



Asset Redeployment Specialist

Instructions, Notes And
Marketing Script

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Asset Redeployment

One of the fastest and most effective ways to get in front of clients to speak with them about the services you have to offer is by calling them to discuss the effectiveness of their advertising. While this strategy can be applied to all types of advertising; print, radio and television, it works best with print ads because they're easy to see and comment on.

Prospects are often reluctant to speak with salespeople or consultants for fear they're going to be sold something. Using this approach softens or even eliminates that fear, because you're approaching the business owner as someone there to help them and not sell them something.

Once the owner sees the value in what you do in one particular area, it doesn't take much for them to realise that you can help them in other areas as well. This program is the ideal vehicle to position you in a positive and welcome light in your prospect's mind.

Most advertising in print media, whether found in newspapers, Yellow Pages, magazines, newsletters, or any other type of print media, doesn't even pull in enough leads or generate enough sales to pay for the cost of running the ad.

It's an unfortunate fact that very few business owners are knowledgeable enough about how to create effective, productive and profitable advertising, promotional and marketing pieces or campaigns, and as a result, depend on advertising salespeople or ad departments of the media in which they place their ads to create them for them.

The problem is, most of the ad sales people or those who work in ad departments don't know that much about creating effective, response pulling ads either. As a result, most of the ads that appear in a given section of the Yellow Pages, for example, all look the same.

If all (or most) of the ads are nearly indistinguishable from each other, and none of them capture your attention, give you distinct advantage for doing business with them, or compel you to pick up the phone and call them or go by their place of business, the ads all do the same thing – nothing.

If this were just an isolated or once in awhile occurrence it would be one thing. But it's not. It happens every day in every industry, and with every type of media.

The Business Owner's Problem Is Your Opportunity

The positive thing is that for you, the Alchemy trained Consultant, it affords a tremendous opportunity to approach a business owner and create interest in your services. What's more, if the ad can really use some help (which nearly every ad can), you now have an opening into the business whereby you can make a real, measurable and immediate difference.

When you approach a business owner who is spending money – in many cases, a lot of money – and not getting the results he or she thinks they should, and you show them how to dramatically and positively increase the number of leads and sales that their

advertising, promotions and marketing efforts produce, the overwhelming majority of them will be thrilled to talk to you.

No one likes to throw away money. The problem is, most business owners just don't know what to do to correct the problem. Since they don't know very much about what makes an effective ad or promotion and what causes people to respond favourably, they're at the mercy of those who sell the ads and who work in the ad departments of the media they're advertising in.

When you show up on the scene and actually demonstrate why their ads are not working, what they can do to change it, how they can position and differentiate themselves from their competition, and how they can produce immediate, positive and profitable results, it's easy to see why they would want to meet with you.

A Simple 10 Step Approach To Creating Print Advertising That REALLY Gets Results

1. Choose Your Media

The first thing you must do, is determine which media you want to use to find prospects. Some of the more common places businesses advertise is in:

- Newspapers
- Yellow Pages
- Local Magazines
- National Magazines
- Personally Produced Newsletters
- Industry or Professional Newsletters
- Ezines or Internet Newsletters
- Direct Mailers
- Postcards
- Flyers/Leaflets
- Newspaper, Magazine and Letter Inserts
- Junk Mail
- Handouts

All of these types of media sources can provide opportunities for you to analyse the delivery methods used by the business, as well as the effectiveness of the ads or promotions they're using.

2. Define Your Industry Or Profession

The more familiar you are with a particular industry or profession, the more effective you can be in helping a client. This is not to say that you can't be effective at helping those in other industries or professions – you certainly can be. After all, at the end of the day, ALL businesses are IN the sale and marketing business.

Sometimes coming from the 'outside' and not being shackled by 'this is the way we've always done it' thinking, can be an advantage. But you may have more credibility with the business owner if you can talk his or her language, get on the same wavelength, and let them know that you understand the industry and its attendant problems and challenges.

And it never hurts to let them know that you or the Alchemy has done work with others in the same or related business area, and that you can bring the experience you've learned from others to the table to benefit them. In other words, they're getting the results of the experience you've gained at the expense of others – in some cases, their competitors.

3. Determine Your Target Prospect

Who (which business) you choose to work with is a very important consideration. Very small businesses may not have the money to pay you for your expertise or the amount of time and effort it may cost you. Very large businesses or corporations, while they may be in dire need of your expertise may have their own ad agencies or on-staff help, and may not recognise or even consider you no matter how much help you can be to them.

The businesses you should target are those that have the need for what you do, the potential for you to make significant improvements in their ads, the willingness to recognise and appreciate your efforts, and the ability to pay you for your time and work.

In addition, you should attempt to work only with those people who are easy to deal with. Life is too short and there are so many businesses to choose from to have to spend your time working with people who are hard to get along with, don't appreciate what you do, don't respect you or your time, or who don't pay you.

