



Welcome to PredictableProfits.com where entrepreneurs and business owners come together to outthink, out-earn and outperform their competition so that your business can dominate the marketplace and start making more money today. Here is your host. Welcome marketing expert Charles Gaudet.

CG: Hi, everyone. This is Charlie Gaudet here with Predictable Profits. Today I have a very special guest for you. His name is Tom Trush. He's the author of *The Reluctant Writer's Guide to Creating Powerful Marketing Materials*. If you've actually been following me on Twitter or Facebook, I've referenced Tom a couple of times. I bought his book after reading an article by him on American Express OPEN. I thought that he made some great points, so I grabbed his book and went on his website, which is writewaysolutions.com. That's writewaysolutions.com.

This is the first time that I've spoken with Tom. I contacted him just before this recording to make sure that we were on the same page, and he and I spoke for close to forty-five minutes about how similar our viewpoints are. Tom is incredibly creative, a fantastic copywriter, and a brilliant marketer. I feel I owe you guys the chance to hear Tom's message.

I'm sure a lot of people will ask me, "Hey, Charlie, you're a marketing guy. Tom's a marketing guy. Isn't there a little bit of competition?" Well, Tom and I come from the same school of thought. I'm in the business of helping you guys make money, as is Tom. And in order for me to really serve you the best, I have to be willing to do whatever it takes to give you all the greatest advantage, benefit, value or profit.

This is why I have Tom as a guest today. When I read his book, I felt utterly compelled to share his different strategies, tips and ideas with you. Again, his book is *The Reluctant Writer's Guide to Creating Powerful Marketing Materials*. I got it on Amazon and I'm sure there's other places that have it. Tom, your head must be so big right now, I don't know how you're going to get out of your office.

TT: Yes, Charlie, that was a pretty hefty intro there. I hope I can live up to it, but I really appreciate those comments. Thank you.

CG: There's a lot of people that try to brand themselves as marketers and sometimes they tend to give us a bad name, so I get really excited when I speak to another marketer that just gets it. You understand what it takes to make money, to get a high return on your investment, and to create a base of customers that just loves you. You've really got it, man.

TT: Well, I appreciate that. Thank you. Like you mentioned, we definitely have the same mind set as to how we market and how to deliver lots of value to both our clients



and prospects. I'm excited to answer your questions and go into some detail about the marketing processes that we both share.

CG: The interesting thing about marketing is it seems like there's direct response marketers and then there's everybody else. If you don't mind, why don't you tell everybody why you're in direct response marketing, what direct response is, and why they should consider using that for their own business purposes.

TT: Well, what makes direct response different is that everything that you put out there (whether it's what you put in front of prospects or in your communications with clients or customers) you're always looking for some type of response or reaction from those people.

A lot of the traditional marketing, particularly with start-up companies, focuses on getting a company name or a logo out there. As a result, the focus of their marketing materials is on that person or that company. The marketing of their company name and logo takes up about 75 percent of their marketing piece, which is great if you have a huge budget.

The advantage of doing direct response is that you don't necessarily need a huge budget, because with each marketing piece you send out, you're looking for a very simple and basic response, especially when dealing with a new target audience. Maybe it's just collecting an e-mail address. Maybe it's getting them to visit a website, comment on a blog or friend someone on Facebook. The key to direct response is having someone take an action. Prospects that do that are essentially raising their hands and telling you they're interested in what you're offering, and asking you to market to them some more.

In traditional marketing, you're just getting your brand out there. You're providing traditional information that you might find, say, on a business card. That's the direction a lot of new companies take. They'll put out that information that is rarely more than a name, a logo and some contact information. Truthfully, all that information is worthless unless your prospect knows what you can do for them.

That's why direct response is so powerful, because you're putting the focus on the prospect and not on yourself or your business. You're delivering value to prospects. You're giving them information. You're giving them something they can immediately use in return for their permission to continue marketing to them.

