

5 Easy Ways to DOUBLE Your Profits with ‘Mobile Marketing’

Ok, here’s the deal...

I am about to share some information with you that may change the way you look at your business. More importantly, though, I am also going to reveal to you an incredibly simple way to dramatically increase your profits, **with almost no extra effort (or cost!)**.

It’s called “**Mobile Marketing**” (or sometimes referred to as “**Text Marketing**”) and it is the easiest way to increase your sales virtually overnight.

By the time you are done reading this Special Report, you will understand an entirely new way to promote your business, grow your sales, and increase your customer loyalty.

It doesn’t matter where you are located, what industry you are in, or how big (or small) you are. **The information you are about to discover has the power to add *tens of thousands of dollars* to your bottom line.**

But FIRST I need to ask you a critically important question...

“What is your company’s most valuable asset?”

Seriously. If you held a meeting TODAY with your partners, managers or employees and asked them to name the most important—*the most irreplaceable*—component of your business, what would be the answer?

“Every retailer will use some form of mobile marketing within 3 years.”

- Jay Conrad Levinson,
author of *Guerrilla Marketing*

Would it be your building or the property you own? Or the thousands of dollars worth of computers, servers, software and electronics that drive your everyday needs? What about that expensive piece of equipment you invested in that your business can't run without?

What would you *value* above ALL ELSE?

In other words,

“If you lost everything tomorrow, what couldn't you build back up without?”

Well, I would suggest that the answer is almost universally the same for EVERY business.

Your most **valuable**, most **irreplaceable** resource—the one thing you need to nurture and protect for dear life is...

******* YOUR CUSTOMER BASE *******

After all, if you woke up tomorrow with *just your customer list*, you could probably start all over again. But if your customers went away... well, let's not even think about that!

Thus, no matter what business you are in, **it is critical to your success that you maintain a strong and meaningful relationship with your customers.**

And in order to maintain this relationship, you **MUST** be able to **communicate** to them!

Sounds pretty basic, doesn't it? But the fact is, most business owners (perhaps even *you*) often lose sight of this concept amidst the daily chaos of “running” your operation.

Think about it... what specifically have you done *today*—or even this WEEK—to proactively communicate with your existing customers????

If you do not have a good answer to that question, you are missing a HUGE opportunity.

That's where TextAlertz Mobile Marketing comes in!

You see, TextAlertz is a service that lets you *capture* your customers **and then communicate to them on-demand** whenever you want!

This is incredible stuff!!! Now you can build and maintain a relationship with your most important asset—your existing customers—simply by providing them with updates, discounts and special offers right to their mobile phones.

Why is this so significant? Well, frankly, because no one reads their email anymore; and when they do it isn't when *you* want them to.

But virtually EVERYONE has a mobile phone within their reach 24-hours-a-day.

...And when text messages come in to their phone ***they read them almost immediately.***



Want to Make More Sales?

The bottom-line objective of your business is to make money.

As you know, the best way to do this is to attract more customers and to KEEP THOSE CUSTOMERS COMING BACK!

Do you nurture and protect your customer relationship above *everything* else? Do you engage your customers and keep them thinking about you? Do you surprise them with special offers to reward them for their loyalty?

Here's what MOST business owners do in reality. Most business owners spend the majority of their advertising, marketing and promotional time (and money) searching for NEW customers. The irony here is that this is often necessary to *replace* their past customers that are no longer generating any revenue for the business because they were neglected!

Listen, there is nothing wrong with going after new customers—in fact, **in a minute I am going to show you how you can do this faster, cheaper and BETTER than ever before.** However, I am sure you have heard the old adage that it costs ten times as much money to acquire a new customer as it does to retain an existing one. The amazing thing about this “conventional wisdom” is that it is actually 100% TRUE!!!

So, you see, your customer base truly is your “golden goose” ... The very foundation of your business existence. **I know you know all this**—it's just that sometimes as business owners

we need a little “reminder”; a bit of a nudge to help us get back into *laser focus* in the midst of the day-to-day challenges that grab our attention.

Alright, so how'd you like to make MORE SALES and generate MORE PROFIT from the customers *you already have*? It's easier than you think...

We're going to open the vault and talk about *specific* ways you can actually DOUBLE your sales by simply “tapping into” and leveraging your greatest asset... your customer base!!!!

