

## **Bonus #6: How to Create Sales After Creating Relationships**

I just received an email today that I want to share with you.

The subject line was, "Get publicity for your business using these tips ... in 48 hours or less!"

Here's the actual letter:

Dear Friend:

Sorry, this letter is late. I hope everyone's holiday was spectacular. Anyway, this letter is going to be quick and dirty and power-packed with tips you can use beginning next week. Let's get started.

First, get a copy of your local newspaper for the last 7 days and read the front page and second page of each section. Find a story that is similar, remotely close, or something that you have knowledge about. Once you do that contact the reporter via phone, email, or fax and ask if they are planning a follow up story. NOTE! Stories on the first two pages of its section are breaking stories, hot stories, or very important hence that's why they are on the front page.

Let them know that you can enhance their story by informing their readers that you \_\_\_\_\_ (fill in the blank). Here's what's going to happen. Either they will interview you on the spot or they will take your name and company information for future publicity. It's great!

Whenever a story comes up they will have your name and number ready to go. Your competitors won't have a chance. I recently did this with our local paper which has 80,000 readers and I got free publicity for my company. Plus family and friends called and said " We read about you."

That brings me to my second million dollar tip. Which is the celebrity quotient. When famous celebrities get in trouble with the law who do they call. They call Johnnie Cochran there are plenty of attorneys with more experience, talent, higher fees, lower fees, expertise, etc.

But Johnnie uses the CQ (celebrity quotient) to a "T". Once you get known you can charge higher fees because people expect you to be more expensive after all you are a celebrity.

You don't need to be as famous as Johnnie. All you need to do is be well-known in your city or community. After contacting your newspaper reporters and getting publicity you should contact every radio station and

send them the same information.

If you ever listen to the radio and you hear " We have open lines next hour" This is your opportunity of a lifetime. It means that their booked guest has canceled or couldn't make it and they don't have a backup guest.

You will have a FULL HOUR of free promotion all to yourself. The radio stations will love you because they won't be put on the spot and they have to do something for that hour.

After customers, prospects, and employees hear you on the radio and read about you in the paper you will have instant CQ. They will think that you are really big time and will brag to friends about you.

Don't let it go to your head. What you are doing is building your business and what I have just told you can be done immediately. So, go ahead and get the past few issues of your local paper, turn on your radio and television and get some major publicity.

The media needs you more than you need them. Believe me I know. If you are nervous I have a special deal just for you. I will let you "test" drive what it's like to get free publicity to sell your products and/or services. That's right! It's Christmas time and I am in a giving mood.

You can participate in the name-your-own budget PR campaign. You tell me how much you can spend over 3 months and I'll tell you how much publicity you can reasonably expect to get. One story is worth hundreds or thousands in free advertising.

How big do you want your company to be? There are so many media outlets i.e CNN, CBS, Fox, NBC, ABC, MSNBC, Wall St. Journal, USA Today, Time, Newsweek, and so on. We can even send press releases to every newspaper, radio and television station in your state.

What would that do to your bank account? I'll tell you. You'd have to hire more employees, expand, and get a bigger building.

One promotion I sent out only 21 announcements to the media and I got interviewed by the USA Radio networks which has 1,400 affiliate stations so millions of people got my name and address and business information.

Please use these tips because they will work for anyone who wants free publicity. Your competitors are too busy trying to make a sale instead of using

strategies that work better and faster.

Warmly,  
Robert Smith  
815-963-1497

Well, what did you think?

If that isn't a hypnotic letter, I don't know what is!

Not only does the author give you solid information in a friendly way, but he doesn't sell himself at all. Yet, note how you feel at the end of the letter: You want to contact him, hire him, or do whatever it takes to learn more about his publicity wisdom!

*That's* hypnotic e-mail, my friend!

In fact, while I had never heard of Robert Smith before his email arrived in my box (I must have signed up for his *PR Hot Tips* newsletter to get his email, though), after reading it I wrote to him and asked his permission to use his letter. He quickly agreed.

Robert Smith runs a PR and publicity firm based in Rockford, Illinois. He helps small businesses, entrepreneurs, and self employed professionals increase profits by getting free time and space on TV, radio, magazines, newspapers, trade journals, etc.

It looks to me like Robert is practicing "relationship marketing." He sends out friendly and informative emails which build his credibility. In the long run, he'll end up selling all of his readers *something*. Why? Because his readers will have learned to trust him.

That's a wise strategy in today's world.

So if you're looking for a safe, soft way to conduct *Hypnotic Marketing* online, look no further than Robert's letter.

It's friendly.

It's informative.

And it will lead to sales.

What more could you ask from simple email?