

\$ \$ \$ \$ DAN KENNEDY'S \$ \$ \$
FAST CASH
 \$ \$ CONSULTING TRICKS CHECKLIST \$ \$

1. Customer List & Cash Flow Surge Letter
2. Turn A Single Product Or Service Into A Choice Of Basic/Deluxe
3. Turn A Single Mailing That Works Into A Sequence
4. Raise Prices Or Fees
5. Mail Offers To Active Customers More Often
6. Make More Use Of Testimonials
7. Target Hyper-Responsives
8. Upsells
9. "The Slack Adjuster"
10. Combinations

✓ **1. CASH FLOW SURGE**

Most businesses have lists of past/present customers literally waiting to be "re-energized" with a truly great offer. In my own businesses and in clients' I've turned a few thousand to 20,000 or so names into \$50,000.00 to \$500,000.00 in cash with a single mailing, in a matter of days. You can too. There's a great example of this kind of a letter in MAGNETIC MARKETING. But, actually, the letter from which you bought POWER POINTS is another example of this kind of letter. In its case, it was tested and proven first with our best customers, then rolled out to our "big list".

✓ **2. SINGLE PRODUCT INTO BASIC OR DELUXE**

Example: last year I consulted with a client on a renewal campaign for his 12-month, tape-a-month product. By turning his program into "Basic" and adding a new, higher priced, higher margin "Deluxe" version, we renewed about the same number of customers as

in prior years but bumped over 30% to Deluxe, delivering nearly a 50% increase in net profits. In the fast food business, this is the "Super-Size" your meal for just an extra X\$. At the movie theater, it's the "bump" from a Medium Drink to a Large for just a dollar more, with free refills. Etc.

✓ 3. SINGLE MAILING TO SEQUENCE

Virtually any single mailing that is profitable will yield profits from a second and third (or more) follow-up sequence.

✓ 4. RAISE PRICES OR FEES

Professionals, marketers, companies all tend to wait too long and be overly fearful of raising fees/prices. By the time you do it, it could have already been done. Consider options like "grandfathering" in old customers at one level, charging new customers more.....giving present customers a "window of opportunity" to buy before the increase (another way to create a cash flow surge).

✓ 5. MAIL TO CUSTOMERS MORE OFTEN

I'm as guilty as anybody, I suppose, at under-utilizing customers' desire, willingness and capacity to consume. Look how frequently the major cataloguers deliver catalogs to their customers! Most businesses can double the frequency of mailing good solo offers.

✓ 6. INCREASE USE OF TESTIMONIALS

There is no more powerful a tool. Use them in ads, letters, brochures, on business cards, in on-hold phone messages. Create recorded message eavesdrop lines, audio tapes. And build up the bulk. The more, the better. Take any existing, successful direct-mail package, add more and better testimonials, and there's a better than 50% chance you'll measurably and significantly increase response.

✓ 7. TARGET HYPER-RESPONSIVES

Every clientele has within it a group/percentage of "hyper-responsives" with an almost insatiable capacity for consumption. Most marketers leave much of this un-mined, to such a degree that these customers wind up buying very comparable and similar goods and services from many providers. By designing more offers and

going more frequently to this group, you cannot help but boost profits.

✓ 8. UPSELLS

If you/your client does not have a "phone upsell" (of the day/week/month) for every call, installing this is guaranteed to pay dividends. With new customers placing orders, 20% to 30% will say yes to a good upsell - at virtually no cost of sale.

✓ 9. THE SLACK ADJUSTER

A high price, very high margin, "big ticket" sale/item. Every business should have one, because every business has some customers who will buy it. Creating such an item can often increase a business' bottom line profits by 30%, 50% or more.

✓ 10. COMBINATIONS

Rarely do I consult with a business where there aren't untapped opportunities to employ at least several of these strategies, in many cases, in an "integrated" way.

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"POWER POINTS" USP-CHECKIST

Here are 20 of my best Idea Generators for the development of a powerful Unique Selling Proposition.

1. Name
2. Competitive Positioning
3. Exclusive Niche
4. Affinity
5. Hidden Benefit
6. Problem Ownership/Exclusivity
7. Method Of Marketing Or Distribution
8. Continuity
9. Membership
10. Service Difference
11. Added Value
12. Premiums/Gift-With-Purchase
13. Packaging Difference
14. Size
15. Expertise
16. Price
17. Payment Terms
18. Guarantee
19. Celebrity
20. Combination

⇔ ⇔ 1. NAME ⇔ ⇔

What's in a name? It could be everything. Businesses like "Night Owl Auto Repair" or "Overnight Bindery Services" smartly telegraph the USP; that they do what they do at night, overnight. Recently, a big financial services firm has been heavily advertising their "No-Doc Mortgage", but I think "Zero Paperwork Mortgage", "Paperless Mortgage", or "No Red Tape Mortgage" might be better. It's not always possible to put your USP into a name or to let your name be your USP, but it's worth thinking about.

