



ReminderMedia's
Success Guide Series

Promotional Copies:
**The Secret Weapon in
Your Marketing Arsenal**

 reminderMEDIA

Introduction

You know how effective American Lifestyle magazine is for helping you connect with clients on an emotional level. But if you're only mailing it, you're missing a great opportunity to attract even more repeat and referral business—and new clients as well.

There's another way to use American Lifestyle that is equally powerful: Promotional Copies.

These are copies that are printed and mailed to you separate from the ones personalized to your mailing list. And they offer some unique advantages.

They add flexibility to your communication efforts.

A regular publishing schedule is great for continuity, but there are times when you want a little freedom in the timing of your outreach. For instance, what if you bring on new clients right after a mail cycle, and you don't want to wait for the next issue to connect again? If you keep Promotional Copies on hand, you can place the magazine into their hands any time you want.

You can also use Promotional Copies just about anywhere, even if you don't know the recipient's mailing address. Let's say, for example, that you meet a potential client. You can hand the person a Promotional Copy on the spot to make a great first impression. That means you need to have extra copies available for those chance opportunities and not just rely on your mailing list.

They expand your promotional opportunities.

You don't just have the opportunity to reach new people with Promotional Copies. You also can do it with new and different messages by creating a different letter than the one people on your mailing list receive. You'll learn how a little later in this guide.

This guide also will give you ideas and instructions for incorporating Promotional Copies into your relationship marketing plan.



5 Smart Ways to Use Promotional Copies

This section could fill volumes on its own. The possibilities for Promotional Copies are virtually endless. But we had to draw the line somewhere to make it manageable. So here are five of our favorite Promotional Copy strategies:

- ① **Walk the neighborhood;**
- ② **Make an unforgettable first impression;**
- ③ **Leverage open houses;**
- ④ **Include in listing appointments; and**
- ⑤ **Display in high-traffic areas.**





Walk the neighborhood.

Every real estate agent knows they have to farm. But it can be a slow and arduous process, especially if you rely on postcards to do the bulk of your work. They're just too impersonal and forgettable. That's why you should go out on occasion and meet people in person.

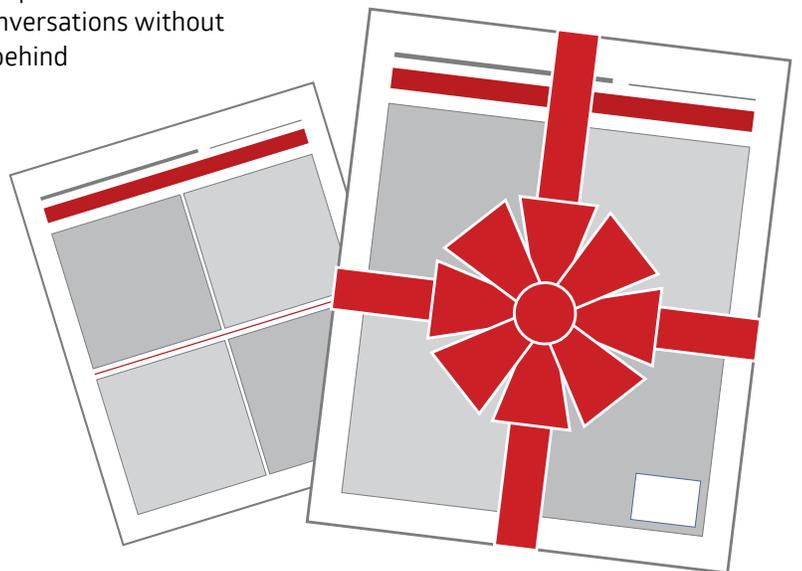
When you meet with people you can make a connection, share an experience, and learn about their needs and challenges. That's much better than a postcard, right? So why don't more agents do it?

Probably because it can be awkward. You're a real estate agent, not a door-to-door salesman. How many of those people build lasting relationships?

So don't sell. Instead, bring along a box of Promotional Copies to deliver to your neighbors. It's the perfect excuse to strike up conversations without annoying people. Not only, that, it makes a great leave-behind that people will actually keep after you leave.



**DOWNLOAD SAMPLE LETTER TEMPLATES
FOR PROSPECTING AND MORE.**





Make an unforgettable first impression.

Science proves that first impressions are incredibly powerful. One study found that when new experiences contradict a first impression, they are connected only to the context in which they were made; first impressions still dominate other contexts.

For example, let's say someone you meet for the first time seems disorganized. Later, you see that same person give a detailed, organized presentation. You're likely to still see that person as disorganized outside of when they are giving a presentation.

This can work in reverse, too. If you make a great first impression, people are more likely to keep thinking about you in positive terms.

As you can see, it's critical to make the best first impression you can. Promotional Copies are great for that. The quality of the publication reflects your high standards, the intriguing editorial helps establish an emotional connection, and the high perceived value helps you stand out.

