

Into The **Inbox...**

How To Get Your Message in Front of Your Prospect's Eyes

By Dr.Mani Sivasubramanian

**An Ezine Marketing Center special report based completely on our personal
experience with using, testing - and winning - with a select few explosively
powerful ways to build loyal, trusting relationships with clients.**

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Would you like to **get your message** into your prospect's view?

Are you willing to **try out 5 ideas** to beat the filters?

Do you need to **gain your client's trust** and loyalty?

Then this report is for YOU...

Use it to
“Reach & Relate”
with clients, prospects & subscribers

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It is **hard** to get into your prospect's mind with the **right** message.

What is getting even harder, though, is just getting your message in front of their eyes!

"Email marketing is dead. Period" cried one 'guru'. I disagree. But there are serious problems with email as a delivery vehicle for your marketing message.

Here is some interesting data:

Deliverability Statistics across auto-responder service providers: March 16, 2004

AWeber.com - 93% delivered.
Getresponse.com - 63% delivered.
Emailaces.com - 78% delivered.

And these are the TOP services used by a large share of email marketers!

What does this mean to you, as a marketer?

No more than **3 of 10 people** who WANT to see or hear your message, who have opted-in to receive and read or listen to it, are actually getting a chance! Isn't that frustrating?

It is time you got off your backside and did something about it! But what?

This report will show you 5 viable alternatives to make sure your message gets onto your prospect's mental radar screen, catches his or her attention. Getting IN to your prospect's mind is a little more difficult – and I'll reveal the secret, proven, SUPER effective strategy guaranteed to help you do it, in a 3-week interactive power-workshop starting soon.

But first, read this report...

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So First Tell Me... Which is the **BEST** Way to do this?

Before getting into details of each of the different systems, I want to make something clear.

“Stop Thinking About The **ONE Best Way!”**

Instead, start thinking about how you can use EVERY one of these techniques to open up multiple channels of communication with your audience.

Email may not reach everyone. But blogs, feeds and other alternatives also have their own limitations.

By employing ALL of them together, you'll enjoy the synergistic power of each - just like an orchestra will play nicer sounding music than any single instrument!

So with that out of the way, let us begin with a list of the 5 effective ways to communicate with prospects outside email:

- **Blogs or Web logs**
- **Desktop Marketing**
- **Forums**
- **Offline Mailing**
- **PDF Documents**

Blogs

I first dabbled with blogs in 1999 – and gave it up as “un-cool”. Suddenly, in late 2003, blogs became HOT... with a vengeance!

Within a few months, everyone and his dog was blogging – or so it seemed. Top marketing experts hopped on the bandwagon with blogs of their own. **Paul Myers, John Reese, Jimmy Brown** and **Allen SAYS** published web logs. Almost overnight, marketers overran the blogosphere!

If you do not know what a blog is, or how it is relevant to marketing online, you'll find my short booklet – “**Blog Basics For Marketers**” – helpful.

You can download it for free from <http://www.BlogProfits.com>

Here is what makes blogs attractive from a marketer's viewpoint:

- It is a **frequently updated** web page organized in chronological order (by date and time) and this makes it simple to manage, yet ‘sticky’ because of fresh content
- **Search engines** went blog-crazy, and indexed blogs much quicker than conventional web pages
- Blogging software and tools take the pain out of designing and coding web pages, making it **very easy to create high quality sites**.
- Most important, blogs do not require messages to be sent out to prospects – they **attract prospects to come over** and read them on the Web

Not surprisingly, many folks went overboard. They touted blogs as the future of online marketing and predicted the death of email – not realizing blogs had been around for a long, long time, even before email marketing became popular!

The truth, as always, is somewhere in between.

Blogs let you, as a marketer, work around the limitations of email – you won't need to 'tone down' your marketing message for fear of filters blocking your email, or restrict the length of your note because of file size constraints.

Blogs allow you the flexibility of doing everything you could by using HTML or Rich Text email, like tracking, using multimedia content, offering interactivity and more – without delivery related problems or virus threats.

Newer tools for bloggers add extra functionality.

- Visitors to your blog can **sign up to receive email notification** whenever you update your blog with new content.
- Blog Readers can be set to update, or even stream your blog's content, **directly to the desktop** – as we'll discuss in the next section.
- Blog Rolls **compile lists of blogs** discussing a special subject or hot trend, so you can find information instantly without having to wade through pages of search engine results

Analysis:

Blogs are a useful additional way to get your message out to your audience. You could simply post your marketing message, which you send by email to your list, on a blog post – and it would automatically be announced or streamed to your prospects. It takes an extra 5 minutes, maximum.