“Double Your Profits with Mobile Marketing” SECRET #1:

Your Customers WANT to Hear from You *More Often*.

Your customers could do business with anyone they wish. But somehow, for some reason they chose YOU. Maybe it was just by chance; maybe they responded to your advertising; or maybe your product or service is just that much better than everyone else's.

Here's the thing... they WANT to keep choosing you, but they need to know you care! Among other for-profit businesses I have consulted, I've had the great fortune to help two wonderful *non-profit* organizations—the American Red Cross and the Make-A-Wish Foundation. In developing donor campaigns for these groups, there was one INCREDIBLE statistic that always stood out: **The #1 reason that people don't donate to a particular cause is that THEY WERE NEVER ASKED!**

Think about this in the context of YOUR business. How many products or services have you NOT sold because you never *asked* your customers to buy??? But guess what, someone else values your customers even more than you do... ***your competition***. And they won't hesitate to steal your customers away! Fortunately, your customers really do *want* to keep coming to you. But you must provide them a REASON. *You must let them know they are special.*

THE SOLUTION:

Look closely at your customer base. Develop offers that reward them for their loyalty to you. Send them offers that are BETTER than the offers you are giving to *new* customers.

There's only one itsy bitsy little problem with this marketing strategy.

Which leads me to...

“Double Your Profits with Mobile Marketing” SECRET #2:

If You Can't Reach Your Customers, *They Don't Exist.*

You have customers. You (presumably) also have friends. Would your friends still be your friends if you didn't have any way to reach them? Would you ask that buddy from college for a ride to the airport if you hadn't spoken to him since graduation back in '87?

Face it, many of your closest friends might fall by the wayside *eventually* if there was simply no way to stay in contact with them.

So that begs the question...



“How do you stay in contact with all your customers?”

I'll bet no one has ever asked you that. But it's kind of an important question, especially when you consider that:

- Your customers WANT to hear from you
- Your customers need to be ASKED to take action
- They are looking for any REASON to keep doing business with you (vs. a competitor)
- They want to feel that they are special; that they are VALUED

Here's the problem: If you don't know WHO your customers are, or HOW to get a hold of them, you can't accomplish any of this.

THE SOLUTION:

Whether it's collecting business cards in a fishbowl, or asking for names and phone #s at the register, you must zealously capture contact info for EVERY ONE of your customers.

There's only one itsy bitsy little problem with this marketing strategy too!

Which leads me to...

Mobile Marketing RULES

Up until quite recently, there were really only four basic ways to communicate with your customers: *Advertising, Direct Mail, Phone* and *Email*. Unfortunately, each of these methods has significant drawbacks:

- ✓ **Advertising** is expensive and can't always reach your existing customer base
- ✓ **Direct mail** is costly and requires long lead times before you actually see results
- ✓ **Phone calls** are time-consuming and often unwelcome (good luck reaching anyone)
- ✓ **Email** (though free) is less and less effective, as fewer people read their messages

But there is actually a better way. A new way that combines all the best features of traditional marketing and communication methods, while eliminating almost all of the cost and waste!



It's called *Mobile Marketing* (or “Text Marketing”), and it is an incredibly effective promotional tool for restaurants, retailers, service businesses, schools, churches, contractors, doctors, , non-profits, real estate agents—and *pretty much any business!*

Here's why...

Remember that Jay Conrad Levinson quote from Page 1? His bold statement that every retailer will be utilizing mobile marketing within three years in the very near future only tells *part* of the story. You see, his comments are over two years old, and the landscape has already changed dramatically. **Mobile marketing is here. NOW.** You're either using it to promote your business, or you are falling behind.

Now that's not a threat or anything. It's just a fact.

But don't be intimidated. It doesn't matter if a lot of this doesn't make much sense yet. The more important thing is simply to understand that this opportunity exists, and that you can easily leverage this technology to communicate, sell, promote and *grow* your business.

Here are just a few mind-blowing stats that prove that TEXT RULES:

- ✓ **97% of text messages are opened and read... 95% of them within 5 MINUTES!**
- ✓ **33% of Americans have redeemed a mobile offer in the past 30 days!**
- ✓ **The average consumer opens their text messages within 90 seconds.**

In fact, check out this comparison between mobile marketing “open rates” and the other traditional forms of marketing...