⇔ ⇔ 2.COMPETITIVE POSITIONING ⇔ ⇔

The idea here is to craft a USP "against" your competition. Tom Monaghan did it by focusing on guaranteed, fast delivery. In my area, we have a car dealership in a small town, about a two hour drive from Phoenix, that advertises heavily in Phoenix with the "drive a little, save a lot" idea; saying they don't have big city overhead, fancy showrooms, etc. to pay for, so you can buy a car from them for thousands of dollars less than from a big city dealer.

☞ ☞ 3. EXCLUSIVE NICHE ☞ ☞

Al Ries advises: if you can't dominate a niche, create a niche you can dominate - and that's smart advice. One of the reasons most marketers have USP problems is that they are too broad and unfocused in their markets, product lines, services.

Specialization, especially specialization by market, automatically creates USP power. Joe Weider built an empire by packaging and marketing weight loss and nutrition products exclusively for body builders. In many cases, there's nothing different in his products from products sold to the general public in any health food store. But he created USP by restricting himself to a small niche.

☞ ☞ 4. AFFINITY ☞ ☞

This is a very, very powerful strategy. For example, a volunteer fireman who is a car salesman puts together an auto leasing program for firemen, and does direct-mail as "From One Fireman To Another....." - while there may actually be nothing unique about the prices, terms, etc., it has a patina of uniqueness because of his affinity with his market.

☞ ☞ 5. HIDDEN BENEFIT ☞ ☞

If you can't build a USP around your obvious benefits, maybe you can do it with a "hidden benefit". For example, the hidden benefit of many nutritional products formulated to provide energy surges (heavy, for egs., in niacin, B-vitamins, ginseng, etc.) is heightened sexual desire and stamina, which led to one of the most popular nutrition products of 1996, named "SEX IN A BOTTLE."

☞ ☞ 6. PROBLEM OWNERSHIP/EXCLUSIVITY ☞ ☞

Can you take exclusive ownership of a problem and create a USP around that? IC Member Joe Polish of Piranha Marketing taught his clients in the carpet cleaning industry to utilize "dust mites" as their problem - his poster for use at home and garden shows, for example, shows a photo of a giant dust mite next to a baby, and asks the question "Who's Crawling On Who?"....so the cleaner's USP might be something like this: "We Rid Your Carpets Of The Dirt You See AND The Health Dangers You Can't See."

☞ ☞ 7. METHOD OF MARKETING OR DISTRIBUTION ☞ ☞

Can your USP gain power from your own marketing or distribution? Many businesses gained this in the early days of "mobile businesses", when that was a novelty, and in some fields it still

is. Companies that deliver gourmet food to your door via FedEx like Omaha Steaks and Harry & David extract USP Power from that process.

The words "Not Available In Stores" have given any number of products added USP Power. IC Member Rory Fatt built an entire business around the USP of delivering fresh frozen, gourmet meals to the home, to stock the refrigerator. Psychic Friends Hotline led psychic services out of the small cottages onto TV, and created a giant, popular industry by delivering the service via the phone.

⌂ ⌂ 8. CONTINUITY ⌂ ⌂
9. MEMBERSHIP

Decades ago, the "Book Of The Month Club" revolutionized the process of selling books, by combining Membership and a continuity program, in their case, automatic monthly shipments and billing. Over the years, the X-Of-The-Month concept has expanded to a wide variety of products, including Panty-Of-The-Month and Fruit-Of-The-Month. Many of my clients in the speaking, seminar and publishing businesses have various forms of a "tape of the month" program. Then, there are membership businesses, like AARP and National Association Of Self-Employed (which actually, predominately sell insurance), Players' Club (a travel & restaurant discount club linked to gambling destinations), etc. Because a significant chunk of the population has "belonging" as one of its top motivations, these concepts can be used to "bundle" certain products and services and give them greater appeal.

⌂ ⌂ 10. SERVICE DIFFERENCE ⌂ ⌂
11. ADDED VALUE

You can give a product USP Power by attaching service; for example, toll-free help lines, a web site with problem solving information and demonstrations, a user newsletter. Or consider Kinkos, the copy center chain known for being open 24 hours a day. If you can't add value via service, you might look for other ways to add value. For example, this year Players Club added a "bonus membership" in a discount golf club, providing discounts on greens fees at hundreds of clubs nationwide. American Express emphasizes its added value services, including help in foreign countries with everything from getting a doctor to getting lost travelers checks replaced. IC Member Marty Grunder of Grunder Landscaping has his workers paint mailbox posts at no cost and without saying anything to the customer - and that tiny little "extra" creates huge value in word-of-mouth advertising.