Once you have that permission, it becomes much more economical to market to those people because you're not just trying to spread out a message to a huge audience. You



now have a targeted audience that is ready, willing and eager to hear your message. And so, it makes your marketing much more effective.

I'm a firm believer that marketing is the process of establishing trust in a way that proves you can deliver your prospect's desired outcome. That's something that takes time, and where the mistakes happen is when marketers try to jump over that process. They try to quicken the pace and just put a solution in front of people before they've even helped them address the problem that they have.

CG: The analogy I use is going into the woods with a blindfold and a shotgun. You're pulling and praying. You're hoping that when you pull the trigger, you hit something. Direct response marketing (and particularly the type that you're talking about) turns you into a sniper. You know where your hunt is and you can fire with precision. Now, you're not really hunting for the kill, but you're hunting for the most qualified prospects.

TT: That's right. You'll often hear from marketing people that it's a numbers game. You've got to get in front of a bunch of people. Well, that takes time and that takes money. The sniper mentality means you've got five qualified prospects that want to hear your message and are truly interested in what you're offering, rather than 500 who could care less. We're talking about quality over quantity.

CG: I actually laugh at people who boast about having tens of thousands or hundreds of thousands of people on their list. I've seen lists of 100,000 where the response rate was less than one-half of one percent, perhaps even one-tenth of one percent. And I've heard of others who have lists of only 300 prospects and their response rate is 50 percent or greater.

TT: Yes, and I bet you that those people with smaller lists and better responses are probably communicating more often to those people. There's no point in having a large list if you're not communicating and delivering value to them on a regular basis. That's why you're not getting the response. It's one thing to have big numbers, but if they rarely hear from you, they're unlikely to respond.

CG: Let's talk about that for a second. I want to touch upon something you mentioned earlier, as well as touch upon the communication piece. When you say targeted list, how are you finding a list of very targeted people so that you can become that laser sniper?

TT: The basis of starting a good list is your website. Everyone online is landing on a website when they search for information. Of course, there are certain things you can do to your website to help attract your target audience. But I think the key is offering something on your website in exchange for an e-mail address. You can offer some type



of free report or consumer awareness guide. A video series. Think about the problems the prospects you are targeting have, and then deliver solutions to those problems in exchange for an e-mail address.

I'm a very big believer of communication by e-mail. There are people out there arguing that e-mail is dead. I don't believe that. I think the people saying that don't communicate enough with their list or use e-mail often enough. So yes, you do want to offer something on your website to attract prospects.

You don't have to search for them, although there are ways that you can do that. You should be creating content and offering information on your website that will lure those prospects, in addition to doing basic SEO.

Think of where your prospects are online. Are they reading certain blogs? If they are, put a banner ad on that blog that offers your free report. Make an offer for that, because if your prospects are at another website and you want them to move to yours, you have to provide some kind of an incentive. The same thing with social media like Twitter and Facebook. Drive them to take some type of action to get them onto an e-mail list.

The bottom line is just thinking about what the problems are that your prospects are having and start delivering and distributing information that addresses those problems. You'll then attract them instead of having to constantly be searching for them. One of the most expensive elements of marketing can be getting in front of new prospects. Well, when you eliminate that, you can save yourself a bundle by using this approach. You don't want to eliminate it altogether, but it really helps you cut down on what you have to spend to get in front of new people.

CG: I actually added my name to your e-mail list because I wanted to see what you were all about before I presented you to my listeners. And I've got to say, now I understand why you're saying that e-mail is not dead. In the way that you do e-mail, you deliver such value in all your communications that when I see your e-mail come in, I open it and I read it.

But I will say this. There's a lot of people out there (and a lot of very well-known marketers, and for those of you listening, you probably know exactly who I'm talking about) where e-mail *is* dead for them because they're sending you too many e-mails and they're often promoting somebody else's affiliate offer. There's no personal connection. They're not making any effort to build a relationship. They're just pushing you to go for the sale, go for the sale, go for the sale and they're not delivering value back.



