

## BECOMING THE LOCAL EXPERT

We recently returned from a 3-week vacation over the holidays—rested and invigorated after not having considered our business one single time during our break. Many thanks to Stacey Kamps and Tamara LaChimia for holding down the fort so well when we were gone, to our printers, Al and Irina Corey, for handling the printing of the hundreds of thousands of newsletters while we were away, and to Dr. Bill Fisher who took care of producing all the newsletters on an accelerated schedule that allowed us leave and not worry!

In this issue, we explore an often-asked question in marketing, “How frequently should I send out marketing materials?” Thanks to the feedback we have received our clients over the last twenty years, we have a very good idea of what works and what doesn’t work. Bill shares this knowledge in both articles this month.

As always, we welcome your feedback on any of our products, our service, this newsletter or anything else you wish to share with us. Just call, write, email or fax us.

*Happy Valentine's Day!*  
*And Happy 23rd Anniversary to us!*

What a wonderful ride—and what a blessing to be taking it together.

Rand ♥ Jill      P.S. Don't forget your Sweetheart!

**NOTHER VERY SATISFIED CLIENT**  
 "I recently received a letter from a past customer who I hadn't heard from for over nine years. She raved about my newsletter (Ultimate Prospecting Tool). Last year was my best year. The newsletter has definitely helped a lot!"  
 TROY COX  
 RE/MAX



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**INSIDE THIS MONTH'S ISSUE:**

- Breaking Into Awareness
- How Often is Often Enough?
- ALSO:
- Bill Tosses Back A Few Salmon
- AND:
- “Guess where we are now,” and win a \$25 Free Lunch

# Right Side Marketing

presents



## The Right Times

Marketing Wisdom About “Image Building Advertising”

For samples, prices & info about the following prospecting programs, please call Jill or Rand Fleischman at (800) 456-4395 or visit our website: [www.rightsidemarketing.com](http://www.rightsidemarketing.com) or email us at: [jill@rightsidemarketing.com](mailto:jill@rightsidemarketing.com).

**LENDER LETTER**, an economic newsletter for mortgage professionals to send to clients, prospective clients, and referral sources.

**REAL ESTATE REPORT**, a newsletter for real estate professionals to send to your more sophisticated clients

**ULTIMATE PROSPECTING TOOL**, a newsletter for real estate professionals to send to California clients and potential clients

**WEDNESDAY WRAP FOR THE WEB**, weekly “hot off the press” economic updates for your web site, or for broadcast fax &/or e-mail to clients and referral sources.

**NEWSPAPER COLUMNS** for Realtors® and Lenders. Weekly informational columns for local papers.

**WEDNESDAY WRAP** by “The Wrap Man” for title reps to send to real estate professionals.

### MAKING PROSPECTS AWARE OF YOU

**A**s a real estate or mortgage professional, your marketing must be a two-step process.

Unfortunately, most people overlook the first step.

First, you must do what you can to make people aware of you...so that they will recognize, look at, and appreciate your marketing materials (newsletter, newspaper columns, etc.). Until the first task has been accomplished, the impact of the other marketing materials will be muted. If you just send out newsletters and wait by the phone for the business to roll in, you may decide that your newsletters just aren't working for you – though they probably are...but very gradually.

Notice that past clients, friends, relatives, business associates, even casual acquaintances don't need to be made aware of who you are. If you send them your marketing materials, they're almost certain to look them over with appreciation every time you send them out.

But people who haven't a clue who you are may very likely toss your first few newsletters into the circular file before paying any attention to them. Advertising experts tell us it takes roughly two dozen “impressions”—experiences of an advertisement—before the average person will even start noticing the ad.

Rand was recently talking to one of our long-term newsletter clients who told the story of walking his target market or

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### HOW OFTEN IS OFTEN ENOUGH?

**I**n the accompanying story, we note that experts say it takes about 24 impressions or so

before the average person even begins to notice an advertisement. This is very important to remember as you decide how often you wish to send marketing materials to your clients and potential clients.

We made a significant discovery in our own business regarding this. We noticed that, in all but a very few cases, those who stop using our newsletters have been sending them out on a quarterly basis. And they tend to stop after sending them out three times, on average.

