transaction per Customer

**It educates.** Let's say your customer prints his brochures with you. Then he buys printed envelopes and mailing services from another vendor. Meanwhile YOU offer these same services—he simply doesn't know that you do.

**A newsletter provides a welcome format for periodic reminders of your product and service range without being salesy.** If you can add a small extra product or service with just a small percentage of orders, the overall impact to growth is significant. Remember, we're only talking small percentage increases in each of the three areas.

How many products or services do YOU offer? It's probably an extensive list. How many do you think your customer really knows about? If you don't believe me just ask the next customer you speak with to name all your products and offerings.

**Newsletters provide an opportunity for regular promotional upsells.** For example, if your meat-and-potatoes product is 4/C brochures, upsell the envelopes to go with the brochures. Try something like "Buy 1,000 color brochures and get matching envelopes printed 1/C at 20% Off." A percentage of customers will always take it and you painlessly increase your average transaction per customer.

## 3) How Newsletters Increase the Number of Transactions per Customer

**Customers forget.** They may have seen your ad 20 times. Or bought from you 20 times. Ever had a scenario like this: The guy who purchased 10,000 sets of carbonless forms from you 3 months ago comes to you with an order for brochures, then asks, "Do you know where I can get some carbonless forms printed?" I'd want to pull my hair out when that happened to me, especially with a regular customer.



Business can just be plain busy and we all forget. Be in front of your customer with your newsletter when their need occurs and you will increase the number of transactions.

As mentioned in #2 above, **the newsletter educates and increases awareness of your product range**. If every one of your customers learned about only one other product you offered and then made that purchase, you've significantly increased the number of transactions.

An example using round numbers: if your average customer buys 5 times/year and a newsletter prompts him to buy a 6th time, that's a 20% increase in transactions for that customer.

You can focus on any one of these three ways to grow, and each strategy alone will produce limited growth. A newsletter gives you a way to work on all three at the same time. You maximize your leverage in a single, inexpensive, regular and most importantly, welcome communication.

## **“Sure Sounds Like a Lot of Work!”**

**Sure. It can be, but only if you do all the work yourself.** If you have time and resources then by all means take this simple blueprint for sales growth and go for it. I've laid it out for you and I guarantee you it will work for your business.

Or you could hire a designer, a writer, an editor, a cartoonist to put it all together for you every month. At freelance rates of \$40-\$125/hour it will add up to thousands of dollars quickly. You could also use internal staff, assuming the talent is available, at an average hourly employee cost of \$45-\$55 or more per hour. Either way would probably be spending \$1,000-\$2,000 or more for the design work. Every month. (It would still be worth it!)

**Or you could let the [Success Publishing Newsletter Marketing System](#) do all the work for you.** If I added up all the hours we spent planning, researching, organizing, editing and making mistakes to get to this point in our system for newsletter production, it would easily add up to \$75,000 to \$100,000 or more. The investment has been huge, and that's probably a very conservative estimate.

Your Success Publishing Newsletter System won't cost you \$2,000, or \$500 or even \$100/month.

Right now it's available to our charter subscribers for only \$39/month.

For less than the price of a cup of coffee a day you literally get a plug-and-play marketing solution! [Charter membership](#) is limited to the first 100 subscribers, so sign up today to take full advantage.

Once our limited charter membership is filled, the regular price of \$79/month goes in to effect. Charter members save \$40 a month for the lifetime of their subscription, with never a price increase and with no contracts or minimum obligations. You can cancel at any time in the unlikely event you decide this is not right for you.

## Section 8 - Introducing a New Turnkey Newsletter System

**Each month you will get print-ready InDesign and Word files in a convenient, easy-to-print layout:**

- 3 Templates in an 8.5x14” layout for folding and inserting in an envelope. Or if you prefer, do a quick edit to make it a self-mailer. This format also available in a fully editable Word document.
- 3 Templates in an 11x 17” layout
- Each issue has a spot for your offer of the month and a personal blurb
- Each issue fully editable—do as much or as little as you like, and do it in minutes
- Each issue includes up to 32 pages of extra content for you to pick and choose from if you want to customize it further. Plus you can save the content for use in future issues.
- Content can also be used in your current or future email newsletter, blog or website posts, giving you maximum marketing leverage



**Want to SEE what you get? Download sample templates here, 3 different designs each month:**

**Download Sample Templates Now**

*5mb pdf will open in your browser*

**When you subscribe to Newsletter Marketing for Printers today, you’ll also get this Quick Response Bonus, yours to keep even if you decide the Success Publishing Newsletter System is not for you:**

*Secrets of Peak Performers*, (it’s an actual printed book, dear printers!) co-authored by yours truly along with Dan Kennedy, Lee Milteer and Bill Glazer. Chock full of business strategies, tips and advice from successful entrepreneurs. \$15.95 on amazon.com...your’s free with your order today, while supplies last.

