

AN INTRODUCTION TO OUR LOCAL BUSINESS CO-OP

INTRODUCTION:

Our Local Business Co-Op.

Imagine being a part of a group of local business owners- all non-competing- and being able to harness the Co-Op's volume power to get more customers faster, easier, and cheaper than on your own.

Welcome to our local marketing co-op. We are a membership group, with 1 business owner per business representing our niche Co-Op. We're an exclusive group of the area's savviest business owners. **No face-to-face meetings required.** Just an open-mind and a willingness to help each other become more successful in growing each of our local businesses while supporting our local economy.

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Stacy owns a design and printing business that specializes in providing businesses with quality and affordable printing, design, and branding services.

01.

WHY USE A LOCAL MARKETING Co-Op?

What is this Local Co-Op all about anyway?

Let's start with the basics. **A business Co-Op allows a group of business owners to utilize the members' volume so that they can acquire new business quickly, easily, and inexpensively.** Members are all non-competing businesses that harness the power of shared advertising, joint ventures, strategic alliances, & other lucrative host-beneficiary relationships between one another.

Before spitting out more Co-Op-specific terms, let's get on the same page with Co-Op terminology.



-----**JOINT VENTURES:** Teaming up with another business or group of persons for the purpose of expanding your business influence & creating a more powerful marketing presence.

Why spend all your time, effort, expense, and credibility to build activity to attract new customers from the outside market when there is a much

easier and less expensive way to do it? You can get other people and businesses to get new customers for you, and they can do it faster, more efficiently, and for a fraction of the cost you'd spend doing it yourself.-----



----- **STRATEGIC ALLIANCES:** Partnerships in which 2 or more businesses work together to achieve objectives that are mutually beneficial including cross-referrals. Cross-referrals are a great way to use free, word-of-mouth advertising between businesses serving like markets to trade their clients' contact information to the other for marketing their own complementary products or services. -----



-----**ENDORSEMENTS:** An endorsement is when another well-known and influential business refers their clients and customers to you. This is perfect because in our group each business participating shares the same target market. So you can be sure you are getting targeted traffic to your business month after month.

We will be harnessing the power of endorsements by way of a giant 9"x12" postcard, printed on the highest quality card stock that will represent your business professionally and creatively. On this unique postcard you will have an exciting offer to entice your target market to come visit you, or take some sort of action (visiting your website, opting in to your email list, coming to your store, etc). **Each of our participating**

**businesses will hand these cards out in their place of business—
endorsing YOUR business to their customers and clients—predisposing
them to you.**

Do you see the power in this??? Nothing is better than a referral—
except for an endorsement.

Endorsements are very POWERFUL. We will help grow your business
through endorsements and as Jay Abraham (self-made billionaire through
joint ventures and endorsements) so eloquently says:

“When you get an endorsement you eliminate all the steps of trust
development that are necessary for a business in the marketplace. It is
immediate and sufficient, and the cost of accessing clients is a fraction of
what it would be in the outside market. But the yield is many times more
than it would otherwise be.” -----

02.

HOW WILL THIS BENEFIT MY LOCAL BUSINESS?

How will the Co-Op help grow my business?

There are many benefits of our local marketing Co-Op to help gain you
more customers, drive sales, and grow your business. Let’s start with our
exclusive program that we’ve rolled out in our area that allows you to
gain a competitive edge in the market and one-up your competitors. NO

ONE else is doing this simply because it would be too expensive normally- but since we have a design and printing business in our group (none other than me!) we are able to do this for ridiculously cheap.

Our shared postcard is a GIANT postcard that measures a foot-wide, nine inches tall. ***Each member of our Co-Op gets to place an exciting offer on it each month that gets distributed to 5,000 of your target market – the people most likely to do business with you by way of endorsement.***

Remember, we are all non-competing businesses so you'll have absolutely ZERO competition on the card- giving you a distinct advantage in the marketplace.

Here are 10 big benefits of being a part of the marketing giant postcard:

- 1. Cost-effective:** Let's start with the issue that is often one of biggest concern to business leaders: cost. Across the board of other advertising efforts, direct mail special offers are extremely cost effective (not to mention the proven return on investment, since cost always should be evaluated in terms of associated business development, sales and customer acquisition). And because our members share the cost of the card we can each harness the power of direct mail for 90% LESS than if we did a campaign on our own & allows us to really maximize our ROI. Remember we aren't mailing our direct mail pieces but distributing them to our target market through each other's businesses.
- 2. Targeted around your business:** Most people do business with those they know, like, and trust. So why not have your business endorsed by

someone that already has an influence on them? These are the people that are most likely to do business with you and these are the people that we target with our giant postcard. This also gives you great exposure in your target market.