This confirms what we have intuited all along. It just doesn't work to send out a quarterly newsletter – unless

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**Guess Where We Are Now?**  
Jill is standing in front of beautiful golden gates near a famous palace. The time zone is Greenwich Mean Time and the country is an island. We're looking for the name of the palace. *Guess Where We Are Now* and win a \$25 free lunch!

## Parables of Wisdom From the Experts

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### Personal Brand Marketing

"Your Personal Brand is the powerful, clear, positive idea that comes to mind whenever other people think of you. It's what you stand for—the values, abilities and actions that others associate with you.

Your Personal Brand tells prospects what they can expect when they deal with, which is why it's so powerful. It's an implied covenant between a service provider and a client; it's a promise that makes the client believe, 'When I buy this, I will be getting that.' People buy because brands create expectations, and if those expectations are met, people buy again. That's 'brand loyalty.' If the brand does not live up to expectations, buyers go somewhere else.

How much should you spend marketing your Personal Brand? Successful brands usually spend between 15 percent and 25 percent of their total income on marketing their Personal Brand. If that seems like a lot, you're right. You're dropping your brand into a crowded pool and hoping it swims. That takes high-quality marketing tools and consistency. That means money.

What you spend to develop your Personal Brand is the most important business investment you'll ever make, so if you can, spend aggressively."

*the brand called YOU*, Peter Montoya, Personal Branding Press



## MAKING PROSPECTS AWARE OF YOU...

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### Reluctance

"Out through the fields and the woods  
And over the walls I have wended;  
I have climbed the hills of view  
And looked at the world, and descended;  
I have come by the highway home,  
And lo, it is ended.

The leaves are all dead on the ground,  
Save those that the oak is keeping  
To ravel them one by one  
And let them go scraping and creeping  
Out over the crusted snow,  
When others are sleeping.

And the dead leaves lie huddled and still,  
No longer Blown hither and thither;  
The last lone aster is gone;  
The flowers of the witch hazel wither;  
The heart still aching to seek,  
But the feet question 'Whither?'

Ah, when to the heart of man  
Was it ever less than treason  
To go with the drift of things,  
To yield with a grace to reason,  
And bow and accept the end  
Of a love or season?"

Robert Frost

*The Robert Frost Reader, Poetry and Prose*, Edited by Edward Connery Lathem and Lawrence Thompson

"farm" nearly twice a month for the first year he was sending out his newsletter. Very quickly, the people in his target market got to know him, became avid readers of his newsletter, and were often eager to discuss it with him when he dropped by. At the end of that year, he had a solid referral business from all the people to whom he continues to send his newsletter. But he hasn't been able to continue walking his farm, so it takes a while for new residents to start reading his newsletter each month. (We'll talk about this further in future articles.)

### Taking The Right Steps

This fine real estate pro invested a great deal of shoe leather in getting his career solidly underway. But there are many other ways to accomplish this first step—breaking into the awareness of your target market. We've shared other ways in the past and will talk of more approaches in the future.

For the moment, we want to reiterate a few of the most important things you can do.

Always keep copies of your newsletter with you, or clippings of your weekly newspaper column. Give people a copy if they haven't read it.

If it's the newsletter, ask if they'd like to receive it on a regular basis. If they're newspaper columns, tell people where to look for them each week. Very nearly always, you'll have enthusiastic new readers as a result.

### Knowing Your Content

Notice that it's important to be able to talk about the content of the newsletter and/or newspaper columns. We

call this "Owning Your Marketing Program." Make these marketing materials your very own. Stand behind them. Make sure people benefit from them. Talk about the stories in your newsletters and columns—even to those with whom you already have a relationship. The power of your marketing will mushroom as a result, and you will reach, all the more quickly, the wonderful point where your business flows in consistently, no matter the quality of the market.

### DECEMBER'S WINNER!



Rand and Jill were "elves" hiding out at the Wild Animal Park in San Diego, CA. We enjoy being members and supporting their efforts to preserve endangered species. Congratulations to Georgia Fairbanks. Enjoy your free \$25 lunch, Georgia!



