



Your Business Is... Our Passion!

Issue 7

Increasing Your ROI Using
the Most Unique, Innovative
Methods to Reach Your Target
Market - Guaranteed

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I promised you an answer to this dilemma last month...

Is This What You
Envision When
You Advertise?



Is This What You Feel
Like You Got For
Your Money?

????????????? ???? ??????
Did You Get,
More Questions Than Answers?
Were They,
More Curious Than Serious?
Were You,
Not Sure It Even Worked?

Have You Ever Thought...

"I Might As Well Have Done
THIS With the Money..."



Of Course You Have!
We All Have!

LOOK For The Answer To The Question Next Month...

And Still...It Comes!



Hey, it's me again. Changin' things up once again! If it seems I can't leave well enough alone, you would be correct in your seemings... This newsletter is created on the fly and since I am the most unorganized person on the planet it is a struggle to maintain continuity. But I'm tryin'!

I want this meme to be entertaining, but I also want it to be useful. So, let's spend a bit of time talking about what really happens when you spend hard earned money to advertise/market your business.

In the panel above we pose the the thought cycle many of us have of the aspect of advertising our businesses. It tells a story and one I think we all need to consider as we fight the world to be successful. A story of circular firing squads & deep frustrations. A story repeated over and over again that with just a little tweaking could go from exasperating to exhilarating!

Let the Story Begin...

Ok, so you have decided to do some advertising; or maybe you are already advertising but find yourself faced with the dilemma posed above.

(Continue reading on page 3)

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You have this idea for an ad campaign and you've committed yourself to try it. (You hate advertising & have never been sure it works, but everybody else is doing it)

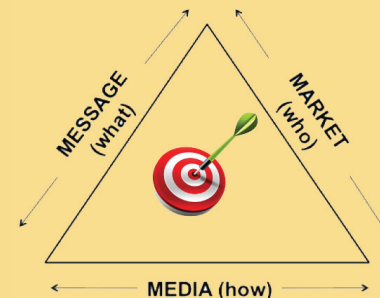
You get it all together and you are ready to proceed. It matters not, at this point, what media you have chosen, what market you are trying to reach, you have a message and you want to get it out there because once it is seen the lines will begin to form.

The First Disappointment...

The lines don't form?! Why is that? You spent a lot of good money to do this and nobody has come in waving the ad over their head while yelling..."I Just Have to Have It!!!" Isn't that what is supposed to happen? No, sorry to say. That is NOT what is going to happen. You might get a couple of calls asking questions, that's a good thing. At that point your campaign has shown some interest generation and now it is up to you and your staff to take it to the next level.

Your Expectations & Reality...

Most of us tend to go into a situation like this one with too high of expectations. We feel like we spent the money and now it's time for the returns. It just doesn't work like that. It is possible that you might as well have shredded the money and thrown it into the wastebasket. But, that is not because advertising/marketing doesn't work. It may very well be that you have not properly employed the Marketing Triangle.



The Marketing Triangle covers the three aspects of a Marketing Campaign (we are no longer going to refer to this as advertising).

The MESSAGE (what)
The MARKET (who)
The MEDIA (how)

All three are of equal importance to the success of any business.

*You must have the **Proper Message** (What), displayed to the **Proper Market** (Who), using the **Proper Media** (How). If any one of these points is incorrect your results will be **LESS** than optimal! Getting them right will assure you that you will hit your target & increase your ROI!*

Let Me Ask You A Question...Are You Accepting New Business?

Almost ALL businesses are always looking for two things. Ways to acquire 'New' customers, clients or patients and ways to keep their 'Existing' customers, clients or patients engaged and purchasing more of what that business has to offer. In reality, that is your main responsibility to your business. Everything else must follow this.

I have said that before and I will continue to say it over and over again. I think you will agree that customers, clients or patients are the life's blood of every business. I think you will also agree that the only way to create a customer, client or patient is to get them to contact you in some way. Maybe it's a phone call, maybe it's a personal visit, maybe it's by filling out a form on your web site. They have to contact you in some manner if you are to have any chance of creating that new customer, client or patient; or of keeping your existing ones engaged and buying more. Now, back to our story.

Why A Triangle. You Might Ask...

The triangle is the very essence of The Power of 3. Next month we continue this little parable with the story of; *The Three Legged Stool* and associated information. Prepare to embark on a journey to learn "The Power of 3"

the passion pit Tips for Your Business

Winners make a habit of manufacturing their own positive expectations in advance of the event. - **Brian Tracy**

Make each day count by setting specific goals to succeed, then putting forth every effort to exceed your own expectations. - **Les Brown**

Expectations & Managing Them!

ex-pec-ta-tion
/ ekspek tāSH(ə)n/
noun
plural noun: expectations

- a strong belief that something will happen or be the case in the future.
- "reality had not lived up to expectations"
- a belief that someone will or should achieve something.
- "students had high expectations for their future"

We all have them. The problem is, are they too high or too low? We must have and set high expectations. If those expectations be too low our results won't meet our needs. But, conversely, if our expectations are too high we are doomed to fall short and then we get discouraged.

So how do we set our expectations? Think only about how high your expectations are and not if they are too low. You will get what you expect, so set those expectations near the upper limit, but be realistic. By the way, expectations and goals are two entirely different things.

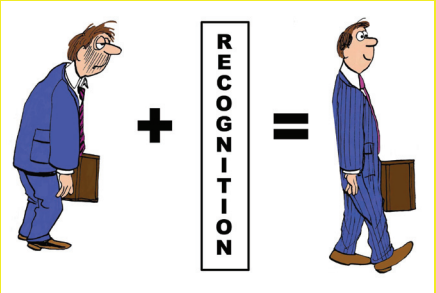
The more you know before you go can determine just where to set your expectations. Your short term expectations might be different from your long term ones, but ultimately your long term expectations are the ones that will determine the outcome.

This takes a bit of work, but once that initial work is done it can be applied to the next situation with minimal changes and maximum results. So, before each step you take examine your expectations, be realistic, determine the steps necessary to bring it to a successful conclusion and proceed with confidence that you can meet or even exceed your expectations.

Until next time, this is Joe Massey, wishing Success In ALL You Do!

Contest Corner
A \$25 Gift Certificate to the Restaurant of Your Choice
To Enter Visit: www.atdmarketing.com/ybi_contest

We Have A Winner!
5/19 ~ R. Pancoast ~ Classic Homes Realty



JUST FOR FUN

Random Notes...

"Successful people do what unsuccessful people are not willing to do. Don't wish it were easier; wish you were better."

-- Jim Rohn

"Character cannot be developed in ease and quiet. Only through experience of trial and suffering can the soul be strengthened, ambition inspired, and success achieved."

-- Helen Keller

"There are no secrets to success. It is the result of preparation, hard work, and learning from failure."

-- Colin Powell

"I cannot give you the formula for success, but I can give you the formula for failure--It is: Try to please everybody."

-- Herbert Bayard Swope

"The difference between who you are and who you want to be is what you do."

-- Unknown

"Many of life's failures are people who did not realize how close they were to success when they gave up."

-- Thomas Edison



The goal of anyone involved in sales is to go from annoyance to trusted resource. Become a source of help instead of a demand to buy something!

-- Joe Massey