- 3. Proven track record:** Direct mail has a proven track record. Because this technique had been so widely used for a long time, much proof exists to demonstrate its effectiveness. Shared direct mail campaigns offer reliable returns with negligible costs.
- 4. Highly measurable:** Direct mail offers are easily trackable and the results can be measured by simply adding a redemption code, leading the prospect to an opt-in form, or even having the customer text a keyword to get the coupon on their mobile phone. When you can measure your results of your marketing then you can easily see your ROI and know that it's working.
- 5. Easy way to gain new customers quickly:** Irresistible offers attract new customers including new residents to try out your business and tell others about your offer. And great offers will entice customers who have been shopping with your competitors. It's a proven fact that consumers will break routine shopping patterns to take advantage of a great offer. We help you craft an irresistible offer that has been tested, tried, and proven in your market giving you an unfair advantage.

6. **Expand or increase your market area:** Reach customers you may have never had the chance to when your offer is placed in their hands at a complimentary business.
7. **Drive sales immediately:** With so many local residents receiving your exciting offer when they visit their favorite businesses- you can drive sales immediately in your business. No more waiting for your SEO efforts to pay off or hoping that your phone will ring. With an instant drop of our giant postcard in the favorite businesses in your area -- your offer gets seen immediately and you start seeing results quickly. No other form of marketing can get you such quick results like direct mail.
8. **87% of all shoppers use coupons:** As stated in the Wall Street Journal, "As the economy slides, coupon use rises." Another independent study says 95% of consumers like coupons. This is why savvy marketers use great offers to pull customers to them quickly, a system to capture their information so you can market to them later, a system in place to upsell & cross-sell to increase the transaction, and to increase referrals. Our Co-Op helps you put these systems in place so that you become a well-oiled customer-getting machine.
9. **We've eliminated the hardest part of direct mail: getting your offer read.** The biggest challenge of direct mail is simply getting your message read. With most people sorting their mail over a trash can- if your direct mail piece isn't something that immediately sparks their attention- your offer is headed in the trash. Our giant postcard mailer is nearly a foot-

wide and nine inches tall so it literally trumps all other pieces and really gets noticed! You can't get this sort of exposure stuffed inside of some envelope with three of your competitors or buried in some magazine on page 12. Postcard marketing is the ONLY way to have your offer seen immediately by 5,000 local residents. And just having your offer read will immediately boost response in any campaign.

10. Physical coupons are more effective than digital: Physical coupons delivered are more effective when it comes to retaining business and reaching potential customers than coupons delivered through digital channels like daily deal sites. Too many times we have heard from local businesses that the daily deal sites created heavy traffic but no one is returning and becoming loyal customers. These daily-deal shoppers are not loyal to any one business and will respond only to the next best deal. Coupon offers however have been proven to be an extremely effective means to gain new customers from around your local business and much more likely to become long-term customers for your business.

Coupons and great offers have proven themselves to be highly effective sales tools for every conceivable size and type of business. Because they literally “pull in the business” they have gained massive popularity with smart business owners because they are widely accepted by consumers and are an excellent way to gain more exposure, more traffic, and more profits for your local business.

Our Co-Op postcard features our members' hottest offers on the card to illicit a massive response for each business. The card is distributed every 4-6 weeks as direct mail always does the best with multiple touches. To get something out to this many people, in this size to make sure it gets noticed, plus designing the card, & printing would cost as much as .50 cents per piece. But as a member of our Co-Op you get the powerful advantage of direct mail for your business but at a fraction of the cost.

Joint Ventures: Joint Ventures allow you to stay focused on your own core business while expanding, exploiting and harnessing your joint venture. Entrepreneurism is about leveraging combined efforts. It's about helping other people get what they want so that they will give and get you everything that you want. - Jay Abraham

What if you could eliminate a lot of the expense, time and inefficiency of prospecting for new customers and spend more of your time with customers who were "ready to buy" and even recoup some of your investment from past prospects who didn't buy or become loyal customers? With our exclusive group of non-competing and many being complementary businesses, we have the advantage of working with one another to turn big profits in our businesses. This strategy alone has been responsible for making many people thousands and even millions of dollars. Our Co-Op will work together to form these joint ventures between us where it is mutually beneficial for all.

