

*Exclusive insights from Australia's
"results guaranteed" copywriter, Brett McFall*



RESPECT ADVERTISING: The advertising of the future. What it is, and why you need to start doing it ... fast.

Inside this issue:

- What Respect Advertising is all about
 - How to make sure you don't get left behind
 - Why you actually have an advantage over traditional mass marketers
 - How you can become No.1 in your customers eyes, while other companies blast away and get nowhere
-

Dear Friend,

**Old advertising methods are dying. The new wave of 'respect advertisers' is here.
Here's what you must know in order to survive.**

There's a new wave of marketing coming your way. It's already started and I'm afraid there's no way you can stop it.

As a customer, you'll find out about it soon enough if you haven't already. But as a business person you must know about it right away. Because if you don't, your market could be taken away from you before your very eyes.

That sounds a little bit over-dramatic, doesn't it? You bet it does. That's because I need your attention. Ultimately, this new way of marketing may *not* be so powerful as to take *all* your business away, but I'll tell you one thing ...

If you harness it, it does have the power to grow your business into a very profitable, long-term concern. And if you miss the boat, the effects could be quite substantial.

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Now in order to explain it effectively, I want you to first think about 3 questions:

1. **What do you do when the TV ads come on during a program? What do you actually do when they come on?**
2. **What do you do when ads play on your car radio?**
3. **Or, what do you do when you open a newspaper and get bombarded with advertising?**

Is it relatively the same answer for all 3 questions?

If my research is worth anything, you said that you either:

- ◆ flicked the channel or turned the page;
- ◆ pressed the mute button, or
- ◆ simply switched off your mind until something else took your interest

Or, perhaps you said that you scan every ad in the paper; turn up the volume so you can here the ads even better; and even tape the ads so you could watch the them later on!

Not likely, right?

It's not your fault. It's just that it's becoming physically impossible to pay attention to every marketer's communication. So we're tending to shut it out more and more.

In this issue I'm going to show you that there's a change coming your way very soon. A change in the way most companies will advertise. Deep down, it's nothing really new at all. In fact, some people already do it.

But, it's not the 'advertising' which will be that different – it's the attitude needed to produce it. And that's what I need to tell you about.

The point is, if you act right now then you'll have a head-start on most of the world. But your chance is not going to be around forever. And when the new marketing truly starts to take hold, it's going to move fast.

So learn about it quickly before you get left behind.

I call it ...

Respect Advertising.

Or I've even heard it called "Permission Marketing." But that's a little more in depth than the advertising element. Still, you need to learn about that too.

For over 90 years marketers have generally relied on one form of advertising – mass marketing.

Mass marketing is all about getting your attention. It's about creating ads which are confronting, different and creative. So that as customers, for just a second or two we'll concentrate on the product or service being advertised.

But there's a little problem with this ... well a big problem really. And it's getting worse every day. The problem is that the number of advertising messages we are confronted with every day is increasing.

Around 3,000 marketing messages (twice as many as 30 years ago).

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And we're starting to react in very similar ways to this barrage of advertising. Which is why I asked you those 3 questions at the beginning.

The truth is, we're beginning to resist advertising in almost all its forms. And marketers are trying harder and harder to get our attention.

And so the problem compounds itself. The more ads we see, the more we shut out.

The places that advertising can reach is by no means exhausted. But our minds are.

Direct marketers are responding to this too, by providing more and more detailed databases so that companies can refine their market even more – so that they reach exactly the type of customer that is their 'target market.'

It's easy, quick, and quite cost effective. But it's still very impersonal.

And it's a weapon open to all your competition too – the same lists for every company.

Now just remember some facts here:

- ◆ Customers can only absorb so much information before hitting overload
- ◆ Customers only have a set amount of money, so there is a limit to the amount of money that can be extracted by business
- ◆ The more products which are on offer, the less money there is to go around for everybody

So more clutter is not the answer. If you want to throw more money at your prospects (*like many big advertisers are doing – making their ads bigger and more confronting than ever before*), you could soon run the risk of getting negative return on investment.

However, between you and me, you're probably not in that boat anyway, right? Well not yet.

But here's the deal:

This clutter created by the big wigs of this world; this endless competition for customers' attention ... actually provides you with a massive gift.

You see, **Respect Advertising** will become a great alternative for small business in particular. **Respect Advertising** will offer the consumer an opportunity to VOLUNTEER to be marketed to.

That's right, VOLUNTEER. That's a turn-around from "mass-marketing" isn't it (where currently consumers are forced to notice a company)? Yes, very soon they will volunteer to be marketed to.

Let me ask you something: Have you heard of **digital television**?

It's coming to a lounge room near you. And do you know what you'll eventually be able to do with your new digital TV?

Choose what you watch.

Now you might be thinking, "*Hello! I already choose what I watch!*"

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No you don't.

You choose to watch or tape your favourite programs around the TV station's schedules, not your own.

For example, now the football plays at a certain time every week on TV. So you plan your schedule around that.