## Another Side of Bill Fisher..

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"ALL of you remembered to bring a sack lunch?" the remarkable Ms. Tatro asked her class of fifth graders. "That's wonderful! I brought an extra because someone usually forgets."

"Whaddaya have?" asked Anthony, class clown and proud of it.

Ms. Tatro shook her index finger at him. It was a private language they had developed. "How about jackets?" she continued. "Everyone have a jacket they can get really dirty?"

Ms. Tatro, a tall, sturdy woman was dressed in a flawless hiking outfit with an outer layer of rain clothes and rain boots and a strikingly adventurous-looking hat.

"Ms. Tatro, it's really raining out there!" one small girl sitting near a window offered. "Are we still going?"

"Heavens, yes! We'd still be going if it were snowing."

"How 'bout if Mt. Rainier were blowing?" Anthony asked, and Ms. Tatro shook that index finger at him.

### Tossing Back a Few Salmon

Soon, off we went. Since my youngest stepchild Jamie is lucky enough to experience the world through the wondering eyes of Ms. Tatro this year, I offered to join the field trip. We were going to toss salmon.

"What," I had asked Jamie, "are we actually going to do?"

"Toss salmon," she responded simply. And toss salmon we did. We followed a couple of trucks loaded with 300 very large fish that had been dead and frozen for about three months. We made four stops at beautiful local rivers and tossed the salmon into their mysterious depths.

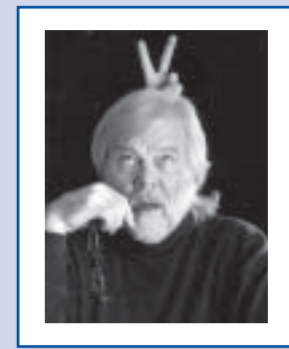
This creates invaluable nutrients for the river and all that live near it. Indeed, I learned that the trees along a river's bank up here gain 40% of their nutrients from the salmon that swim upstream, mate, give birth and die, their decomposing parts floating back downstream. No wonder Native Americans here have always revered salmon as a core life support system.

At the end of the day, all of us smelled and looked like rotten fish—especially Anthony, who had chosen to carry two big salmon at a time, wrapping both arms around them. But there was a good feeling in the air, almost as if the rivers themselves were whispering their thanks.

## HOW OFTEN IS OFTEN ENOUGH?...

1-it's just a small part of a much larger marketing program or 2-you're only sending it, along with other materials, to a sphere-of-interest mailing list...to people who already know who you are. As a result, we are extremely reluctant to sell our materials on a quarterly basis—and not because we make less money, but because our clients' chances for success with a quarterly letter are too small. Remember, when you succeed, we succeed.

Cost, though, is always one of the main considerations of people as they decide how often to send out newsletters. We understand that, and we readily advise people to send out a much smaller quantity of letters much more consistently than to do a large mailing once a quarter. It's simply a choice between something that works, and works well, vs. something that doesn't work. And sending newsletters quarterly, as our own former clients' experience proves, doesn't work.



RSM is privileged to have Dr. Bill Fisher write our columns, newsletters, economic updates and marketing tips. Bill has been writing real estate and mortgage-related materials for more than twenty years and spent many years as a Broker/Owner of his own real estate office. In addition to these obvious talents, Bill is also an accomplished musician, song-writer, singer and writer of fiction. We are delighted to showcase another facet of this very gifted, humorous & loving man.

Please visit Bill's website at [www.billandrobyn.com](http://www.billandrobyn.com).

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### People Will Welcome Your Marketing Materials

There is another reason that arises occasionally. A new client will say he or she wants to send out letters on a quarterly basis because "I don't want to bug people more often than that." Given that we all face a huge amount of annoying "Interruption Marketing" every day and night, this attitude is understandable. But your newsletters and columns will be welcomed by the people who receive them. If what you send people bugs them, it's a great clue that you should elevate the quality of what you're sending out—not a problem you're likely to face with Right Side Marketing newsletters and/or columns.

If you continue to have questions or logistical concerns about how often you send materials to clients and potential clients, let's talk about it. Our job is to make your marketing materials work—successfully and profitably.