

McClung's Protect Your Customers From Attack & Get More Customers No Obligation Cancel at Any Time Newsletter Offer

Why Do a Newsletter?

- **Read as informational and entertaining; so people's guards are down and receptivity is up!**

Think about it, when you get a post card in the mail exclaiming "July 4th Holiday Sale – Great Savings!", what's the first thing that happens: your defenses go up. After all, the post card is trying to get into your wallet / pocketbook.

Not so with a newsletter.

Your newsletter says, "This is a Free Informational Article for you because I value you." For this reason your customers will read it with greater receptivity and will keep it around longer. As Marketing Guru Dan Kennedy says, "*People are conditioned to be less resistant to reading information, such as articles, than they are advertising.*"

- **Newsletters Help Build a Fence Around Your Customers!**

A monthly company newsletter helps you stay top-of-mind with your current customers. When your newsletter arrives, your customers start to think about you. Issue after issue, your newsletter reinforces your relationship with your customers and gives you a way to tell them about products and services they may not know about.

- **Newsletters Help Get New Customers through "Top of Mind"; Referrals; Pass Along Value!**

You want your newsletter to help you get new customers. Informative articles give your newsletter what marketing pros call "pass-along value." Your newsletter makes it easy to pass on the information. Because people read newsletters as a publication and not a marketing piece, a newsletter is a great way to tell potential customers about your business.

- **Newsletters Build Credibility!**



When people read your brochure, they treat it as a piece of marketing literature. But when they read your newsletter, they read it like a publication. Your newsletter also gives you the opportunity to tell people success stories about what you do and how well your products work. You can illustrate the benefits of your product or service with statistics and customer testimonials.

Credibility is a huge benefit of a monthly printed newsletter.

Listen to what Nick Nanton, The Celebrity Lawyer & Best-Selling Author of *Celebrity Branding You* says, "*I didn't believe it either. But adding a hard copy newsletter to my business was the best thing I ever did. It increased my credibility, visibility, and profitability virtually overnight. If you don't have a newsletter, you're making a huge mistake by missing the opportunity to develop a deeper relationship with your prospects and clients for maximum profitability.*"

- **Newsletters Help You Stand Out from Your Competition!**

Why, Because they're NOT doing them!

- **Newsletters Help You Build Your "Brand"!**

Branding is the art of making people aware of who you are, what you do, and how you're different from and better than the competition. You want to have a little bell go off in people's heads when they hear your name. You want them to say, "Oh yes, they're the people who ..."

"Using monthly newsletters to stay connected to your prospects and clients is one of the best business growth strategies out there."
- Melanie Benson Strick – Million Dollar Lifestyle Business Coach

When your newsletter is delivered at the same time each month, it will build up a level of importance. It will help build your brand, which will help your business grow.

- **Newsletters Have a Longer “Shelf Life” than other types of Marketing!**

Newsletters are portable; they go everywhere. Newsletters that are informative, fun, and easy to read are not thrown away. People pass along newsletters to friends, business associates, or even their neighbor. This is a *huge* benefit of producing a newsletter.

The question many people ask is, “Why publish a customer newsletter every month?” If nothing I have written so far makes any sense, let me give you a little straight talk. The reason that you mail your customers a print newsletter every month is because it works! **It works BIG TIME!**

If Newsletters are So Successful Then Why Doesn't Everyone Do Them?

- I already do an email newsletter.
- Newsletters are too expensive
- I am already too busy. Newsletters Take Too Long to produce, and I'm Always Struggling for Content to put into the Newsletter.

- **You already do an email newsletter?**

Let me just leave you with this quick thought as to whether an email newsletter has the same perceived value as a paper newsletter. The next time Mother's Day or perhaps your spouse's birthday comes around, send them an e-card instead of a \$5.00 Hallmark card and see what kind of a reaction you get. You tell me if they feel appreciated. You tell me if they feel like you

placed a high value on the relationship. If and when you try this experiment, and you get a little 'static' about the e-card, shoot me an email and let me know how it went.

I am not saying that you should do away with email blasts. We even provide that service for our customers. After all their cheap. But that's precisely the point. They're cheap, so your customers perceive them as cheap. Moreover, because they are cheap, everyone is doing them so your email is just one of the 25+ daily and emails filling up your customer's box - even if they did "opt in".

- **Newsletters are too expensive**

Really? First of all, ROI, not costs should be your concern regarding newsletters. But that aside, depending upon how many newsletters you do and a few other factors, your newsletter will cost somewhere between \$.90 and \$1.50 for printing, finishing, mailing and this INCLUDES THE FIRST CLASS POSTAGE. That is approximately \$11 to \$18 dollars per year investment for that customer / prospect.

If you customer is not worth \$11 to \$18 per year, I'm really not sure they're worth being your customer.

- **I am already too busy. Newsletters Take Too Long to produce, and I'm Always Struggling for Content to put into the Newsletter.**

You know what, you're right. Newsletters are hard work. To do the research and do the writing even for just a 4-page newsletter can be 8 to 16 hours. This does not even include the time to produce and mail the newsletter. This more than any other reason is THE REASON why so many businesses struggle to do a newsletter. But guess what!

McClung Can Help?

How? We will do the entire newsletter for you!

For each issue McClung will write, produce and mail your very own BLT (Better Living Today!) Newsletter. This newsletter contains all the characteristics of a successful newsletter:

- 1) Personalized for YOUR BUSINESS with your logo and contact information so that YOUR BUSINESS maintains TOP OF MIND with YOUR CUSTOMERS.
- 2) Contains informative and entertaining articles that help your customers live better lives. Articles range from stress reducing strategies to better eating habits to better teamwork to better leadership strategies, etc.

