



## Your Business Is... Our Passion!

Issue 8

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

17151 Key Lane - Oakwood, IL 61858 - 217-474-3971  
business@atdmarketing.com - www.atdmarketing.com

### A Quick Story & Then Into the Meat & Potatoes!



Don't want to seem to be preachin' so I thought I'd tell you a little story before I get into the Power of 3. This story is about how perception is reality. As I have mentioned I can't hold a job so I have to create my own. I realized this way back in the last century (1978 or so). So, one of my first businesses was in the energy saving field. (we were experiencing our first round of energy crises) Anyway, I was doing this

installation of window film and the Elks Club was located on Liberty Lane, where Turtle Run is now. I knew they had a large window overlooking the golf course in the bar and was prepared to almost give them the film to make it more enjoyable and build some social proof for my business.

Being a cold calling fool I strode into the facility and asked for the person who handled the facilities and actually got him in front of me. Now, I have to give you some background. I was experiencing some success with this and had a friend who said he would like to sell with me. So, being the genius that I am, I got business cards printed with both of our names and phone numbers on them. Well, he didn't work out and I was left with almost 1,000 business cards. So, to save money I just took out the trusty old magic marker and crossed out his name and phone number and went on my merry way.

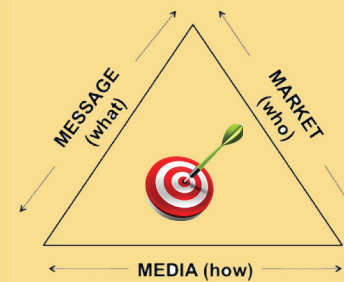
So, here I stood in front of the person I wanted to impress and bend to my will. I handed him my card and started into my pitch. He immediately got a strange look on his face and stopped me with this question, he said, "what is this black mark on your card?" I quickly told him the story about my friend and he handed me back my business card and said, "Mr. Massey, if you can't afford to get new business cards, I don't think we can afford to do business with you" and walked away.

I was devastated! But, I learned a life lesson by having that happen. He had no idea what I was there to speak with him about, but his perception was that I did bad business because I handed him a card that was not impeccable. Based on that marked up business card he perceived me as not dependable or worthy of his time. I lost a potential business building opportunity, but learned a more valuable lesson.

Perception IS reality and if your customers, clients, patients or potential customers, clients or patients perceive you to be sub par they will react to you as such. So, it is imperative that anything you present that speaks for your business be of the highest quality possible or you too could lose a great opportunity even if you are the best at what you do.

That is why anything ATD Marketing does on your behalf will be guaranteed to speak well for YOUR business. That is why I named the business ATD (Attention to Detail). Because I try very hard to pay attention to the details so when you give me your hard earned money you are perceived to be of the highest quality when people see what we have done together.

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### The triangle is one of the most stable shapes...

Why is that? Triangles are the strongest shape because any added force is evenly spread through all three sides. So, if you build your marketing program around the triangle it should be stable and strong.

You may remember this from my earlier mailing. I repeat it here because I think it is important. Even if you don't realize it, you have a marketing plan. If that plan is to just set back and see what happens you are putting your business, spelled your livelihood, into the hands of the prevailing winds.

Better you actively take part in steering your business in the direction you want it to go, than just go with the wind and become a hot air balloon!

Hot air balloons are neat, but you go where the wind wants you to go; not necessarily where you want to go. I know from experience that I want more control over where my business goes and I bet you do too.

So, instead of being a hot air balloon following the wind, why not use the triangle to help keep your current customers/clients and patients engaged and purchasing more while at the same time exposing potential new customers/clients and patients to your message with the goal of converting them to actual customers/clients and patients?

*Like that Three Legged Stool & the Marketing Triangle, your Marketing Program*

*Needs to employ **The Power of 3** to be Strong...*

The **Market**, in our triangle is your ideal customer/client or patient. If you do not know who your ideal customer/client or patient is you are missing one of the legs on your three legged stool. So, your first challenge is to identify your ideal client/customer or patient. Once you know this you have that first leg in your stool. Now, just knowing who your target market is does not assure you success.

You also need to know the lifetime value of this ideal client/customer or patient. How much money does your ideal client/customer or patient spend with you before they no longer are a client/customer or patient? Knowing this can help you determine how much you can spend to acquire this client/customer or patient. For example, if your ideal client/customer or patient is worth \$5,000 over the period that they remain your client/customer or patient you might consider spending \$500 to acquire that client/customer or patient.

Knowing all this only lets your three legged stool lean over at a crazy angle and roll around on the floor. Now that you know who your market is you need to craft your **Message**. Here is where many businesses go wrong. They craft a message that is a clone of the one their competitors are sending. What is usually the most prominent component in most ads? The logo! Probably one of the least important components if you want the reader to do something, not just read something.

Granted, there are certain elements that do need to be included in every message you send out. This includes contact info along with a smaller version of the logo. But, if you want people to actually **DO SOMETHING** when viewing your message you have to include a "Call To Action".