4. Analyze The Ad

Once you've found the ad for a company you wish to work with, you must determine what is wrong with their current ad. Usually a quick glance at the ad

will reveal many things that could be improved to make the ad more effective. However, you'll want to do a detailed analysis of the ad and make notes of very specific areas in which you can make significant improvements. Generalities won't work here – be sure to be specific in the areas you determine are problems or that are not contributing to the effectiveness of the ad.

5. Interview The Prospect

Too many ad salespeople and ad department personnel attempt to create an ad based on what the business has done in the past, what others in the industry are doing and what their ads look like, or what the ad person thinks would look good. Typically, very little time, effort or thought goes into determining exactly what the business has or does that sets them apart from their competition, why people should buy from them rather than from their competition, or what would actually prompt – or better yet – compel a person to call, visit or contact the business to find out more about what they offer and how it would benefit them.

This is a critical part of the process and no ad should be created without first determining what benefits and advantages the business offers that makes them desirable for their customers and potential customers to do business with them. Just as in the case of a doctor, 'prescription without diagnosis is malpractice'.

6. Uncover The Customer's Wants

You can have the greatest ad in the world. It can talk all about the products and services provided by the company. It can be loaded with features and benefits, nice photographs and colour printing. It can be a real 'award-winner'. But if it doesn't appeal to the interests of those who could use the products or services, and it does nothing to create a compelling desire for them to respond, it will do little, if any good.

A telephone call or survey letter sent to several of the business' customers will do a lot to determine what they are looking for and what would cause them to buy. No sense in running an ad that doesn't appeal to what they want or need. It's like fishing with the wrong kind of bait.

7. Analyse The Competition

This step can be as involved as you feel it needs to be. When working with Yellow Pages ads, remember that once the ad is placed, it stays there for an entire year. There is not the opportunity to change it often, as can be done with ads in more temporary media. As a result, the ads found in the Yellow Pages, usually represent a business' best effort.

If you really want to do the proper job for your client, a thorough competitive analysis can be done. This includes telephone calls or visits to the competition to determine what they may be doing that your client isn't doing, what their

strengths are, and what weaknesses they may have that can be exploited or capitalised on.

8. Develop Results-Producing Solutions

When you've seen the ad the business is currently running and have determined why it's not working as well as it could be, have interviewed the business owner and determined what makes their business different and more advantageous or beneficial for their customer, have talked to customers or potential customers to find out what they want, and have then looked at the competition to determine how to best position your client against them, you're ready to begin developing an ad or campaign that produces the kinds of results that your client could only heretofore hope for.

The first area to look at is the headline. This is the ad for the ad. It's what catches people's attention and creates an interest in them to want to read further or pay attention to what the ad says. The headline should be bold, occupy a prominent place at the top of the ad and appeal to the reader's most important interests or pressing needs and compel them to want to read further.

Next is the message they convey. What are the benefits or advantages of doing business with this company – from the customer's point of view? Does your message touch on all those points? You can write your ad in an 'advertorial' style - that is, so it appears like a newspaper article, or if you choose, you can arrange them in bullet-style. Whatever style you choose, your message should be so compelling that the reader will be pulled into the message and his interest so piqued and his curiosity so heightened, that he can't help but wanting to know more.

The offer follows. Here's where you make a compelling case for them to respond, either by calling you, visiting your place of business or to take some type of desirable and immediate action.

While this discussion isn't really designed to be a copywriting clinic, observing the above points are crucial to the creation of a good and effective ad. Of course, you will want to adhere to all the finer points of writing and ad layout such as, ad size, proper font size, bolding of certain words or phrases, spacing, white space, etc.

9. Deliver Your Presentation

After you've created your ad, schedule an appointment with your client to show him or her what you've created for them. Have a copy of their old ad, some of their competitors' ads, and a copy of the comments you obtained from their customers and prospects along with you.

First, show your client the comments from the prospects and customers. Let them see what they want from their type of business. Then show your client his

old ad. Ask them if the ad conveys what the customers said they wanted. Most likely, the answer will be negative. Now show them the ads from their competitors and ask the same questions. Again, the answers will, in most cases, be along the same lines.

Now's the time to bring out your new ad – the one you just created for them. Go over it in detail, explaining exactly what you did and the psychology behind your actions. Show them the difference in the ads and how the new one immediately captures their attention, sucks them into wanting to read further, and appeals directly to the things their customers said they wanted.

Let them see how the story or bullet points keep them interested and reading right on to the offer – the part where you direct them to take the desired action – either pick up the phone and call, visit their office, store or showroom, or whatever. Show them how the offer is so irresistible, that the reader almost has no logical or rational choice but to take that action.

Make sure that they understand the methodology and psychology, are in agreement with what you've done, and are excited about it. Then have them place the ad.

10. Follow Up

Just because you've designed an ad, got their agreement that it was better than what they had before, and collected payment doesn't mean that you're finished. Just like your client should (and probably does) guarantee his or her work or the products or services they sell, you should also guarantee your work.