Resources to help you get started:

- **Movable Type** – <http://www.MovableType.org>
- **TypePad** – <http://www.TypePad.com>
- **Blogger** – <http://www.Blogger.com>
- **Blog Profit Ideas** – <http://www.BlogProfits.com>

See my blogs here:

- **remarkably purple spots...** - <http://www.EzineMarketingCenter.com/blog/>
- **Dr.Mani says...** - <http://www.EzineMarketingCenter.com/drmani-says/>

Desktop Marketing

It is the latest rage to hit the online marketing world – and as always, the hype is hard to separate from the truly powerful benefits! I'll try and offer an objective assessment.

Veterans of online marketing may remember “**PointCast**” – which made waves in 1997 and quietly faded away to obscurity. It was the pioneer of “push technology” which delivered content directly to a prospect, as an alternative to surfing the Net. I placed PointCast feeds on my earliest websites - and was quite disappointed to see it vanish!

But now it is back!

Desktop Marketing is ‘push technology’ wrapped in new cover!

I first became aware of the revival of Desktop Marketing when marketing legend **Allen SAYS** of the Warrior's Forum created a toolbar called “**The Money Browser**”. It integrated with my Internet Explorer toolbar, and flashed an announcement every time Allen added new content – an article, report, product, web page update, anything of interest to his subscribers.

But what finally convinced me to create my own Desktop Marketing stream last year was when my friend, **Jason Cain** of Goldblogger.com told me about a tool called “**Klip**” from Serence.com. The process of [setting up a feed](#) to deliver content from my blog to a user's desktop application was so easy, it was a brain-dead decision to do it.

Essentially the process is simple.

- You **create a ‘feed’** for each of your new posts on a website or blog – which is done automatically, in XML or RSS, by most new blog software – and register with a service to deliver it to your prospects.
- Your prospect **downloads and installs** a software application, which lives on his or her computer desktop.
- Every time your prospect goes online on the Internet – or at pre-determined intervals – this application **checks your website** to see if you have any new feeds.
- If it finds any, it **downloads the content** (which may be a headline with short description, or a complete chunk of content) to your prospect's desktop where it can be read online (or even off).
- The application flashes, or plays music, or **alerts your prospect** in some other way that there is new content to view

Now recently there has been a surge of interest in this concept. Suddenly we have an *explosion* of desktop marketing applications, each claiming to have the best, most powerful, creative and innovative features every marketer simply **MUST** have!

The new apps offer things like delivery notification, subscriber counts, tracking, open rate measurements, rich text and multimedia delivery, pre-scheduling updates and even auto-responder capability!

And predictably, there are some 'experts' claiming desktop marketing will replace all other methods of online communication.

Again, the truth lies in the middle.

Desktop Marketing solves some serious problems

- No more worrying about **email filters** blocking delivery of messages to prospects
- No more **complaints from users** about getting 'spammed' by marketers – you can only get a feed to your desktop application by asking for it!
- Almost **all the capability** of email is built into desktop marketing applications
- Your **prospect is in control**. To stop receiving messages, all s/he has to do is uninstall the desktop application!

Analysis:

Desktop Marketing applications solve most of the problems of message delivery to your prospects. It does require the client to take an extra step – s/he must download and install a program. But the current solutions are easy to set up and the process is quite painless.

For you, the marketer, initial set-up takes a little effort and learning. But once it is done, very little ongoing maintenance is needed. If you would like a short, simple tutorial to set up your Klip, [click here](#) and see how easy it is.

Your blog can be tied in with it, so by simply updating your blog, you can automatically send out notices to your prospects through your Desktop Marketing app.

Resources:

Here is a short list of 4 of the Desktop Marketing solutions I've tried or read about:

- **Klip Folio** – <http://www.Serence.com>
- **Desktop Marketer** – <http://www.DesktopMarketer.com>
- **Don't Miss A Thing** – <http://www.Dont-Miss-A-Thing.com>
- **NewsMon** – <http://www.NewsMon.com>
- **Desktop Marketing Autoresponder** – <http://www.DesktopMarketingAutoresponder.com>

Get my feed to your desktop here:

- Dr.Mani says... <http://www.EzineMarketingCenter.com/klip/>

Forums

Online discussion boards or forums are not as ‘new’ or ‘hot’ or ‘sexy’ as blogs or desktop marketing – but they are **effective tools** to “**Reach & Relate**” with prospects.

One of the oldest methods of fostering online communities, forums are several times more powerful today when other systems of communication are losing effectiveness or failing completely.

Also, forums have one added element – **they are interactive**. You can exchange ideas, pursue themes or discussions, direct debates or arguments in a one-to-one (or -many) fashion not possible with other modes of online communication.

Forums are websites where people can visit and post messages – questions, comments, opinions or information – on a topic. And others can read – and respond – to them.

Imagine how having your own forum, focused on your topic or subject and frequented by your best clients and prospects could help build your business!