I read somewhere that you've got to look at each one of your prospects as a bank account. You've got to continue making deposits in order to give them more value. Anytime you ask them to do something for you (like ask them to buy), you're making a withdrawal from the account. You can't ask them right off the bat to buy until you have enough value in the account. Does that make sense?

TT: Yeah, that's exactly right, and that touches on what I mentioned earlier. So many times in marketing, people try to speed up that process. They don't deliver information or value first. All they're doing is sell, sell, sell. Who enjoys that? You've got to think of your prospects and what they are looking for. Of course, there are prospects that are looking to spend money. There's no doubt about that. People enjoy spending money, but they don't enjoy getting a high-pressured sales pitch and getting it repeated over and over and over again.

CG: That is becoming the core message in marketing today. There are just thousands and thousands of business owners. In the good old days, you could use a sales letter and people would buy. But in the "good old days," there wasn't this ability to access so much information. You could name your competition on one hand. Nowadays, it's more than just your competitors in the Yellow Pages. You're dealing with thousands if not millions of other competitors.

TT: Right. It's truly a global economy now.

CG: You said something that I want to bring up prior to this call. You were talking about direct mail, and you made a great point. Tell us your viewpoint on direct mail and how our listeners can take advantage of it.

TT: Just like e-mail, a lot of people are saying direct mail is dead. I just don't believe that. First of all, there's much less competition in the mailbox. When you're marketing, you want to use the contrarian mentality. You want to do the exact opposite of what everybody else is doing. You want to do something completely different.

Marketers have been moving away from direct mail for a long time. The postal service recently announced that they are raising their postage rates and stamps are going to up a penny. I just find it humorous when I hear people say, "That's it with direct mail. No more." It's a penny! And if you're using direct mail and you're sending out to a targeted list, then that penny is minuscule. You have to think of it as an investment.

I'll be honest. The direct mail that I do is not from purchased lists. I'll generate my own list. The people that are getting direct mail from me might be past clients. It could be people that I just want to do business with. And it could be people who are on my e-mail



list. I tell them I also have a snail mail list and that if they'd like to get on that, to send me their address. Then I start mailing them information in addition to doing e-mail.

And even though I'm a firm believer in e-mail, the reality is we're all working and often can't dedicate much time to reading e-mails. As for direct mail, people enjoy receiving mail that's addressed to them that provides something of value and that will give them a benefit after reading it. They're not going to spend time reading anything you send them if all you're providing is a pitch. That's why I focus on people who already know me, because once they see my name on the direct mail piece, they know I'm not sending them something that's going to be some high-pressured sales pitch. There's got to be some value coming from that.

The newest thing I'm sending out is a monthly marketing tip sheet. It's simply a single piece of paper with information on both the front and the back. There's usually two articles at the most. There may be some links to some videos.

The point is just to stay in front of these prospects and clients and give them information of value. But unlike e-mail, I can give them a little bit more through snail mail because they're more likely to read it at their leisure. It's something that they can actually hold in their hand. As for the marketing tip sheet, I want them to keep those for reference. They're more likely to save a physical piece of paper.

Of course we can also do that with e-mail, but we all know that we create a folder and start stuffing ads in there. It becomes the black hole. Oftentimes, you just don't reference it. Reaching people through both e-mail and snail mail allows you to deliver more information of value and stay in front of people in multiple ways.

CG: The core message that you've said over and over again is about delivering value, and delivering value is part of the reason why we're on this call today, because I got that. That's why you've been able to be as successful as you are, and that's why your clients have made the money that they've made, because you understand the concept of delivering value. I believe that's what separates marketers who use direct response from everybody else.

TT: Just by taking that step of delivering value, you immediately separate yourself from the competition, because everybody else is worried about pitching their product and pitching their service. When you have a message that's all about providing value, there is a completely different tone that sets you apart. The advantage there, especially if you're a service-based business, is if you're delivering information of value, well, who's the expert?