In the near future, you'll be able to watch it at the regular-programmed time of say 8.30pm, **OR...** you'll **choose** to start watching it at 8.40pm, or 9pm, or 10pm. Whatever time suits you. Your TV will store the data and give you the choice to play it when you like.

Get home a little late and miss the start of the evening news? No problem. You'll watch it in its entirety when you finally sit down with the remote control. You choose.

Don't like the view your network is providing you of the cricket? No problem. You'll choose to watch it from whatever camera angle you want. You choose.

Don't like the ads that your network is showing? No problem. *(Sorry, you won't get rid of them completely, but...)* You'll simply choose to have ads played that actually match your interests. Again, you choose.

Now where does Respect Advertising work into this?

I'm glad you asked. **Respect Advertising** will grow as a result of this freedom of choice. People will enjoy making more and more of their own choices, and begin to resent the conventional methods of mass marketing.

It's about consumers volunteering to be marketed to by you. And it's about you showing enough respect for them, that you allow them to have this choice.

It's a good thing, because by only advertising to volunteers, you will automatically guarantee that your prospects will pay more attention to your message (at a fraction of the cost of mass-marketing too). They are your target market, and they **want** to hear from you.

It will serve both businesses and prospects in a synergistic way. You win, they win.

Respect Advertising will encourage people to participate in a long-term, interactive marketing campaign with you, where you provide them with exactly what they want, and they 100% love you to do it.

Imagine around 70% of the prospects you market to actually reading your materials. Compare that to the average of around 10%. And then imagine 35% actually responding, instead of around 1%. The difference could be phenomenal for your business.

Respect Advertising is just like joining a club. It turns strangers into friends, and friends into lifetime customers.

There's also another side to the coin ...

They won't allow other companies to take your place.

And that's the clincher. You can only have a close relationship – a true close relationship – with

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only so many companies. Just like you can only have a close relationship with only so many friends.

Because of this, you need to act fast. Why? Simply because you don't want to be the one that your target market blocks out because other retailers are already satisfying their needs completely. (You may then have to resort back to "mass-marketing" – and you know how expensive that is).

What you can do to make sure you don't get left behind

It's critical that you begin to understand **Respect Advertising** now. So that you begin to gain the advantages of using it.

STEP 1 – Seek out your prospects

The first step you have to take is create advertising which makes your target market put their hand up. In other words, VOLUNTEER to be marketed to by you.

How do you do that? Well, if you've been a student of this newsletter for a little while then you will already have begun to understand exactly what you need to do.

Now whether your business is a conventional mail-order business, a retail shop, consultancy, or an internet based business, the fundamentals are still the same.

You need to offer your prospects something FREE which will make them contact you. And so classified ads like these are perfect.

Ads like...

Having problems with the GST? FREE report shows you 3 simple steps for making it a breeze Phone 0000 0000

Want special discounts on next season's fashions at XYZ Womenswear? Call now for your FREE Voucher Booklet on 0000 0000.

Discover the simple way you can run a \$100,000 a year business and still have time to enjoy your earnings. My easy systems make it possible. 0000 0000

Simple little ads like this are all it takes to begin getting your target market to volunteer to be marketed to. But this is not the end.

STEP 2 – Begin the education and build a bond

To have a relationship which means something to your prospect, you have to do more than offer a free incentive. That's just the start.

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The next step is to educate your prospect over time and create a bond of trust.

Don't you do this in real life when you start a friendship? You gradually let the other person know about you and your life, your likes and dislikes – basically you educate them about you.

The other thing you do too is find out about them. And the more you grow to like each other's company, the more you both find out. Now that's the start of a good friendship, and that's exactly how you need to conduct yourself with **Respect Advertising**.

You see, this is not about getting rid of product; and it's not about trying to sting consumers for as much money as possible – it's about creating a respectful relationship for life.

It's about a relationship where your customer benefits because you constantly provide them with what they are interested in, and they benefit you by choosing to spend their money with you (*for a much longer period than normal*).

So once they respond to your FREE incentive, you then offer to provide them with more of what they want.

This can take the form of communications like a:

- ◆ **Monthly bulletin**
- ◆ **Quarterly Newsletter**
- ◆ **Regular workshops**
- ◆ **Mini Magazine**
- ◆ **Personal letters**
- ◆ **One-on-one visits ... and more**

But the bottom line of all these mediums is to educate your prospect about what it is you offer. So that they begin to know you like a friend. The important thing to remember here though is this:

Educate your prospects about you, don't bore them to death

The difference is, when you educate you do so through showing your prospect how you can solve THEIR problems. You are still selling yourself and your business, and doing it this way guarantees they'll never lose interest.

It's already happening. If you've ever surfed the Internet then you may know what I mean.

EXAMPLE #1 - Rock bands like **Cold Chisel** and **Bon Jovi** have extended the life of their careers by building up databases of their fans. In fact, now nearly every music artist is doing this. (check out www.coldchisel.com.au and www.bonjovi.com and you'll be asked to sign up to receive special mailings).