When you know you'll be meeting new people—such as at a networking event or meet and greet—you can plan ahead and order enough Promotional Copies to go around. It's also a good idea to always carry a few Promotional Copies around with you, because you never know when you'll meet an important new contact.



Use your magazine in place of a business card to make an impact and separate yourself from your competition!



Leverage open houses.

Open houses aren't just great for selling the home they're showing off, they're fantastic opportunities to find new business. You know that most of the people who show up are at least considering the possibility of purchasing a new home. And if they're already a homeowner, they'll need to put that on the market, too. Where else are you going to find so many qualified prospects at once?

Of course, that doesn't do you any good unless you can actually convince prospective clients to engage with your brand. But jumping right into a sales pitch is likely to put people off. They have come to see a particular home, and they'll have their guard up.

That's where American Lifestyle Promotional Copies come in. Add one to the coffee table for some clever promotional staging, and give visitors their own copies on the way out. They will serve as constant reminders, and when they are ready to move forward, they'll have your contact information.

If you really want to impress prospects, place an ad on the Back Cover of your Promotional Copies that showcases the home that you're showing. You can also include a neighborhood guide on the Tear Out Cards. Not only will they add more value, but if the recipient shares the card, it will place your name and contact information in front of more buyers.

 **ORDER YOUR LISTING AD TODAY:** <http://creative.remindermedia.com>



OPEN HOUSE CHECKLIST:

- Place a Promotional Copy on the coffee table for some promotional staging.
- Give visitors their own copies on the way out.
- Leave a copy on the counter for your clients to share with friends and family.
- Create a custom ad for your biggest listing.



Include in listing appointments.

When you're competing with other agents to list a home, you need to every advantage. Unfortunately, most of the time the differences that set agents apart can be difficult for clients to notice and understand.

You'll all place listings on the MLS and other popular listing sources. You'll all host open houses. You're all likely to suggest staging strategies. Why should a client choose you over the other agents?

Promotional Copies give you the edge on two levels.

First, you can use the Back Cover and Back Inside Cover for listing ads, which will instantly separate you from other agents. Show them an example on a Promotional Copy to demonstrate that point of difference. If you can help prospective clients envision their listing, there you've moved them that much closer to choosing you.

And if that logical advantage isn't enough, there's also this: Subconsciously, people will want to work with those they are most comfortable with. Giving clients your magazine can help you connect with them on an emotional level.

It really works, as evidenced by this customer story:

*"Several months ago, I began discussions with a prospective home seller who was moving into adult living. We hit it off well, but she wanted to interview a few more agents. Weeks went by, and I followed up by phone, but she still wasn't ready to make her decision. I took an old copy of American Lifestyle with me on my first visit and then put her on my mailing list. Yesterday, I got an e-mail from her. Here's how it began: **'Thank you for sending your magazine. It has helped me to choose the right agent for me, and I hope you're still interested in working with me to sell my house.'**"*



Display in high-traffic areas.

Your prospects don't live in a bubble. They are out visiting other businesses every day. And you can reach them with Promotional Copies. Here's how.

Many businesses have waiting rooms or lobbies: automechanics, hotels, hair salons, car dealerships, doctors' offices, and gyms, to name a few. And they normally pay to keep stocked with magazines. So why would they be opposed to displaying yours? That's instant exposure for you. And everyone who picks up that magazine presents an opportunity for new business.

Phil C., an agent in Arizona, has received **THREE REFERRALS WORTH ABOUT \$1.4 MILLION** by sending Promotional Copies of the magazine to his barber.

 [READ HIS STORY HERE.](#)

You can even be creative with this strategy and work out partnerships with other businesses. For instance, you could go to a mechanic or dealership and propose an arrangement whereby any customer who bought or sold their home through you would receive a subscription to the magazine and free oil changes for life. That way you incentivize both the mechanic and their customers.



LOCAL BUSINESS CHECKLIST:

- Automechanics
- Hotels
- Hair salons
- Car dealerships
- Doctors' offices
- Gyms
- _____
- _____

How to Customize and Order Your Promotional Copies

You use your Promotional Copies differently than your mailed copies. And you're usually reaching a different audience. So you'll want to optimize the two versions to meet your objectives. It's easy to do.

