
LEAD GENERATION MAGIC:

**The Proven B to B Direct
Mail Lead Generation
System That Can Virtually
Eliminate Cold Calling**

BRIAN W. ROBINSON

LEAD GENERATION MAGIC:

THE PROVEN B TO B DIRECT MAIL LEAD GENERATION SYSTEM THAT CAN VIRTUALLY ELIMINATE COLD CALLING

If you implement the system I'm about to show you here, you'll virtually eliminate cold call lead generation and experience the excitement and power of prospects asking you to actually contact them. This will allow you to set appointments with individuals who want to talk with you and as a result, significantly increase your odds of closing a deal.

This system has consistently provided a minimum 5 to 1 return on every dollar invested, and many times, a 10 to 1 return. Obviously, results will vary depending upon what you're selling, your offer, etc.

What you'll get is a means of lead generation that's as close to "on demand" as I've ever seen.

The keys to this approach are your message to market match and asking your prospect to take only one specific action with each form of your communication.

This will require work, but it's definitely worth it because it could quite literally change your business and your life.

Here are the steps:

1. Identify specific problem(s) you solve
2. Brainstorm potential domain names associated with problem or solution
3. Write direct mail letter pointing prospect to your specific domain name
4. Create associated landing page
5. Purchase direct mail list of target prospects
6. Choose direct mail vendor offering genuine hand written personalization services
7. Send out your letters

Here's a quick example using the above steps.

Imagine you sell the highest resolution security camera available. What this means is that you can zoom into an image with five times the resolution of other cameras to actually confirm specific details as clear evidence of wrongdoing or false claims where other cameras render the same image as fuzzy and pixilated.

A great domain name for this problem would be www.TheClearestEvidence.com

In the direct mail letter you want the recipient to take just one simple action — go to TheClearestEvidence.com landing page to find out more information.

In the letter you might say something like this:

Dear [recipient first name],

If you even slightly suspect you may be missing key evidence from your current video surveillance system, this may be the most important letter you receive all year.

Go to www.TheClearestEvidence.com to find out more.

Regards,

Your Name

Title

Company Name

Phone

Email

P.S. We've helped over 1,000 companies just like yours save millions with our award winning mega-high resolution video surveillance system

The landing page essentially repeats the text in the letter with a headline such as this:

“If You Even Slightly Suspect You’re Missing Key Evidence With Your Current Video Surveillance System, This May Be the Most Important Website You Visit.”

Then you include a brief video on the page or pictures explaining more details and a single call to action to fill out a form or call a phone number for more information. You would also want to include multiple testimonies on the page as social proof.

Once those components are set, you search for a provider of direct mail lists in your market space, ask for a sampling of their records (perhaps 40 or 50) for your target prospects and verify the accuracy of their data.

Then, find a quality direct mail vendor that offers genuine handwritten personalization services and get a quote for the number of pieces you’ll be sending.

Now, let’s dive into an actual campaign.

Background: This was developed for Works24, a company that sells in-lobby digital signage. The target was bank and credit union presidents, CEO’s and chief marketing officers.

Objective: Generate leads for in-lobby digital signage.

Problem: Banks and credit unions that had TV's in their lobby were typically not using them effectively to cross-promote their own products and services, but instead, would unknowingly show competing financial service advertisements with their live broadcast TV.

Question: The key question is "How are you using your lobby TV?"

Domain Name: www.YourLobbyTV.com

Below is a template of the letter followed by a live example:

Month, Day, Year

<First> <Last>

<Company Name>

<Street>

<City>, <St> <Zip>

Dear <First Name>,

If you now use or have ever considered using in-lobby digital signage (TV with content promoting your own products, services and events) this may be one of the most important videos you watch.

Go to: www.YourLobbyTV.com

Best Regards,

Your Name

Your Title

Company Name

Phone Number

Email Address

P.S. Now for a limited time you can try our service free of charge – no strings attached.

P.P.S. If you already use a digital video content management system and cannot easily update your playlist in 5 minutes or less then go to www.YourLobbyTV.com

You will notice the body of the letter is just two sentences; a qualifying statement with the underlined teaser, followed by a single call to action to go to the landing page. That's all you need.

Then, of course, there are two P.S.'s – the first indicates a reason to act now and the second speaks to a common problem that users of other digital signage services experience, with a second call to action.