How can we incorporate these ideas into a USP? Take a look at the attached article from a recent NO BS MARKETING LETTER re. Daewoo Motors, and imagine this as a USP: "Why buy just a car, when for

less, you can have 36 months' of guaranteed no-problems transportation?"

☞ ☞ 12. PREMIUMS/GIFT-WITH-PURCHASE ☞ ☞

You might view this is as a simpler, one-time-shot version of #'s 10. and 11. In our area, we have a windshield replacement company that advertises very successfully with a GWP driven USP i.e.:
"We'll Give You A Year Of Free Dinners At XYZ Restaurant And Pay Up To \$100 Of Your Insurance Deductible."

☞ ☞ 13. PACKAGING DIFFERENCE ☞ ☞

When you have an ordinary product, you can make it (at least temporarily extraordinary) via packaging differences. Proctor & Gamble is a master at this, with frequent packaging changes in detergent boxes (square, squat, round, with pour spouts) and toothpaste dispensers (tubes, pumps). Metadent created a dispenser that pulls toothpaste from one side, mouthwash gel from the other, and swirls it together onto the toothbrush. These are all "cosmetic" packaging differences. There are also "structural" packaging differences, such as putting the Encyclopedia Britannica on a CD-ROM.

☞ ☞ 14. SIZE ☞ ☞

The Price Club's selling of giant sized products at discounts is such a well known USP that comedians, including Leno, Letterman, Miller, et al make jokes about it. The world's smallest cell phone, the largest interior space for a car in its class....all size-based USP's. The next time you're in Anaheim, you gotta go eat at Belle Isle, I think the oldest restaurant in Anaheim, famous for --- well, wait until you see the size of whatever you order! (Bring a camera.)

☞ ☞ 15. EXPERTISE ☞ ☞

My speaking colleague Brian Tracy says he has invested more than 20,000 hours researching the subject of personal success. I talk about having consulted in 168 different categories of business and industry. These are ways of "quantifying" expertise. Whether you sell a product or a service, locally or nationally, your own expertise or the expertise of your staff may be the key to your USP. Some years back, for a practice management firm, I wrote this headline: "1,062 Years Of Practice-Building Experience, Yours, On Call, As Needed." (The 1,062 number was the total of the entire staff's years of experience.)

↻ ↻ 16. PRICE ↻ ↻

↻ ↻ 17. PAYMENT TERMS

Many USP's have been built on price, including Wal-Mart's. "Budget Rent A Car" and "Dollar Rent A Car" are names chosen to imply a position of low price or lower price. A major California supermarket chain advertises "lowest prices guaranteed." Motel 6's USP: "A clean, comfortable room for the lowest price of any national chain." At the other end of the spectrum, Jay Abraham has made his outrageously high fees part of his USP. Another way to fool around with price is with payment terms. The "rent-to-own" industry has done this brilliantly.

↻ ↻ 18. GUARANTEE ↻ ↻

It's long been hard for me to beat the USP-Guarantee of Nancy Kwan's Pearl Cream: "if your friends don't actually accuse you of having had a face lift, return the empty jar for a full refund."* The original Dominos USP was guarantee driven.

*It's so good, I'm amazed more people don't swipe it.....

- If your friends don't actually accuse you of having bought all new carpets.....
- If your friends aren't asking you what 'fountain of youth' you've discovered.....
- If your sales manager and your colleagues aren't asking you for your newly discovered "secret" in just 21 days.....

↻ ↻ 19. CELEBRITY ↻ ↻

Ordinary products become special when they are linked to celebrities. Read about Thighmaster in my book 'How To Make Million With Your Ideas'. Look at the enormous success of Guthy-Renker's Victoria Principal skin care products.

↻ ↻ 20. COMBINATION(S) ↻ ↻

When you find a way to combine two, three or more of these 19 ideas in a single USP, you create extraordinary marketing leverage.

(Article reprint next page.)

Article Reprint from August 1997
NO BS MARKETING NEWSLETTER

Excerpted from column on "Marketing News".....

AUTO INDUSTRY BETTER WATCH OUT FOR KOREA'S DAEWOO MOTORS.

When you sell a "commodity", your challenge is to find a way to change the rules of the game so you appear different from competitors - even if you all sell fundamentally the same product. In other words, if you can NOT alter the product to gain a USP, then you must alter something else ie. marketing, distribution, packaged services, added value, etc. So here comes these Daewoo guys.....(1) no dealers or dealer showrooms; factory reps selling cars out of Wal-Marts and K-Marts. (2) 'Puppy dog selling': up to 3 month test drives. (3) Packaged added value: 3 years' free maintenance, stem to stern, including tires and batteries; free pick-up and delivery and/or courtesy car when servicing is required; 3 years' free liability and collision insurance; mobile phone as standard equipment with free connection. (4) Strong guarantee: 30 days or 1,000 miles satisfaction/refund guarantee. All this, by the way, with a car that looks like a Lexus for \$20,000.00.