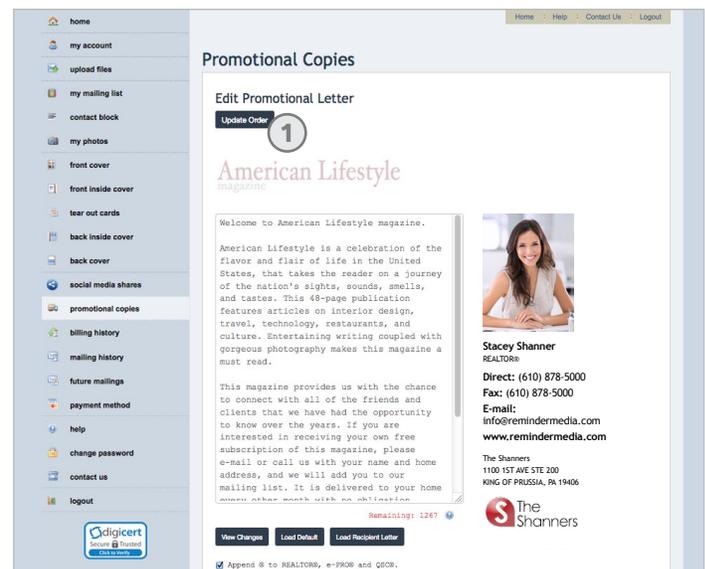
STEP 1

Sign into your account and click on Promotional Copies in the lefthand navigation.

STEP 2

Fill out the details of your Promotional Copies order.

1. Click the "Update Order" button to place or edit your order.
2. Enter your quantity in the box provided. This must be in multiples of five, with a minimum order of fifteen.
3. Enter the address where you would like your Promotional Copies sent. Usually, this will be your home or office, but you may choose to have it shipped elsewhere. For instance, if you are going to use them at an event, you may choose to have your Promotional Copies sent directly to the site so you don't have to carry them around.
4. Choose whether your order applies to one issue or every issue moving forward. Choosing every issue can save you from having to go through these steps every time the magazine prints.



How to Customize and Order Your Promotional Copies

STEP 3

Personalize your letter.

Your Promotional Copies have the same default letter as the one that goes to your mailing list. But you can easily change it to meet your needs, regardless of what you do with the letter on your mailed copies. Simply type your text into the box indicated.

Here are a few ideas on how you can use the letter:

Introduce yourself. There's a good chance the people who will be reading your Promotional Copies won't know who you are or what you do. The letter is the perfect place to tell them. Look at the "About" section of your website, your social media profiles, and any promotional brochures for a good starting point. But be sure to make the wording more conversational. This is a letter, after all.

Outline a special offer. Remember the partnership idea from page 8? The letter is an ideal place to spell out the details. Or you could offer something completely different. Do you have a resource guide or some other piece of valuable content? Invite them to provide their contact information in exchange for this free information. You could even offer a free subscription and add them to your mailing list.

Tell a story. If you have a great case study or news item people should know about, use the letter to tell the story. Narratives have more emotional impact than facts, figures, and statements.

NOTE:

It's important to note that if you customize the letter going to your mailing list, that will not automatically carry over to the Promotional Copies letter. Similarly, customizing the letter for Promotional Copies will not affect the mailing list version in any way. *See screenshot to the right.*

STEP 4

Click "Save Letter."

You're now ready to start using Promotional Copies to grow your business!

The screenshot shows a 'Save Letter' dialog box with the following content:

- Title: Save Letter
- Instruction: Save this letter to your mailing group(s). You may select multiple mailing groups.
- Options:
 - Select All Groups:
 - Past Clients Custom Letter: ✓ Printing
 - New Clients Custom Letter:
 - Promotional Letter Custom Letter: ✓ Printing
- Buttons: Cancel, Save Letter

Plan for Success

It should now be clear that there are many ways to use Promotional Copies. The key to using them smartly is to plan. Here's what we suggest.



Prioritize your strategies.

Decide on one or two of the strategies outlined rather than trying to do them all at once. This will make it easier to implement, manage, and analyze the results. You can always try other strategies in future issues. In fact, we recommend it.



Determine the best timing.

If you have important events to plan around, such as scheduled open houses, listing appointments, or farming activities, you'll want to coordinate with those. Use this handy calendar to plan for the months ahead. ➔



Figure out how many copies you'll need.

You don't want to be stuck with boxes of unused magazines. But you also don't want to run out. Using the calendar to the right, you should be able to obtain a fairly accurate estimate. For instance, if you're planning a walk the neighborhood campaign and there are fifty homes in that neighborhood, plus you know you have two open houses coming up, and they usually draw an average of twenty-five people, one hundred copies will be enough for everyone.



PROMOTIONAL COPIES PLANNING:

UPCOMING ACTIVITY

OF MAGAZINES DATE

Conclusion

Now that you know about your secret weapon, you're set to surpass your rivals.

If you need help or have any questions about Promotional Copies, your Marketing Advisor is just a phone call away. You can also ask us on Facebook and Twitter.  



SEE WHAT'S COMING UP IN THE NEXT ISSUE!

americanlifestylemag.com/editorial-calendar



WANT MORE SUCCESS TIPS?

Check out our other success guides for more helpful tips and resources.



 **ReminderMEDIA**

CONTACT US

866-458-4226

info@remindermedia.com

www.remindermedia.com