It has taken me years to wake up to this fact – and I just launched my own discussion board, the “**Ezines ‘r’ EZ**” forum – [see it here](#). It is to support my ezine publishing clients who are just getting started publishing an email newsletter.

What’s more exciting is blog content can be presented as a forum discussion as well! Now we can have the best of both worlds. It requires a little programming knowledge – but it isn’t too hard. Wait to see how I do it – you’ll hear about it first if you [register](#).

Analysis:

Forums are a bit **more work to get set up**, but are worth using as one more way to reach and relate to your prospects – it supplements the others we’ve discussed. If you sign up with [this web hosting service](#), you’ll get a choice of 4 different forums – and they all install with just 4 clicks of your mouse! *It’s so drop-dead easy, I was amazed!*

Setting up and managing a forum requires some specialized knowledge. It can however end up creating more business by helping you develop **closer ties** to your prospects and cuts through the clutter to get your message in front of their eyes – in the right context.

And if you can **integrate your blog with a forum**, it can be automatically seeded with messages from your blog, saving you time while you provoke discussions on your ideas and comments.

Offline Mailing

All too often, online marketers get caught up in the belief that EVERYTHING has to be done on the Internet.

It is not true!

While the Net has reduced the cost of many elements in the process of finding the right target market, wooing prospects to enter a connected relationship with you, and doing business, **it does NOT have to be the only way** you reach and relate with them... especially when the present online environment makes it increasingly difficult to reach them consistently and reliably.

What's the solution?

Take it off the Net – Go OFFline!

Here is a simple process that works:

- Collect your prospect's **contact address** (offer an incentive or gift in return)
- Send out information by **postal mail**
- Continue to do it regularly, **adding value** with each communication
- **Seal your relationship** and reap the long term profitability such a strategy will guarantee

“But won't that increase my expenses?”

Of course, it will. And it will also increase your income – often by a far higher margin. Which means you'll rake in more profit from combining online marketing with offline communication than you ever will by sticking with an 'Internet-only' approach!

And recently I heard about the excellent rates offered by the U.S. Postal Services – <http://www.usps.com> - where it is extremely economical, even for marketers from outside the U.S., to have marketing material created and mailed out to a list of prospects – completely hands-off!

It really doesn't get much better than this ☺

Analysis:

I will soon be creating a series of mailing campaigns to go out to my online contacts, which I hope will further **strengthen our relationship**. It involves a bit of expense, for the creation of marketing material and costs of mailing them.

But on the positive side, you will **get past filters** and in front of your prospect – and that is more than can be guaranteed if you follow an 'Internet-only' strategy!

PDF Files

Almost as an after-thought, I'd like to mention one last method – **using PDF files** to communicate with prospects.

I'm using this strategy right now – *with this report you are reading!* It works very well.

How is it different from email or blogs or any of the other methods of communication?

Simply this:

- You **don't get filtered out** – because the files are downloaded from a website
- You **get pass-along** – when you create a cool report, people will give it to others
- You have **minimal expenses** – It is far cheaper than sending postcards offline
- You can **use interactivity** to cement relationships with clients

By regularly publishing and distributing PDFs (placing them on a website or server for download), you avoid the need to keep contacting your prospects with sales pitches or lengthy emails. At the same time, they are spared the necessity of having to read your content online – in some parts of the world, folks pay per minute of the time they are connected to the Internet – and can even print it out for reading away from their computers.

Analysis:

For a little more effort and expense, you could have **another stream of connectivity** with your prospects, which has a built-in pass-along viral capability.

If you consistently offer valuable material, creating PDFs to distribute them could help you reach and relate to your best prospects in a positive, mutually beneficial manner.

I have finished!

And hope you found the information in this short report useful in planning your strategy to “**Reach and Relate**” to your best prospects in this environment of failing email effectiveness.

Necessity is the mother of invention.

And when one avenue of communication fails, alternatives become necessary. Innovative marketers will always come up with methods that work. As a student and practitioner of the art of online communication, it is up to you to stay on the cutting edge and implement all elements into your marketing arsenal.

This way, success is guaranteed!

If you liked this report, please pass it along. Give it to your friends, customers, clients and partners who may find the information helpful.

And if you are looking to take the process of building positive, long-lasting, endearing relationships with your prospects, subscribers, readers and clients, you must consider joining my special, exclusive, ‘behind-closed-doors’ eSeminar,

Reach & Relate **How To Cut Through Clutter** **And GET INTO Your Customer’s Mind**

Get more details about this super-powerful interactive workshop – **[click here](#)**.

All success

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The Ezine Marketing Center

<http://www.EzineMarketingCenter.com>

P.S. – I urge you to visit the registration website for the “**Reach & Relate**” seminar right now. Only a limited number of participants will be permitted to attend this first session, and seats are filling up fast. The grounding material pack alone is an incredible value – **[Click here for more details](#)**.