When crafting your letter, I encourage you to write out at least 15 to 20 versions of your first sentence, which in effect, is the headline for your letter. Choose your best version, then use the second best version as a possible P.S. By the way, always have a P.S. because everyone looks at the first sentence then reads the P.S. of a letter.

Below is the live letter example. I've removed the address and phone information but kept the rest intact. The sticky note is obviously customized to the recipient with the sender's initials. Also, the first P.S. is highlighted in yellow because it's a reason to act now. This was all done by the direct mail vendor.



The sticky note, signature and highlighted text all look real, because they are using genuinely handwritten personalization, that can't be mimicked by printed fake fonts. It is also used on the envelope address, and considered the most important step to ensure nearly 100% of your target market opens and reads your offer.

The vendor I use for direct mail is Ted Lonnberg.
His email is: Ted@PersonalizedMailSolutions.com

Here are some tips for your letter and envelope:

- Pick a quality letterhead and envelope to set the best visual impression.
- Always include a short 6 to 12 word personalized handwritten note directly on the typeset letter or sticky note.
- Choose a non-standard envelope size; I typically use a 6x9 inch white or light blue color.
- Use a genuinely handwritten mailing address on the envelope to give you the best chance your mail pieces get opened and read.
- Include your return address on the envelope (this can be printed on the back flap or top left on the envelope front) but do NOT include your business name as that may keep your letter from being opened.
- Regarding postage, a first class stamp is considered the best practice. However, I've moved to bulk rate stamps and have chosen one that looks similar to a first class stamp without any decrease in response rates.

YOUR LANDING PAGE

You will want to choose a landing page provider such as Leadpages: www.LeadPages.net or Unbounce: www.Unbounce.com. Both work great.

Write a headline that is tightly associated with the main point of your letter. If you go to www.YourLobbyTV.com you'll see an example.

You will then want to include a video that sells the reason why your prospect should contact you. This video can be professionally produced or you can use a video sales letter (VSL) approach which is essentially slides with a voice over. The VSL is much easier to produce since you can do it on your own.

As an example of what you could include in your video or VSL, below is a copy of the script from YourLobbyTV.com. I've highlighted in yellow the key components that should be included in your script and explanation for each.

If you do a Google search for "VSL Script" you can see other examples of how to write one.

You'll notice that the opening sentence is almost an exact repeat of the first sentence of the direct mail letter. Again, this keeps everything congruent.

Sample video script:

Hi – it's Brian Robinson – thanks for stopping by - if you use or have ever considered using a Television in your lobby or drive thru then... this may be one of the most important videos you watch.

In visiting with thousands of financial institutions across the country just like yours I have found that those who have a TV installed are typically using it one of three ways:

FIRST: They're showing ONLY some version of national cable news.

OR, SECOND: They're playing some type of PowerPoint slide presentation that never gets changed.

OR, THIRD: Although they may have a digital content provider - the content never gets changed because it's not easy to get it done.

Now here's the problem with using your T.V in one these 3 ways: if you're only showing the news then you openly risk advertising your competitor's products to anyone who comes into your lobby or drive through.

Think about this for a moment: If one of your competitors offered to pay YOU to advertise THEIR products on YOUR T.V. in YOUR lobby what would you tell them? You'd probably tell them to get lost because you wouldn't advertise their products in YOUR lobby for ANY price. But when you show the news you are actually showing your competitors products for FREE.

Now, If you're playing a PowerPoint slide presentation that never gets changed, I can assure you that your customers or members tuned that information out long-ago, and just like most wall paper it gets completely ignored.

And finally, if you have a digital content provider and your content isn't easily updated, then you're really no better off than if you WERE running a PowerPoint presentation that never gets changed. Wouldn't you agree?

So, what's the answer? How DO YOU get a return on investment with the TV in your lobby? Especially with the traffic that comes in and out on a daily basis?

Well, the content on your TV screen has to do three things:

FIRST: it has to be FRESH

SECOND: It has to be EASY to update

And THIRD, it should be able to cross sell other products and services WITHOUT any cross sales training of your frontline staff

If that all sounds too good to be true I've got GREAT news because, our service does all three. In fact, we guarantee with our short term promotional programs that are included at NO COST with our video service that if you do not generate cross sales leads we will give you 100% of your money back without any hesitation. And again, that's without ANY cross sales training of your frontline staff.

Secondly, if you're not able to create and easily update a video presentation with our service in 5 minutes or less we will also give you 100% of your money back.