Strategic Alliances: With our local marketing Co-Op you will be able to form strategic partnerships with members to build cross-referrals between each business. This is very powerful and as a group we cross-

promote different ways with one way being simple endorsements utilizing a complimentary business' list of customers. Usually done between 2 businesses, a two-way cross-promotion is notification to each other's customers about your products and services. This then becomes the single-most powerful referral program available.

All of these benefits are exclusive to our Local Marketing Co-Op group. Sure you could try to put it together yourself, but it would take both time and training on how to do it correctly for maximum success. With our Co-Op you have access to someone already with the industry-know-how (me) to help connect the dots. And since we also have direct access to low-cost printing and graphic design our costs go down even more for our shared mailings. It's a win-win.

03.

Facts

Can you show me some proof that endorsement & joint venture marketing works?

From Forbes:

“Even companies that may consider themselves competitors have created JVs because they understand that some aspects of their business could be stronger if they work together. A recent example is the video streaming site Hulu. A joint venture of News Corp.... (which owns Fox), Disney (which owns ABC) and Comcast ...(which owns NBC) has been incredibly successful. The companies, which compete with one another on the TV airwaves, recognized that combining their programs for an online video service would be more powerful than if they each launched individual products. It’s been a good bet and just this month potential suitors to purchase Hulu have lined up with bids that approach \$1 billion.”

From China Car Times.com

“Western companies moving into China usually did so through equity joint ventures, which were the predominant entry mode at least until China’s entry into the WTO in 2001...”

From Christianfea.com

Sony and Ericsson’s Joint Venture

Japanese electronics giant, Sony, has been a leading manufacturer of consumer electronics, including audio, video, and communications, for decades. Along with their established manufacturing pervasiveness, Sony has had a global marketing dominance in all their products, including motion pictures and music recordings. With all their marketing expertise, they still needed an innovative technology expert to develop a marketing relationship.

Enter the Swedish technology expert, Ericsson. Ericsson specialized in developing innovative telecommunications equipment for mobile networks. In 2001, Sony and Ericsson teamed up in a 50-50 joint venture now known worldwide as Sony Ericsson to develop and establish their innovative brand as the most attractive and dominant in the mobile handset industry. Their **successful joint venture** has resulted in the development, production, and marketing of some of the best handheld mobile phones available today.

Verizon and Vodafone’s JV Endeavors

And continuing with the mobile communications industry, who hasn’t seen the nice guy asking, “can you hear me now?” for Verizon Wireless? Verizon Communications was a leading deliverer of broadband and other wireless communications products. In 2000, they wanted to jump into the mobile wireless network provider industry and found a partner with European wireless behemoth, Vodafone.

Vodafone was the world’s leading international mobile communications group, providing wireless service to hundreds of millions of customers. They were able to tap into the North American market with a strategic joint venture with Verizon Communications. By combining Verizon’s cellular, PCS, and paging assets with Vodafone’s wireless communications technology and marketing, they have now become the nation’s “most reliable” and largest wireless network.

Check Out These
 Coupon/
 Great Offers
 Statistics.
 Coupons +
 Postcard
 Marketing=
 Success No Matter
 Which Way You
 Cut It.
 Consumers LOVE A
 Great Deal!

All About COUPONS!

Who uses coupons? **61%** *ings*

Adults with household income of \$100k **ARE 2X AS LIKELY TO USE COUPONS** as those with household income of \$35k.

of adults with a household income of \$100k or more

\$35k **\$100k**

47% of women + 33% of men

Adults with college degrees **ARE 2X AS LIKELY TO USE COUPONS** as those with no high school diploma

The first coupon ever was printed in 1887 when an Atlanta businessman offered free samples of his new product: **Coca Cola**

9 out of 10 women would go on a second date with a man who paid for dinner with a coupon.

U.S. coupon use is set to increase by 150% from 2009 to 2014

2009 **2014**

Redemption value will jump from \$8.3B to \$22.3B

BUSINESS OBJECTIVES FOR OFFERING COUPONS

- Encourage customers to return again and again
- Build sales with upselling discounts and promotions
- Reward best customers with special promotions
- Promote short-term events and increase consumption

64% of iPhone users print coupons

87% of smartphone users are interested in using a QR code to get a coupon, discount, or deal.

99% of coupons used are physical coupons

47% use social media as their primary source of coupons

Where do people shop for gifts?