Every article will be applicable to every day of every one of your customer's lives. Of course in addition to the articles YOUR BLT will contain humorous anecdotes, motivational insights, philosophical perspectives, etc. Your customers will love YOUR BLT and will look forward to receiving it every month.

- 3) Written in a casual easy-to-read manner that's easy on your customer's brain and engages them.
- 4) Possesses the opportunity for **YOU** to contribute information. We actually encourage you to do so. Have an article to submit? Do so and we'll put it in your newsletter. Send testimonials, send referral requests, make sales offers, introduce new employees. Your BLT is designed to help **YOUR BUSINESS**. So contribute. BUT THE BEST NEWS IS, EVEN IF YOU DON'T.....

EVERY ISSUE YOUR CUSTOMERS RECEIVE AN ENGAGING, INFORMATIVE, ENTERTAINING NEWSLETTER THAT BUILDS THEIR ALLEGIANCE TO YOU.

How Do You Enroll?

Simply decide which option you prefer and then complete the information below. We'll contact you so that you can immediately begin protecting YOUR CUSTOMERS FROM ATTACK. Moreover, you're not locked in to a long term contract. You can cancel at any time prior to your next issue. BUT DON'T. Make yourself a promise to stick with BLT for at least 12 months. Twelve months is how long your regularly appearing newsletter will need to become an anticipated part of your customers lives. So don't wait! Make your choice and then complete the information below. Rates are as follows:

Platinum – Newsletter & E-Blast Package

Subscription Fee: \$199.97 / Package
BLT Email Blast: up to 10m addresses
BLT Newsletters: up to 4 pages
*Qty of 50 to 500 Newsletters: Black \$1.10, Color \$1.90, each
Qty of 501 to 1000 Newsletters: Black \$0.80, Color \$1.50, each
Excess of 1000: See McClung for custom rate.
*ABOVE NEWSLETTER RATES INCLUDE FIRST CLASS POSTAGE!

The **single best business decision** I have ever made was starting sending a monthly print newsletter to my friends and clients. I've been doing so every month since Oct 2007, and my only regret is that I didn't start 10 years ago!

- Justin Stranere,
RelevantMarketingStrategy.com

Gold – Newsletter Only

Subscription Fee: \$89.97 / Issue
BLT Email Blast: Not Included
BLT Newsletters: up to 4 pages
*Qty of 50 to 500 Newsletters: Black \$1.10, Color \$1.90, each
Qty of 501 to 1000 Newsletters: Black \$0.80, Color \$1.50, each
Excess of 1000: See McClung for custom rate.
*ABOVE NEWSLETTER RATES INCLUDE FIRST CLASS POSTAGE!

Newsletters rock! No other marketing tool can demonstrate expertise, establish credibility, and engender loyalty.

- Angela Pipersburgh, Christian Chamber of Commerce, Shaddai Marketing and Communications

Silver – E-Blast Only

Subscription Fee: \$159.97 / Issue
BLT Email Blast: up to 10m addresses
Newsletters: Not Included

In today's economic reality, smart business owners know strong customer relationships are critical and a monthly customer newsletter is a must for every business.

- Mike Capuzzi, Inventor, CopyDoodles™
www.CopyDoodles.com

*Newsletter cost is for up to 4 pages on stock similar to McClung Companies' Newsletters. Additional pages are \$45/page. Set-up fees for templates different than shown are \$70/page.

Turn page for Special Bonus Offer!!!!

McClung No Obligation, No Risk FREE TEST DRIVE with Big Savings Rate

First 3 Issues Subscription Rate on Platinum or Gold absolutely FREE + McClung Big Savings Rate locked in for 3 Years!

Platinum: ~~\$199.97~~ \$159.97
 Gold: ~~\$89.97~~ \$69.97
 Silver: ~~\$159.97~~ \$129.97

Check one of the Above!

Yes! I want to take advantage of your No Obligation, No Risk, FREE OFFER WITH BIG SAVINGS RATE locked in for 3 Years. I understand that your normal subscription charge is absolutely FREE for the First 3 Issues. By signing up, I know that I've begun protecting my customers from competitors and have put into affect one of the most effective strategies for getting new customers. I also know that this is a Risk Free offer and that I can cancel before any Issue by simply calling you.

PLUS OUR GUARANTEE: if you are not completely satisfied you can cancel at anytime, for any reason and receive a refund of your most current subscription rate.

Organization	Contact Name
Street Address:	Phone#:
City, State, Zip:	Email:

The single most important way I grew my business in 2008 (yes, even in a recession) was through my newsletter.

- Shannon M. McCaffery, Chief Marketing Implementer, www.marketingimplementer.com

Newsletter marketing has been the #1 way I've built my business into the multi-millions.

- Ali Brown, business and success coach for women entrepreneurs, www.AliBrown.com

"Who should be sending out newsletters to their customers, clients, patients, and prospects? The answer is everybody!!! That's right; there is not a business on the planet that couldn't benefit BIG TIME with a monthly company newsletter. There is no better way to develop a relationship with people than sending out a properly written newsletter."

-Bill Glazer, the President of Glazer-Kennedy Insider's Circle.

"My single biggest recommendation is the use of a monthly customer newsletter. Nothing, and I mean nothing, maintains your fence better."

-Dan Kennedy, NO B.S. Direct Marketing