



Your Business Is... Our Passion!

June 2019

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

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This Month We're Going To Do It A Little Different!

I think you have heard enough about me over the past 5 months. Now let's do it a little different. After all, this little meme is supposed to be entertaining, but also informative. I would like to take this space and use it to inform you a little more. One of my goals here is to help you accomplish what is probably the most important task you have to do in your business. What is that you may ask? Good question, I would reply.

Do You Have A Mentor?

You know, some one you look up to and who has set an example for you to follow. You may never have met this person, but their success and outlook has impressed you so much that you tend to follow their example and try to do things like they do hoping you might have some of the same success you so admire.

If you do, congratulations! It isn't always necessary to re-invent the wheel. Sometimes you can imitate and get the desired results. If you don't, maybe you should look around and find some one who can provide inspiration as well as insight. Then, study what they do and do something similar in your own way. The results might surprise you.

I have such a mentor. I have never met him, I have only seen some of his presentations, read several of his books and even bought some of his courses. I have not achieved the type of success he has, as of yet, but that is OK. He has made me look at things from a different perspective and I firmly believe that being different is a good thing.

He is known by many as the "Millionaire Maker" because his abilities have helped many achieve incredible success and he, himself, is considered one of the top marketing people in the world. His name is Dan Kennedy and if you have not heard of him I recommend you check him out.

Mr. Kennedy is one of the top copywriters to ever exist. He has made millions for himself and others with his ability to make words sell. And don't ever believe that selling is not one of the top priorities of any business person. But Mr. Kennedy says, and I believe he is correct, that the top duty of any and all business owners is to market their business!

After all, unless you can bring people into your business, whether it be into your store or shop, onto your web site or phone it is not possible to create customers, clients or patients. You HAVE to get people to contact you. The

As a Slight Preview of Next Month's Theme

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...

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ultimate goal being **To Acquire New Customers, Clients or Patients while at the same time Keeping Your Existing Ones Engaged and Buying More of Your Products and/or Services.** If you don't believe that and just set back on your honches waiting for the phone to ring, the door to open, the e-mail to come in one or two things will happen. Your business will stagnate or you will close the doors.

One of the things I notice all the time is that many businesses I visit are WAY TOO QUIET! I am a cold calling fool and even when I already have a client I like to visit with them face to face. If I am in a business and the place is empty, no one comes in while I am there or the phone doesn't ring I worry about the fate of that business. A constant flow of contacts, phone calls and people in the aisles should be the goal of every business owner. That does not happen if no marketing is going on.

Anyway, Mr. Kennedy preaches marketing and he doesn't mean traditional advertising. As I mentioned in one of my earlier newsletters, there is a difference between marketing and advertising. Mr. Kennedy takes it one step further and says that your marketing should be based on the Direct Response Model. What is that you might ask? Again, I would say, Good Question. Direct Response is designed to get the person being exposed to your marketing to respond in some manner. Whether it be a phone call, a visit or a response to an e-mail, text message or direct mail campaign. Once again, the principle is to get people to respond to your message which then gives you an opportunity to create a new customer, client or patient or keep your existing ones engaged and purchasing more.

The Marketing Triangle I introduced you to last month is a Mr. Kennedy principle. I will be expanding on that in the future editions of this meme. Get this wrong and you will be convincing yourself that marketing doesn't work. It's not that marketing doesn't work, it is that many times it is being done wrong, to the wrong market or using the wrong media.

If that is the case you certainly will be wasting your time and your money. Which, will lead to your stopping any and all marketing because you think it is a waste of time and money. Nothing could be further from the truth. If you get it right your marketing will be more than paid for by the results. Many times all it takes is one good customer, client or patient to pay for the marketing campaign and any more represent profit for you and your business.

Next month we will talk about the three legged stool and how it applies to you, your marketing and your success. Until then, I wish you success in ALL you do!

the passion pit Tips for Your Business

Success consists of going from failure to failure without loss of enthusiasm.
Winston Churchill.

There is a real magic in enthusiasm. It spells the difference between mediocrity and accomplishment.
Norman Vincent Peale

Enthusiasm... A Way To Overcome Even A Lack of Knowledge!

Have you ever noticed that new salesperson or employee that just seems to have what it takes? You know, they just started working at a new job and they just seem to hit the ground running! They are so new they really don't even know what your business and their part in it really is. Yet, they have instant success. You can ask the some basic questions about their position, the company's products or services and they can't really answer them well. Still, they come in with new orders, connect with the customers and sometimes out do those who have been with you for quite a long time.

Why do you think this is? Are they smarter? Are they better equipped? Do they know something your seasoned employees don't? Probably not! Then what is the reason? Well, it probably that they have one trait that can win the day for almost anyone, new or old.

ENTHUSIASM!!!!

They are excited! They have a new position and they may not know all the answers, but they present themselves in an enthusiastic way. Enthusiasm is contagious! Those around them actually catch the enthusiasm and technical knowledge becomes less important. That is not to say that knowledge is of no value, but enthusiasm can sometimes make the lack of knowledge just a little less important.