You don't want or need the reputation of a 'hit-and-run' consultant. You want to be there, checking with them after the ad has run to see how well it is producing for them. If it is doing well, there may be opportunities for additional business from your client and you want to be on the scene when it comes up. Sometimes it takes just a comment or two to stir up additional business in areas they never thought of, or that they didn't know you had the skills or expertise to handle for them.

And on the other hand, if the ad isn't pulling the way you thought it should, you want to be there helping them do whatever it takes to make it work. In the case of the Yellow pages, it's difficult to do anything about the ad until it comes out again in a year. But in the case of other print media, it's much easier to make some changes or tweaks in the ads and experience fairly quick results and feedback. Magazine ads, however, take considerably longer because of the time delay in printing and publishing.

The quality of work you do can often result in referrals to other business owners your client may know. But more than that, amount and quality of follow-up you do can often offset an ad that didn't pull as well as you thought it should.

Don't forget this critical step – it's one of the most important!

A Proven Word Track For Getting Business Owners To Want To Meet With You

Getting a prospective client's attention and scheduling an appointment with them is not difficult. A quick look in nearly any print media such as a newspaper, magazine or Yellow Pages will reveal a nearly limitless supply of ads, most of which are not pulling effectively.

Glance over the ads and choose one with a high degree of potential for improvement, and come up with seven or eight things you can see that are holding it back from producing the results it could be getting.

Now pick up the phone and call the business. Don't worry about talking to the owner at this point. Depending on the type of business, the receptionist or someone in sales may have better answers for you.

Telephone Prospecting Script

One of the quickest, easiest and most effective ways to create interest in a prospect for your consulting services, is to point out specific problem areas in their marketing, then provide them with meaningful and readily recognizable solutions to those problems – and do it free of charge and with no obligation. Here's a proven strategy that can get quick results:

Step 1: Select An Ad

Peruse the newspaper or Yellow Pages and choose an ad that obviously does not pass this four-step test:

1. "No kidding!" (Why else would you be in this section of the Yellow Pages?)
2. "Who else can say that?" (Substitution test)
3. "What do you want me to do?" (What is the goal / objective of the ad?)
4. "Why should I contact you and not one of your competitors?" (WIIFM?)

Step 2: Call The Business

Make a telephone call to the business and use the following script on whoever answers the phone:

You say:

“Hello, I’m with the Alchemy Network. We’re a marketing and research firm, and we’re doing some customer satisfaction work for some of the ads in the _____ newspaper. I was wondering, is the ad you ran in Tuesday morning’s paper pulling the results you hoped for when you placed it?”

Response: “Yes”, “No” or “I don’t know”.

You say (regardless of the response):

“Well, about how many calls have you received?” (If they say they don’t know, ask them to “ball park” it – “Do you think it’s around two or three, half a dozen, or more like 20?” Try to get them to give you some type of figure.) Continue:

“How many did you expect to get?” “Are you satisfied with the results?”

Step 3: Speak To The Person In Charge

Thank the person on the phone for their time and ask for the name of the owner, manager or person responsible for the ads:

You say:

“Thanks for your help. By the way, for my records, who is responsible for the design and placement of your ads?”

Response:

They’ll either:

1. Give you the name.
2. Won’t give you the name.
3. Ask why you want to speak with them.

If they give you the name, you say:

“Are they in now? May I speak to him / her?”

If they don’t give you the name or if they ask what you want, you say:

“It has to do with the ad you’ve run, and I need to talk to her for a minute to find out when I can drop off an advertising resource guide that will help her substantially increase her response rates. Is she available now?”

When the person in charge comes to the phone, you say:

“I’m _____ with the (Your Company Name) a marketing and research firm here in _____. I’m doing some customer satisfaction work for some of the ads in the _____. I just spoke to _____ about the ad you ran on Tuesday, and she indicated that you might not be getting the results you had hoped for when you originally placed the ad.

“Look, I’ve had a good look at your ad and I’ve identified nine and maybe ten areas that you could quickly and easily change to multiply your response by 20 times or even more. I’d be happy to sit down with you over a cup of coffee and freely go through them with you.”

“Now I realize that you are probably thinking ‘what’s in it for me’, so I’ll tell you. I’m a business and marketing consultant and I’m hoping that after I’ve shared these few ideas with you that you’ll be sufficiently impressed to talk with me about other potential areas where I can help in your business.”

“I work in a rather unusual way whereby my fee is largely earned from the additional business that I create for you. That sounds like you can’t lose doesn’t it?”

“Okay, as I said, I’d love to get together with you for a few minutes and discuss these with you, and at the same time, I’ll also give you a free marketing report that shows you how to gain maximum response from your ad’s. Can we get together sometime tomorrow afternoon, say around 1:40 or 3:10?”

“I’m _____ with the (Your Company Name), a marketing and research firm here in _____. I’m doing some customer satisfaction work for some of the ads in the _____. I just spoke to _____ about the ad you ran on Tuesday, and she indicated that you might not be getting the results you had hoped for when you originally placed the ad.

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