You just gave them good, valuable information that helped solve their problems or helped address their problem, and you're now perceived as the authority. Your competition is looked at as just somebody who has a sales message. And who do people prefer to work with? They want to work with experts. They want to work with people who are the authorities in their industry. The thought leaders. And that's really the advantage of direct response, is you have that opportunity to become a thought leader and industry leader while everybody else is just tooting their own horns.

CG: That's the biggest difference between the marketing message that says, "It's all about me, it's all about me, it's all about me," to the marketing message that says, "No, look. It's really all about you. And whether or not you buy from me now or in the future, it's inevitable that if I continue delivering more and more value, you'll see that my product or service is going to be the best product or service that's going to meet your needs."

TT: They're ultimately making that decision themselves, that your product or service is the best. It's not something that you have to force down their throat, and it's much more powerful if they come to the conclusion themselves rather than have it forced on them. Once they come to the conclusion themselves, the decision is on them, and people are much more comfortable.

CG: We're almost out of time here, but I've got a couple of questions that I want to ask you. In your book, you said, "I frequently use the flyer strategy to deliver my special reports to a thousand targeted business owners at a time here in Phoenix." Do you mind diving into that flyer strategy a little bit and telling us what it's all about?

TT: Well, that's another approach that I think people are moving away from. The reality is if people are receiving flyers at their home or business, the message there is again all on the company or all on the individual, and it's not on the prospect. They decide not to do flyers because they believe people perceive it as junk mail.

In every city, there are flyer distribution companies. Since I advertise primarily to companies who specialize in business to business, I found a company who delivers flyers to specifically targeted businesses. I like to target professional service providers. They do this for a very nominal fee.

Maybe it's a building where there's a lot of lawyers or CPAs. Those are the type of people who I'm trying to get to read my message. And of course, the message that I'm using on my flyers is very similar to what I send out in direct mail. It's a marketing tip sheet. My logo is nowhere on there. The only time you'll see my name on there is when I encourage them to go to my website so I can get them on an e-mail list. I may have



something where they have questions and they want to call. But the idea here is just to deliver good information of value using a different medium, that being flyers.

The advantage that I have is the guy that does this for me has been at it for thirty years, so he has built relationships with businesses. When he comes in the door, they're familiar with him. They know who he is. I like that because then it's not perceived as an interruption to somebody's day. They have at least a minimal relationship and know that it's something he believes is valuable. It's almost like a third-party endorsement.

If you're going to take this route, my recommendation is to look for somebody that has been in the business and has built relationships, especially if you're targeting businesses, because going door-to-door is very difficult. At least at the business level, there is that opportunity.

I see flyers as just another medium for delivering a message. This guy was delivering a thousand flyers for about \$140. Granted that audience isn't as targeted as I would want it to be, but I'm giving an opportunity for some people to become highly targeted by them taking the action step from that flyer to give me their e-mail address in exchange for some additional information of value.

CG: And you've done this strategy several times?

TT: Yes. Don't expect a massive response. Like I said, it's just another medium, but any response from highly qualified leads are worth following up with, because they have taken that action step. I think the key is just delivering something that's a little bit different, that isn't just a door-hanger. The flyers should look almost like a mini-newspaper or mini-publication. It can be a front and back thing, but just have some information of value that can specifically help those people.

CG: And think about the return on your investment. It's not as targeted as you may want, but it's semi-targeted, and for \$140, even one client will help you earn that back manyfold. I don't think I've heard of that being used in a while. That's one of the great ideas I got out of your book that I really liked.

TT: It's just something that's a little bit different, a different delivery medium to get in front of an audience. Like you said, it's all about doing something that helps you stand out. How many direct response copywriters are delivering flyers or marketing tip sheets to professional service providers here in Phoenix? I can say with confidence I'm the only one.