Perhaps the most exciting thing about this new opportunity, however, is that this kind of promotional marketing actually works! In fact, according to *ABI Research*:

**“The average Return on Investment
with a Mobile Marketing campaign
is **\$10 for every \$1 spent**”**

Wow! Did your last advertisement or customer mailer return a 10-to-1 margin?

I’m thinking I don’t need an answer to that question. But with mobile—because of the **extremely low cost** and the **IMMEDIATE response rates**—you can experience an instant return that blows everything else you’ve ever done right out of the water!

Which takes us to...

Mobile Marketing is EASY and CHEAP.

Shhhhhhhh. Don't tell anyone! Marketing by text is remarkably easy—and *cheap*.

Ah, “Easy” and “Cheap”. Two of any business-owner's favorite words, right? Well, it may not seem like it to you right now, but this Text Marketing stuff really isn't that difficult.

And it doesn't have to cost you much either!! (I mean, it COULD cost you a lot—but not after you read **Marketing Secret #6** in a minute.)

So here's a little “text marketing” 101...

You simply establish a mobile marketing account with a company such as **TextAlertz**. Next you select a “keyword” that you will share with your customers to INVITE them to join your “Mobile VIP List”. Your Keyword is unique to you. ***It's kind of like a domain name.*** It can be anything you want (subject to availability), but it would typically be a word or phrase relevant to your business name or product. For example, a clothing store might select the keyword “STYLE”.

Your customers can TEXT your KEYWORD to a special number called a Short Code and they are *instantly* added to your database. ***You now have access to these customers whenever you want!***

HOW COOL IS THAT?!

Whenever you want to send out a special announcement, an exclusive discount offer, or any other kind of message, you just type it into your TextAlertz account and hit SEND. (Or you can just give us a call at our toll-free hotline and we'll take care of it for you!!)

But it's even better... What I just showed you is truly just the tip of the iceberg. But even if the ONLY thing TextAlertz allowed you to do was to build a readily-accessible database of your customers, it would still be *incredibly* valuable for your business. You see, ***now there is a simple, effective way to reach your most important asset—YOUR CUSTOMERS—on-demand, instantly.*** No postage. No printing. No time-delay. WOW!

This is starting to get very exciting! Let's keep this rolling...

It’s Not Just About Selling. It’s About *Communicating*.

Some people hear the term “mobile marketing” and they assume we’re talking solely about selling things. That really isn’t the case at all.

Remember back in **Secret Marketing Tip #1** when I said that your customers WANT to hear from you more often? I didn’t say they just wanted to be SOLD TO more often. There’s so much more to this than just selling, selling and more selling.

Consider some of these creative ways that many of our 10,000+ TextAlertz customers utilize text message marketing to lower costs, increase profit margins, and enhance their relationship with their most important business asset:

- A café next to my office texts their daily lunch special and sells out almost every day
- A church sends a weekly bible verse and Sunday morning reminder to parishioners
- Dentists use TextAlertz to automatically send appointment reminders to customers
- An HR director keeps in contact with hundreds of internal employees effortlessly
- A wholesaler sends out weekly special deals to their resellers and vendors
- A daycare announces schedule changes and weather closures to their list of parents
- A real estate agent sends a text to prospects with a link to all of her listings

I could go on and on with this list. The variety of uses is literally endless, but if you still think this doesn’t apply to YOUR business, I will *prove* to you that it does. Just call me on my direct line at **513-297-9500**



This is a QR Code, which stands for Quick Response Code. Scanning this image with a smart phone can direct you to a web site, launch a direct phone call, or opt you in to a specific keyword list. TextAlertz includes a FREE QR Code generator that allows you to create an unlimited number of codes to promote your business!

*So with that said, we want to share with you **one final BONUS Secret...***

Achieving Explosive Sales Growth on less than \$2 a Day.

Last but not least, this final secret could just save you as much as \$5,280 this year—and *each and every year to follow!*

You see, even if you had never received this report, there is about a 98.4% chance that you would have *eventually* realized the power of mobile marketing. Eventually you would have picked up your phone and voted for your favorite singer on *American Idol*. Eventually you would have texted PIZZA to 55469 to get coupons from your favorite local pizzeria.