**Lifetime Subscription Price Lid**—you lock in the \$39 subscription rate for as long as you have your subscription...never a price increase. Now THAT is a deal and a half! SAVES \$40 per month...forever!



# Your Risk-Free Guarantee

## Success Publishing's One Year 100% Money-Back Performance Guarantee



**One**—if after using for 3 Full Months you are not satisfied for any reason whatsoever, simply cancel your subscription and we'll promptly and courteously refund all three payments.



**Two**—if after using for up to One Full Year you feel the newsletter hasn't paid for itself and increased sales at least five times what it costs you to produce, cancel your subscription and we'll refund your payments, up to a full years worth! Simply send us an actual printed copy of each of the 12 months worth of printed newsletters, to show that you at least tried it out the way we suggested.



**Three**—You can automatically cancel online or with a phone call or email at any time now or in the future, no questions asked. There are no contracts or limits and no annoying weasel clauses.

As you can see, we shoulder absolutely all the risk.

If you are not currently producing a print newsletter, you owe it to yourself to try Success Publishing's turnkey Newsletter Marketing System. The labor-intensive work is all done for you.

**Maybe you are producing a newsletter but you just can't get the time to get it done on a regular basis.** Then try the Success Publishing Newsletter Marketing System. It's done for you like clockwork every single month. Just spend a few minutes plugging in your offer and send it to production.

**“Yes, but I still have to print and mail the newsletter, and that's expensive.”**

**Consider this:** According to many business experts, a company that doesn't communicate with its customers on a regular basis can lose customers at the rate of 10% per month.... not per year, but per month! Of course you communicate with some of your customers each month in one form or another. This is what keeps the sales going. Meanwhile, you're losing 10% of those you don't talk to.

**Consider this:** You might have spent hundreds of dollars to get some of your customers. The whole point of being in business is to get—and keep—your customers. Isn't it worth spending the price of a letter and postage to speak to them this month? Isn't that less than what it would cost for you to pick up the phone and call each and every one of your customers? If your customer list is large enough, there isn't enough time for that. But there IS enough time to mail a newsletter.

**Consider this:** you are producing your newsletter wholesale. A down and dirty 8.5 x 11 self-mailer can be produced for pennies each. Your pressman is getting paid anyway. Your press is costing you money whether it's used or not—might as well use it to talk to your customers and prospects. You probably have surplus paper you could use.

**Consider this:** If you work with a mail house or the post office, you can reduce postage costs substantially with pre-sorted first class. Once they start to look forward to your newsletter, you can use bulk rates for more savings.

**Consider this:** Your customer is bombarded with hundreds of email messages and newsletters a day. How many printed newsletters are landing on his desk? (Remember—I get ZERO newsletters from printers and I'm probably an ideal candidate for a lot of printers.)

**Consider this:** this strategy helped build our Inc 5000 business and it continues to work to this day.

**Consider this:** Can't decide if you should try this? Ask yourself:

**What's the best that could happen?** (A huge increase in sales, hallelujah!)

**What's the worst that could happen?** (Nothing...HIGHLY unlikely. I think you would actually have to intentionally offend your customers for this to happen. In any event the worst case means you get your money back anyway except for postage.)

**What's most likely to happen?** (You see moderate growth in all three areas and your sales increase in a 'geometric' fashion.)

If you can live with the worst thing and the most likely thing will get you closer to your goals, then go for it. The truth is that the most expensive thing you can do is nothing.

I've shared my story.

I've shared proof that it works.

I shoulder all the risk.

So now it's up to you if you want to increase sales and profits.

[Click Here](#) to fill out the order form and download your first template to get started right away. Remember the Quick Response Bonus is yours to keep even if you decide to cancel at any time, AND you lock in **50% Savings** for the lifetime of your subscription!



**Save Over 50% on Newsletter Marketing for Printers**

Become a Charter Subscriber

**Sign Up Today!**

**\$39**  
~~\$79/month~~  
**for Life!**

**(limited to the first 100 subscribers!)**

## Section 9 - Newsletter Marketing for Printers - From Prep to Press in Minutes: a Video Demo



### Worried About How Hard This Might Be? Or How Much Time it Might Take?

The Newsletter Marketing System for Printers will, in minutes, have you using one of the most powerful marketing techniques available. **The video above takes you from prep to press in just under 3 minutes with the almost-ready-to-print, InDesign newsletter templates.**

Now there is no excuse for not having enough time. We've done all the labor-intensive work for you. Of course you can customize the template as much or as little as you like.

Each month you also get dozens of additional articles, filler, cartoons, puzzles and interesting content (at least 28 pages worth) to substitute or add as needed.

### Word Templates Also Available

If you don't have InDesign, you can download the same templates in Word format. As with the InDesign templates, you can have your files ready for printing in minutes.

[Click Here to Watch the Videos](#)