Even though all legs of a three legged stool or each side of a triangle support the same amount of weight as the others **Your Message** might be the stoutest leg on the stool and the strongest side of your triangle. It has to convey your contact info yet compel the viewer to actually do something.

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# the passion pit TIPS for Your Business




New Customer

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


If you ARE then here is the first new customer I am sending you! 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.

ATD Marketing's goal is to help your business attain the above two things so you get real 'New' customers, clients or patients and your current ones stay engaged and purchasing from you.


## The story of a three legged stool & The Power of 3!




Once upon a time there was a circular piece of wood. Now, this was an unusual piece of wood, it had aspirations. This piece of wood wanted to be a stool for its owner. The piece of wood realized that in its current configuration all it was worth was as a spot on the floor. It needed something else to actually support its owner off the floor.



So the piece of wood decided to add a leg. All that accomplished is, it allowed the piece of wood to tilt at a crazy angle and roll around on its edge. The piece of wood found this unacceptable and decided a second leg might just do the trick.



Once again, the would be stool found that two legs were no more likely to support its owner than a one legged stool. It still tipped over and rolled around on its edge. It realized that this was no way to support anything in a stable and secure manner. The piece of wood with two legs then did a remarkable thing. It decided to add a third leg.



Tah Dah!!!! The piece of wood had finally created one of the strongest, most stable seats known to man! That third leg did the trick and the owner of that piece of wood had a seat he could depend on to hold him up and provide a fine seat that would not tip over without a concerted effort.

The power of that third leg made all the difference! **The Power of 3** has manifested itself in many areas. If you are a rock and roll fan you certainly noticed the power of the trios, like: Cream, James Gang, Grand Funk Railroad, ZZ Top, Emerson, Lake & Palmer, among others. How did three musicians put out that much sound? It all has to do with **The Power of 3**.

Like the third leg on the stool those three musicians provided stable, powerful and effective force to their music.

Neither a duo nor a quartet would have spoken so elegantly. Which brings us to YOUR **Power of 3**...

## 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](http://www.atdmarketing.com/ybi_contest)

### We Have A Winner!

5/19 ~ R. Pancoast ~ Classic Homes Realty

Want to see YOUR name here? You have to enter to win!

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Your **Message** is the



handshake you offer in hopes that it will be returned and business can be done. I think you would agree that it is impossible to get a new client/customer or patient without some form of contact taking place between your business and that potential client/customer or patient.

## This is part two of this missive. Part 3 will Show up next month.

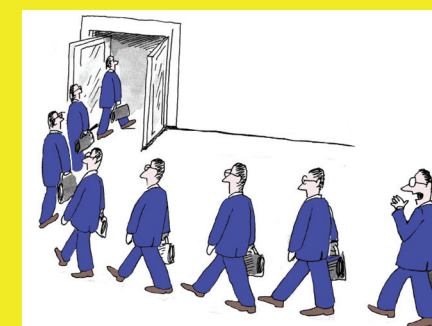
Last month we talked about your expectations when you market and reviewed the marketing triangle. This

month we reviewed the marketing triangle and the **The Power of 3** and next month I hope to wind up my sermon on this subject. I pray it makes some sense and has some value for you as you continue to work for the toughest boss you will ever have, doing the toughest job you will ever have while succeeding more than you ever have.

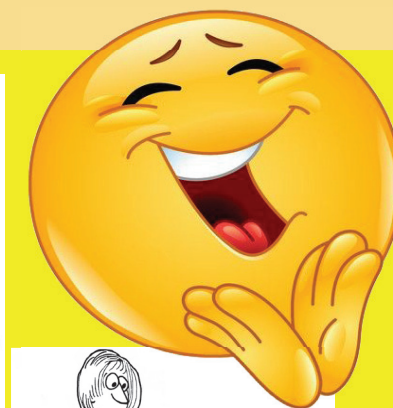
If you currently do business with ATD Marketing please know it is greatly appreciated. If you don't and you never do please know I still wish you success in all you do.



Since this is being mailed in July I have enclosed a little gift appropriate to our Nation's Birthday. Enjoy your copy of the Document that started it all. Proudly provided by ATD Marketing & The Libertarian Party. Don't care about your party affiliation, just wanted you to have this.



"Emphasize our unique differences, pass it down."



"I know you're wrong, I just can't get the computer to say it yet."

## JUST FOR FUN!

## Random Notes...

"There are two types of people who will tell you that you cannot make a difference in this world: those who are afraid to try and those who are afraid you will succeed."

-- Ray Goforth

"Don't be distracted by criticism. Remember--the only taste of success some people get is to take a bite out of you."

-- Zig Ziglar

"If your actions inspire others to dream more, learn more, do more and become more, you are a leader."

— John Quincy Adams, 6th President of the United States

"Keep on going, and the chances are that you will stumble on something, perhaps when you are least expecting it. I never heard of anyone ever stumbling on something sitting down."

-- Charles F. Kettering

One thing that worries me about the future is that our children and grandchildren will not be allowed to fail! Success CANNOT happen without failure.

Without failure one cannot recognize success!

-- Joe Massey

