

People-Centered Marketing and Newsletters

People-centered marketing is the last refuge of the small-medium size or start-up business owner. This form of marketing, which often uses a monthly customer newsletter as its main marketing tool, is a backlash against typical boring corporate style mass marketing. As a small-business owner, you can give your customers what the big corporations can't – a real person to connect to and identify with. This is because a newsletter can have a "voice" – an opinion instead of a policy, with a real person's signature at the bottom.

Most corporations can't offer a customer much more than a big logo, an aloof answering machine and a reply card asking for feedback. This type of marketing has gotten so impersonal and even cultish that it is triggering huge critiques in the form of documentary films such as *The Corporation*, which portrays these companies as individual personalities that actually qualify as psychopaths.

People-centered marketing is a highly effective strategy for business owners because it resists the big corporations' tendency to make all customer relationship marketing about embracing the corporate identity. When you write a customer-focused newsletter, it is not about you – it is always about the customer. It is not about, say, a "happy face" logo (in the case of Wal-Mart) but about the needs, desires and wish lists of the customers. Even the way that copy is written for customer newsletters is an important component of this type of marketing.

People-centered marketing is more inspiring than other types of marketing efforts. It is a personal, upbeat communication, usually in the form of direct-mail flyers or newsletters that make customers feel more optimistic and confident about buying from you.

Each communication provides customers with information that is relevant to them and that involves products or services they have bought or are about to buy from you. When a newsletter is written effectively, the customer will never feel as though he or she is receiving just another sales solicitation. Furthermore, the customer will look forward to receiving your next communication in the mail or by email.

You know you have mastered people-centered marketing when people start writing back to say how much they appreciate your newsletters. Making your newsletters fun and entertaining is also rewarding for you as a businessperson because they are about building relationships rather than simply pushing ideas. Even writing them will become a rewarding experience, as you are writing not to intimidate or impress (as is typical of mass marketing) but with the aim of building friendly relationships.

*Jim Palmer is internationally recognized as **The Newsletter Guru**, the go-to resource for smart, effective strategies that maximize the profitability of customer relationships. Jim is also the acclaimed author of **The Magic of Newsletter Marketing – The Secret to More Profits and Customers for Life** and the creator of **No Hassle Newsletters**, the best newsletter program ever! Check it out at www.NoHassleNewsletters.com. Get a free copy of Jim's wildly popular special report, 'Don't be Newsletter Pansy' and a free newsletter template at www.TheNewsletterGuru.com.*