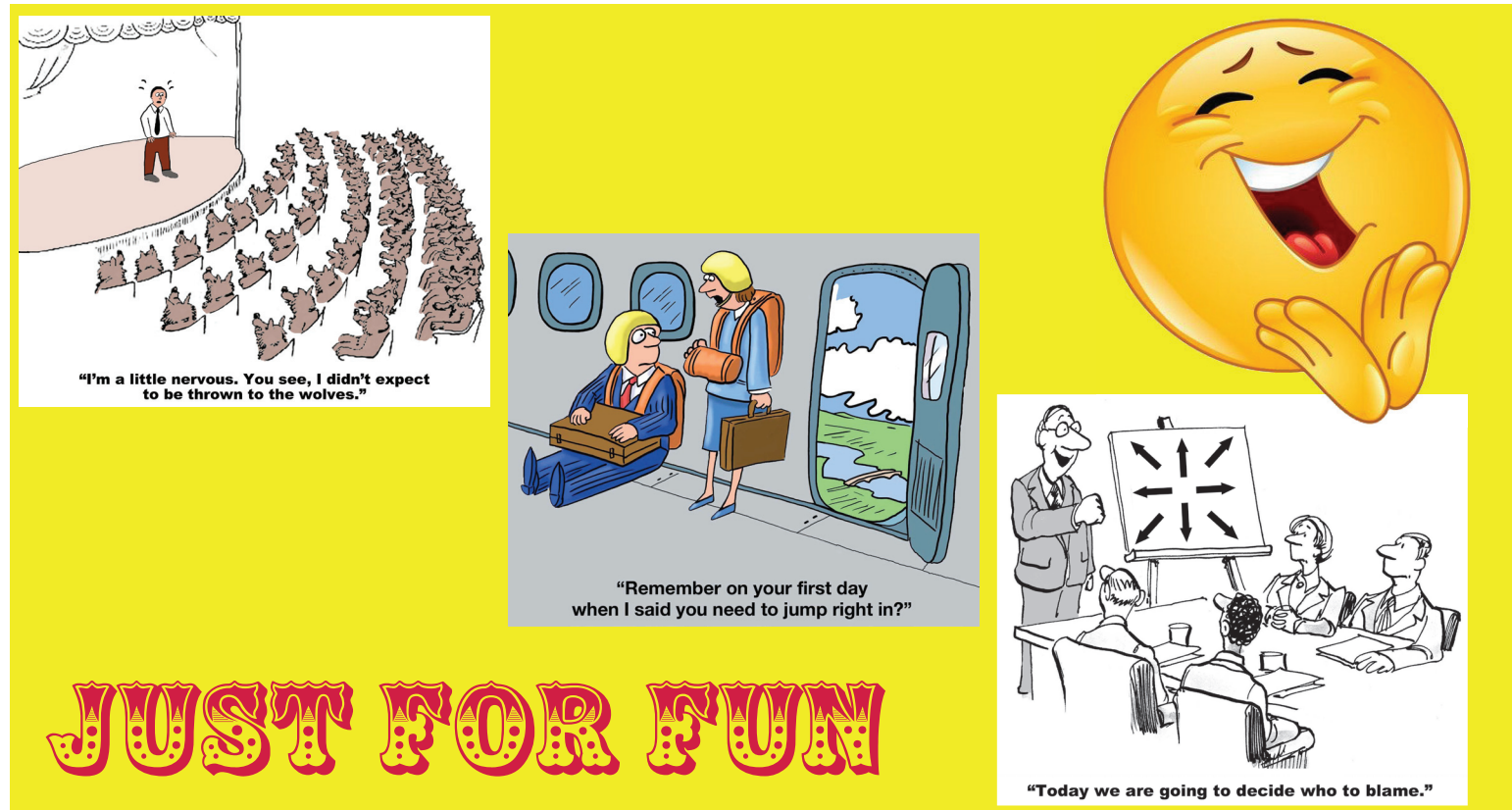
So, along with your passion for your business (see May's edition) you might want to instill enthusiasm in your business as well. Once again, it helps if YOU have enthusiasm as well. Like Passion, Enthusiasm is contagious. Cultivate it and watch as it wins the day! Now, that doesn't mean you can let your staff go without knowledge. Knowledge is very important. But enthusiasm can make the results you receive even better and that is the goal we all want for our business. Results!

A Very Short Poll...

If you see this I know you must be at least perusing our monthly mailing. However, I would like to know if you are and if it is getting to the the right person in your organization. I also want you to call me out if and when you see errors. Yes, I make mistakes on occasion. I hate it when I do, but I also know perfection does not exist within the realm of humanity.

So, if you are enjoying this each month, think it might enlighten you some about marketing and how to grow your business, please let me know. A simple e-mail to business@atdmarketing.com or text to 217-474-3971 saying I enjoy it or I hate it will suffice. If you hate it I will stop sending it, if you like it I will feel happy. Feel free to be direct, I don't mind honesty but abhor political correctness. If I am sending it to the wrong person please let me know that as well and I will re-direct it. I hope you like it, I hope you share it with your employees and I wish you Success In ALL You Do!

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



Random Notes...

"Opportunities don't happen. You create them."

-- Chris Grosser

"I owe my success to having listened respectfully to the very best advice, and then going away and doing the exact opposite."

-- G. K. Chesterton

"People who succeed have momentum. The more they succeed, the more they want to succeed, and the more they find a way to succeed. Similarly, when someone is failing, the tendency is to get on a downward spiral that can even become a self-fulfilling prophecy."

-- Tony Robbins

"If you really look closely, most overnight successes took a long time."

-- Steve Jobs

"The only limit to our realization of tomorrow will be our doubts of today."

-- Franklin D. Roosevelt

"Success is not the key to happiness. Happiness is the key to success. If you love what you are doing, you will be successful."

-- Albert Schweitzer



Nothing of value has ever been accomplished without a little pain. A leap of faith can end in success or a head first dive into a concrete floor; take the leap.

-- Joe Massey