Your Customer Newsletter – Tell Them What Else You Do!

One of the great things about a monthly customer newsletter is its ability to generate new business from old customers. That's right. I said NEW business from OLD customers.

In my dealings with clients and prospects, I've never been questioned on my assertion that newsletters are a great tool for generating repeat and referral business. After all, top-of-mind awareness is a huge reason to invest in a monthly newsletter. When your customers are ready to make another purchase, or refer a business to a friend, your company's name will be the first thing they think of. That alone makes it worth the investment in a newsletter.

The added bonus of producing a monthly customer newsletter is this: it tells your customers and clients what else you do, and what else you sell.

It is my belief that many customers initially engage with a business by purchasing a single product or service. Over time they may repurchase the same product or service and be happy doing so. The customers are happy, and the business is happy thinking it is making good use of its customer relationships.

This is a shortsighted view, however, and here's why. Happy customers are usually quite willing to purchase other products and services from your company, if they know what those products and services are!

How many times have you heard a customer or client say, "I didn't know you did that," or, "I didn't know you also sold that"? These are all missed opportunities to increase your revenue and your profits. Use your monthly newsletter to tell your customers and clients "what else" you carry; what else they might be interested in. Feature a different product or service in each issue. Write about it in a conversational tone, highlight some of the benefits, and be sure to share success stories and bolster the case with customer testimonials.

Close the deal by making the product available as part of a special offer. Once you begin using this strategy, you will be amazed at what a powerful sales tool your customer newsletter is.

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.*