CG: That's the coolest thing about what you do. Probably 95 percent of the people I talk to are always focused on what their competition is doing, and then they always try

to do the same thing. And the message that I continuously try to get across is you're never going to be the leader if you're always following your competition. And you just broke through that mold by doing something different than what your competition is doing. Now you're the leader in this marketing channel.

TT: Yes, and all it involves is changing your mind set a little bit. And if you're going to follow your competition, just look what they're doing and do the opposite. Yes, you can do something repeatedly and always attempt to be better at it, but that takes a lot of time and a lot of effort.

The beauty with something like delivering a tip sheet as a flyer is that you create it once, and you have somebody else doing the work. Can you imagine walking into a thousand different offices? How much time would that take? Create a quick tip sheet and for \$140, let somebody else do it. It takes about two weeks, but just imagine if you had to take two weeks to deliver your message to all those people. Even if you're cold calling and setting up appointments, that takes a lot of time. Why not at least qualify those prospects first?

CG: It's the ultimate leverage. We're just about out of time. Before we hang up, Tom, give us your best tip for small business owners wanting to dominate their market to make more money.

TT: As you touched on earlier, the key is to think about prospects as individuals. A lot of people I talk to think that prospects in their industries are different and won't respond to that. So, I give them six characteristics shared by prospects in all industries. These characteristics are what I want people to think about when they're putting together their marketing pieces and writing their copy. I'd like people to keep these in mind whether they're sending out an e-mail or they're thinking about what information to include on their websites. Maybe they want to send out a flyer or a tip sheet.

These are six characteristics shared by prospects in all industries. If you think your industry is different, I would encourage you to just give these characteristics your consideration.

1. *Your prospects are skeptical.* You have to understand that whatever you're putting in front of them, they're naturally going to be skeptical. They've been burned. We've all put money towards something and then not had the results that we wanted or not had the product or service delivered that we were expecting. Your prospects are naturally skeptical, and you have to overcome that.

2. *Your prospects want direction.* You have to tell your prospects exactly what you want them to do. If you want them to call you, then you have to give them your phone number

and you have to give them an incentive to call you. Don't just list your phone number. Don't just list a website and expect them to go there. You have to tell them exactly what you want them to do.

3. *Your prospects don't like sales pitches.* Nobody enjoys that, especially when you're shopping for information. Nobody likes sales pitches. Look at your marketing as a way to deliver value first.

4. *Your prospects are already inundated with messages.* This means you have to do something different. If you do what everybody else is doing, your message will just get lost in a sea of marketing mush. Be ready and willing to do something different.

5. *Your prospects are afraid of the unknown.* This goes back to Tip No. 2. They need direction. If they are afraid of the next step, you have to tell them exactly what will happen at the next step. Tell them what to expect, so that the unknown is no longer unknown. They understand what's going to happen.

6. *Your prospects have an internal time frame for coming to a buying decision.* The mistake many people make is thinking they can rush this time frame. You need to allow your prospects to make that decision on their own and not force them. They know when they want to buy. You don't know, so don't push them. Of course, give them the opportunity, but make it a process that allows you to establish trust with them and build credibility. Make sure that there's a process there first to make it easier for them to come to a buying decision.

Those are the six characteristics that I believe all prospects have and that people should consider when they are putting together their marketing materials.

CG: Everyone, again, this is Tom Trush of [writewaysolutions.com](http://www.writewaysolutions.com). His book is *The Reluctant Writer's Guide to Creating Powerful Marketing Materials*. I highly recommend it. It's a great book. Tom, thank you very much for being on the call. I really appreciate it. I hope everybody on the call understands just how much value Tom was able to deliver. I'm probably going to try out that flyer strategy. That sounds pretty cool. I want to thank you for sharing that with us, as well.

TT: Thank you for the opportunity to share my message, Charlie. I appreciate it. And let me know how the flyer strategy works for you.

CG: You got it, buddy. Thank you.

TT: Thank you.



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