We all know that the rock world can be pretty cruel. Bands are here one minute then gone the next. But bands are now getting smart. They realise that if they keep in constant contact with their fans by email, which costs virtually nothing, they can build up a closer relationship than ever before.

Long after their last album has come out, they can still sell their fans new merchandise without having to stage massive tours or promotions. What's more, their fans tell them exactly what they want – reducing the risk of producing a dud product.

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EXAMPLE #2 – Big corporations are doing this too ...
www.amazon.com - the world's biggest book store, travel companies like www.travel.com.au or www.lastminute.com, TV shows like www.getaway.com.au and so many more, are all building relationships with their customers.

Some aren't doing a very good job of it, but they do realise that they need to do it.

STEP 3 - Ask for more permission to sell even more items to your customers.

At this stage you begin turning prospects into customers. And the ones who don't, have CHOSEN not to become your customer. It's now the remainder who you are going to develop a long-term relationship with.

It's fine to educate your customers about you and what you offer, but the relationship will go sour if all you do is offer new products or services without first ...

asking your customers what they want.

To have respect for your customer is to value their opinion. And so feedback is vital. It allows your customer to have a say in what you offer (which is exactly what you want them to do – get involved and feel a part of your business).

Personal contact is a great way to do this, so are **emails** direct to your customer's computer, **FREE FAX** response forms – anything or anyway that you can let your customer tell you what they want more of.

You see, for a customer to take this step means they actually care. Let me ask you something:

How many companies do you actually care for?

If the answer is, "very few," it's because they haven't bothered to show you that THEY care about you. It's a 2 way street. They have shown you no respect, and you do likewise.

But if you get this right in your business, your customers will actually tell you how you can sell them more of your product or service! Do you fully understand the consequences of this? Your customers will actually TELL you what you need to do to get their money! For the rest of their life!

And this is the power of **Respect Advertising**. While other companies hope that their customers stay loyal, you'll know for sure because you've developed a relationship with them which is as important to them as it is to you.

Which leads us to the last step.

STEP 4 - You'll continue to sell these customers the things they want.

And isn't this the ultimate goal? To sure up your business so that it has a future?

Well forever is a long time. And so you may not always be able to offer your customers what they want. But other businesses can!

As you learn more and more about your customer's life, hobbies and interests, you'll see more opportunities to give them what they want.

“While other companies hope that their customers stay loyal, you'll know for sure because you've developed a relationship with them which is as important to them as it is to you.”

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And so you'll approach companies which don't have the relationship with your customers that you have, and offer to endorse their product or service to your customers. Remember, your customers have **chosen** for you to do this. They've given you permission to solve their needs because of the trust you've built up through **Respect Advertising**.

While company after company spends millions of dollars as they try harder to get noticed by consumers, you'll have a relationship with your customers which they have chosen, which they enjoy, and which they want to continue.

You have their **attention**. You don't need to 'blow them out of the water' with shock advertising that builds no loyalty, just an image.

You have their **respect**. You don't need to spend thousands of dollars on PR just to make your business look good. Your customers already know this and they rave about you.

And you have their **consent**. Your customers actually look forward to hearing from you because you pay attention to their needs.

Your customers don't MUTE YOU OUT. They don't SWITCH YOU OFF. And they don't FLICK THE PAGE when you try and communicate with them.

You have successfully created a relationship which has been low-cost and long-term. You have implemented **Respect Advertising**.

Which way will you choose to advertise?

Till next time.

Warmly
Brett McFall

YOUR ASSIGNMENT:

Here are the steps to take to begin applying what you've learnt in this issue.

1. There are 4 steps to Respect Advertising. But the main challenge is getting yourself to think along the lines of having a customer for "life." The difference is, you're going for "share of customer" as opposed to "share of market." You're going to be selling more things to fewer people (people who actually love to hear your message), instead of fewer things to more people. And that means you're going to have a captive market. They'll spend much more money with you and cost you much less money to reach.
2. The lead-generating ad in a newspaper, magazine or website is the first step. This attracts people who are in your target market and allows you spend your money wisely, investing in those who want what you've got. So set to writing yourself a small little ad, even a classified like the examples in this issue. An ad that gets people to put their hand up and ask for more information from you. For instance, it could be the offer of a mini-newsletter, or a "Specials" bulletin for "member-only" customers. Look up the websites I gave as examples and sign up for their communication - you might get a few ideas for your own business.
3. As you attract people, make special offers to them and at the same time get feedback on what your customers want. In return for their answers, give them something else. It's this gathering of information which is important. Because you'll make more offers based on this information later on.
4. Build up your database of customers and their likes and dislikes, then tailor specific offers to them, as well as look for other companies you can approach whose products your customers have indicated they want.

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5 Chaucer Place
Winmalee NSW 2777

Phone: (02) 4754 1060 Fax: (02) 4754 5992

www.adsecretsrevealed.com

Email: askbrett@adsecretsrevealed.com.au

ABN 97 107 520 951