So, are we serious? Absolutely. We've proven our video service works with financial institutions just like yours all across the country.

So, if you already have a TV or, if you've ever considered the use of a TV in your lobby or drive thru, then this may be the best time to take a look at our service and judge for yourself if you think it makes sense to try.

To find out more, just click on the link above and while you're here feel free to read the testimonies of some of our clients below. And Thanks AGAIN for stopping by - we look forward to hearing from you soon.

Key components and explanation of each:

- *Hi – it's Brian Robinson* – congruence – video is from the same person who sent them the direct mail letter.
- *In visiting with thousands of financial institutions across the country just like yours* – credibility – connection to target – social proof.
- *Now here's the problem with using your T.V in one these 3 ways:* - fear of loss – curiosity – makes prospect wonder what they may be doing wrong.
- *So, what's the answer? How DO YOU get a return on investment with the TV in your lobby? Especially with the traffic that comes in and out on a daily basis?* - you've stirred up interest – made problem real – now you answer the question, “How do I fix this?”
- *Well, the content on your TV screen has to do three things:* – give your answer(s) to the problem.
- *We guarantee* – two x 100% money back guarantees – increases credibility – removes risk from prospect – increases likelihood of contact for more information.
- *To find out more* – call to action – the one step you want your prospect to take
- *Feel free to read the testimonies of some of our clients below* – social proof from others in the same industry – increases credibility.

SIGN UP FORM

You can have the “more information” sign up form on your landing page or, have a link to the sign up form on a separate page. In the above example, I have a link to a separate sign up form that has the following elements:

- Logo – congruency with landing page and letter
- Headline with name of the landing page – congruency with landing page and letter
- Reason to act now
- Clear call to action – “complete the form...”
- Several testimonies – social proof
- Phone number – someone may prefer to call to make contact
- Free recorded message (optional) – same as script in video for consistency

Often, someone who goes to a landing page will skim the information and click on the “FIND OUT MORE” button just to get an idea of what’s being requested. That’s why, if you use a separate sign up form, you want it to be a mini landing page/offer with a recap of the above elements so it can essentially stand on its own. Below is a screenshot of the sign up form. The live form is at <http://www.yourlobbytv.com/more-info-form/>



Your Lobby TV

NOW FOR A LIMITED TIME...

**You Can Try Our Service
Free of Charge.**

Find Out More...
Just complete the form below and we'll be in touch to set up a quick phone call.

Name *

Organization *

Email *

Phone *

City

State *
Select a State ▼

Comment

Contact Me

*Required Fields
We hate spam and will never share your email address with anyone.

“From my first conversation with Works24 until now, they have delivered exactly as promised.”

— Misty Hughes
Wauchula, FL

“Works24 totally exceeds our expectations. User friendly, cost effective and very professionally done, both in service and in product.”

— Debra Totty
Grove, OK

“The promises made by Works24 were more than fulfilled after the sale, and they give customer service a whole new meaning.”

— Jim Cuthbert
Monroe, LA

Call us ☎ at 800-460-4653

We'd be happy to give you more information
or arrange a demonstration.

Listen to a FREE recorded message:

Call toll-free anytime, 24 hours a day:
1-888-721-2111 extension 201.

Key questions for your own direct mail campaign:

- What is the #1 most important problem you solve for your prospect?
- What is the best question you can ask in your direct mail letter to create the greatest curiosity so your prospect goes to your landing page to find out more?
- What is the best website landing page name you can choose that directly relates to your best question and/or problem that you solve?
- What is the best video or VSL script you can write to move your prospect to request more information when they go to your landing page?
- What are the best testimonials you can put on your landing page to reinforce why your prospect should contact you?
- What is the best limited time offer you can refer to in both your direct mail letter and your landing page sign up form to create a sense of urgency?

Final thoughts:

What I've included in this document is a high level review of a long running successful direct mail to landing page campaign.

I cannot overemphasize the importance of finding a great direct mail list provider with clean data. There are a lot of providers that offer unverified, repurposed information from another party and sell it cheaply. That's why you need to do your due diligence to be sure you get a good list and test the list with a small amount of records first before diving into a huge campaign.

Should you need assistance with development of your own campaign, I am available to explore that with you. I can be reached at Brian@TheSellingFormula.com

I wish you the very best!

Brian W. Robinson