Eventually you might have even scanned one of those funny looking “Quick Response” or “QR” Codes like the one on the previous page.

And *eventually* you would have seen one too many of your competitors promoting *their* KEYWORD and building *their* list of customers to market to again and again—and again!

Frankly, it’s inevitable. Sooner or later you WILL come to the realization that you *need* to be communicating with your customers through the one device they have in their possession VIRTUALLY ALL OF THE TIME... Their cell phone!

You might find that to be a pretty bold prediction, but here’s the GREAT news about all this... **Because you have this information NOW; because you were fortunate to discover TextAlertz when you did, you are in a position to save a TON of money.**

Let me explain...

The concept of text marketing is still relatively new to *most* small business owners (although, make no mistake, the “big boys” are already all over this). As a new concept, it can be hard for the average business owner to know where to begin, or what to expect to pay for a service like this. In fact, if you did a little research you would discover that setting up your own mobile marketing platform can cost upwards of \$1,500 a month. *Ouch!*

Some small businesses are actually paying this kind of money—simply because they didn’t know any better. Given the tremendous benefits to their business, many of these businesses are still quite satisfied with this investment. I mean, \$1,500/month is still less than many businesses spend on advertising and direct mail.

But why pay more when you can have a BETTER service for less? *Much* less.

How much less? Well, TextAlertz has a monthly fee of just \$60—that's right, only about \$2 a day! **Would increasing your business 10% be worth \$2 a day to you?** What if mobile marketing could increase your profits by 20%, 30%, even 50% or more?

We have actually *seen* these types of results with our customers, and we want to help you see these incredible results as well.

Now here's the really amazing thing... what I have already told you about what TextAlertz offers only scratches the surface. Yes, you can create a database of customers to which you can send text communications whenever you wish. But unlike any other service on the market, TextAlertz also offers the following additional features at ABSOLUTELY NO COST:

- ✓ Unlimited number of customer numbers in your database
- ✓ Free Mobile Web Site Builder with unlimited FREE hosting
- ✓ Free QR Code Generator (*learn more about QR Codes on Wikipedia—it's fascinating*)
- ✓ Easy Web-Based Application accessible from anywhere
- ✓ Detailed Reporting Options
- ✓ Built in Voting, Polling and Survey functions, as well as Autoresponders
- ✓ How-To Video Tutorials and Unlimited Toll-Free Customer Service

Alright, I know some of this makes no sense at all right now. Just suffice it to say that everything you could ever want—and will ever want—is included in the TextAlertz service. Believe it or not, once you get started you will actually have a lot of fun... and after a short while you will become curious about the other really cool features listed here.

Also, don't worry if you are not a technical person, because unlimited toll-free support is FREE with your service. Our experts can walk you through any task or campaign you wish to perform, and can even take over and "drive" when you need them to!

All for sixty bucks a month? Are you kidding??

Get Started.

So what's your next step? That's easy too. Just call us today at **513-297-9500** and we will answer any of your questions and help get you up and running in a matter of minutes. In

fact, you could be promoting your exclusive text marketing Keyword—and **building your critically-important customer database**—*by the end of the day!!*

If you prefer, you can also sign up for TextAlertz online at www.nmstrategies.com Even if you plan to get started over the phone, I strongly encourage you to check out the web site and watch the brief one-minute video on the home page. If you're not already juiced about what mobile marketing will do for your business, this video is sure to stoke the fire.

Listen, you are at the right place at the right time, and when that happens it's reason to celebrate. Believe me, you *will* be celebrating the very first time you send a text broadcast and your customers walk through the door minutes later holding up their phones!

So call us today at **(513-297-9500)** . There are no contracts to sign and no hidden costs. Just \$60 a month to tap into and leverage this powerful sales-building tool.

We hope to hear from you today!

Sincerely,

Herschel E. Chalk III

TextAlertz

P.S. If you haven't actually *tried* text marketing for yourself, take out your cell phone right now and text the word **ALERTZ** to the phone number **55469**. (This is an abbreviated phone number with just 5 digits, hence the term "short code".) Once you see how quick and easy this process is, you will immediately realize the power it represents for your business.

