

DIRECT MAIL MARKETING PLAN

THE PLAN

A direct mail piece for targeted prospects using the *Fix This Next* book, that is not “salesy,” is received as a genuine gift and positions you as an authority in the space.

RETURN

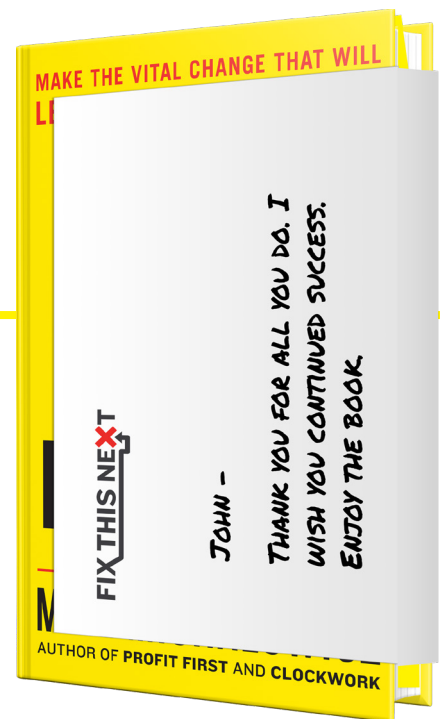
An ideal and targeted prospect can turn into \$2,500 to \$20,000 (or more) of annualized revenue for an FTN advisor, providing FTN analysis and other coaching services.

COST

Approximately \$30 per targeted prospect.

WHY IT WORKS

1. **Books have the highest marketing piece retention rate** – they stay on shelves forever.
2. **A gift forms reciprocity** – the prospect appreciates you.
3. **Your service and your benefits are explained in the book** – you don’t need to sell.
4. **Your contact information is in the book** – in a personal way.
5. **The book is popular and has immediate recognized value** – positioning you as an authority.
6. **You acknowledge the prospect’s importance** – people like people who like them.
7. **You guide the prospect through sections of the book** – quickly getting them to important/relevant sections and removing the effort needed to read the book.



THE PROCESS

STEP 1: Identify 25 target prospects.

Get the company name, contact name (decision-maker), and mailing address.

If you don't know how to identify good prospects consider studying the Pumpkin Plan process.

STEP 2: Assemble needed materials.

While alternative sticky notes, mailers, and markers can be used, the light yellow sticky notes perform best, the Jiffy Rigi mailer is excellent at protecting the book from damage, and a fine point marker is best for autographing.

Note: sticky notes, rigi mailer, and markers come in large packs and will only need to be replenished occasionally.

25 Fix This Next Books https://amzn.to/3gQSu6W	Sticky Note Pack https://amzn.to/2DJxlru	Jiffy Rigi #4 Mailer https://amzn.to/3gP9eLT
Fine Point Sharpie Marker https://amzn.to/3iyXCge	Your letterhead	A pen

STEP 3: Write a letter.

For each mailing piece, write with a Sharpie marker on your letterhead or a blank 8.5" x 11" piece of paper:

*[NAME] – Thank you for all you do. I wish you continued success. Enjoy the book.
[YOUR SIGNATURE], [YOUR NAME PRINTED], [PHONE OR EMAIL]*

For the name, put the recipient's first name or Mr./Ms. last name. Do what is consistent with how you like to be addressed and how you address others. For phone or email, put your preferred communication method above the other.

STEP 4: Add a personalized note.

On the very first blank page of *Fix This Next* (this is the very first page you see when you open the cover), write with a Sharpie marker:

(NAME) – Thank you for being a leader in the [NICHE/INDUSTRY] community. I hope Fix This Next serves you. Here's to your success! – [YOUR SIGNATURE], [YOUR NAME PRINTED], [PHONE AND EMAIL]

For the (NAME) put the recipient's first name, or Mr./Ms. last name. Do what is consistent with how you like to be addressed and how you address others. For the (phone or email) put BOTH and put in the order of your preferred contact.

STEP 5: Add sticky notes throughout the book.

Place with a corner sticking out of the closed book so it is quickly noticed and turned to. This allows the recipient to read critical sections without needing to read the entire book. More importantly, a personal note is from you on each of these pages to reinforce reciprocity and authority.

This is the BPP and identifies what your business needs from you.

PAGE 13:
Point to BPP graphic

If you need more leads or clients, this chapter will help!

PAGE 54:
Point to Chapter 3 title
Establish Predictable Sales

Understanding this simple model will help improve cash flow. Big time.

PAGE 82:
Point to the borrower/lender matrix

This helps make your business work for you (instead of the other way around).

PAGE 133:
Point to the title *Need #3: Outcome Delegation*

I will gladly walk you through this process, if you like. The key is doing this right.

PAGE 239:
Point to the Fix This Next 1-Sheet

STEP 6: Mail books.

Mail 5 books every week for the next 5 weeks.

STEP 7: Follow up.

Email anyone who doesn't respond within 3 weeks of the mailing.

Subject: *Did you get the book?*

Content: *Hi [NAME] - I just wanted to make sure you got the book I mailed you. I hope it serves you well. Wishing you continued success.*

STEP 8: Second follow up.

If you have not received a response follow up again 2 weeks later (this is about 6 weeks out from the mailer), email again.

Subject: *re: making sure*

Content: *Hi [NAME] - I reached out to you but have not heard back. I want to ensure that the book I sent you actually made it into your hands. My goal is simply to provide something of value, and I surely don't want to pester you. Can you simply confirm you got it?*

STEP 9: Track and measure results.

FIX THIS NEXT

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