

# BUSINESS FREEDOM 365

Month Nine, Week One:  
Tactical Deployment of Strategic  
Marketing Campaign

Topic

Personal Contact and  
Direct Mail

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Before we talk about how to deploy your marketing, we're going to learn a bit about sales and marketing.

### TOMA: Top Of Mind Awareness



- When someone says a term, that company's name comes to mind.
  - » e.g., "search engines" = Google, "soda/pop" = Coke, Pepsi, Sprite.
- Only 2 or 3 companies can have top of mind awareness in any given market segment.
- In any given market, there is a product recognition.
- TOMA is very valuable in your market segment.

*So the question is, how do you create TOMA?*

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**You create TOMA through a strategic, multi-pronged marketing approach.**

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Comprehensive, broad-spectrum marketing strategy:

- Social media
- Personal contact
- Direct mail
- Traditional media (e.g., magazine, radio, TV)

### More methods of marketing = more TOMA

Now, let's talk about selling...

A LOT of people have resistance to selling, and feel uncomfortable about it.

- May be introverted, difficulty in large social situations, run into the barrier of selling themselves.
- A barrier to talking about one's self, easier to talk about somebody else and sell someone else's product or service than it is to sell your own.
  - » Also more effective to sell someone else than it is to sell yourself, or have someone else sell your product or service than you. It is more effective when a third party is referring you and selling you.
- Self-esteem related, fear of rejection.

### How to combat this:

- **Go to a networking event with a friend.**
  - **Believe fiercely in your product or service and your responsibility to help your client by selling them that product or service.**
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This week we are going to focus on two things:

1. Personal contact
  2. Direct mail
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## PERSONAL CONTACT



**Personal contact is by far the best way to create the most long-lasting and deepest memory in your prospects.**

There are some limitations with one-to-one:

- Not scalable
  - » How many one-on-one meetings can you have in a day?

What's important is to not make it one-to-one and have larger amounts of personal contact. Here's how:

- Presentations
  - » One-to-many
  - » Very leverageable
  - » Can have same effect as one-to-one
- Large-Scale Video Conferencing
  - » Leverageable
  - » Can have contact with many people at once

### **How can you use personal contact in your inceptive campaign?**

- Engagement pitch: set an appointment.
  - » Use a platform such as LinkedIn and message people you want to meet with.
    - Subject line or engagement pitch will say: "I would like to have lunch with you because..."
  - » Then you deliver upon the promise you made in the engagement pitch, you lay out the buying criteria, and you put out the risk reversal where possible.
- May be prospects in cities and countries that you can't travel to: use video conferencing software to meet with them.
  - » To do this, you can use the exact same methods as if you were meeting in person.

## DIRECT MAIL



You need to get strategic about direct mail so it can work.

- The challenge with direct mail is really simple: **the envelope is the advertisement for the content.**
- Tough to put the engagement pitch on the envelope, and if you did, people would see it for what it is.
- Instead, make it look *human* and real, not like marketing.
  - » Normal envelope
  - » Individually stamped by hand
  - » Personalized

## Homework

### Part 1

**In three different ways with three different people, engage somebody, book a meeting with them, and have a conversation with them to deliver your inceptive story and make them a compelling offer.**

You may need to approach many more people than the appointments you get, but that's okay! This is an opportunity to test this out.

### PART 2

**Think of 10 people, and then grab 10 envelopes. Write their addresses and your return address by hand on the envelope and stamp the letter yourself. Then, draft a letter with an inceptive story in it, giving your engagement pitch in the subject line (or the PS), and deliver value to them through buying criteria.**