40% shop online

60% shop in stores

<http://en.wikipedia.org/wiki/Coupon> • <http://personalfinancebulletin.com/couponing-cities-where-couponers->

What does this GIANT Postcard Mailing Look Like Anyway?



- Printed on heavy 14pt cardstock- looks incredibly nice- not cheap. Coupled with incredible offers on the card makes it almost impossible to throw away. Most will hang on to this & put it up on their fridge.
- A very LARGE piece of direct mail! Trumps all other mail -- getting you 100% exposure to your offer. Nothing else can do this.

- **Non-competing offers.** As a member you'll enjoy locking your competitors out of this exclusive group giving you an unfair advantage.
- **Distributed to 5,000 of your ideal customers and prospects near your business-** the people who want to do business with you.

04.

The Power of Endorsements:

Yet another reason why survival today is challenging is there's so much fear, apprehension and uncertainty in the market that it's easier and more frequent for people to equivocate, to procrastinate, to contemplate, to not be decisive ... wouldn't you agree? At the same time, the market has very few trusted advisors that they can turn to.

If you can get access to people they trust. .. if you yourself can be seen and positioned as a trusted advisor. .. if you can get that access in a way that nobody

else can... if you can get someone else to champion you, and to roll out a red carpet for you ahead of everybody else in the minds -- the trust and the hearts of all the people you want to reach are in your hand.

Doesn't that make a lot more sense than spending all your time trying to go to the outside market where nobody knows you from scratch, and struggling to build a slow, arduous, protracted and sequential type of a relationship? Instead, you can go instantly to the objective you're after through joint ventures...

-Jay Abraham

And here's another statistic:

"More than 20% of the revenue generated from the top 2,000 U.S. and European companies now come from strategic alliances. "

And here's a good example:

If I added Susie's Dog Grooming services to a local animal hospital I would start making money immediately because the distribution channel is already in place.

All the local animal hospital has to do is hand a customer a coupon or voucher for Susie's Dog Grooming Business. This is business that Susie would not have had otherwise with no acquisition cost at all. Now Susie is going to do the same for your business giving the same direct benefit.

What about my offer?

We will work with you to ensure your offer is compelling enough to elicit a good response and many times have proven offers that we can use as a basis to set your offer and reach your goals.

We will even give you your own personal designer who will ensure that your offer and ad design looks incredible and will generate a great response.

05.

**How to Get Started
Quickly and Start
Increasing Your Business.**

We hope that you join us in this exciting movement at a local level and use all of our resources to help grow your business by leaps and bounds in 2014 as one of about 18 total non-competing members.

Please keep in mind there are NO contracts or commitments in our group. You have built-in exclusivity- there will be NO competitors allowed. And there is no fine print because you can quit anytime. And since spaces are limited we can only accept 9 more businesses into our exclusive group.

What You're Going to Get:

You are going to get an exclusive ad space on our giant 9x12 postcard that will be placed on 5,000 cards and distributed and endorsed by 17 other businesses in your same niche. You are also going to receive approximately 275 postcards to distribute as well in your business. You also receive list-building set up on your website. Please see "List-Building 101" in the next chapter to understand how building a list can literally double your business. You also receive all the benefits of our joint-venture partnerships & strategic alliances. (value \$997)

So you get 5,000 direct mail pieces distributed to your TARGET market and endorsed by other businesses in your industry and around your business, we'll help you build a list on your website to capture customer's information so you can market to them for FREE whenever you want, and we'll even set up a great way to send email promotions

and offers to your list whenever you want to fill your business during slow times or fill an empty hole in your schedule.

And you get access to joint-venture opportunities and strategic alliances between all members of our exclusive group helping you to increase sales even more with no extra capital.

There's NOTHING else out there that will help you grow your business by leaps and bounds so inexpensively.

To further support our local community, a portion of the proceeds from the giant postcard will go to local groups. (This is included in each membership level.) Even better – as a group we will suggest and decide on which local groups will receive our donation.

06.

List-Building 101.

LIST-BUILDING: With each of our membership levels we set up a list-building system for your business. This is a way to capture names and email addresses from everyone that visits your website. Did you know that 80% of people visiting your site never call, stop by, or make an

appointment? This equates to a lot of lost opportunity for you to make a sale.

With our list-building system implemented on your website you'll be able to capture more of your visitor's information, build an opt-in list (we'll set this up for you), put it on auto-pilot, and then build a relationship with these people over time so that they come to know, like, and trust you. And when they know, like, and trust you- you're going to be the one they call on to do business with in the future. We want to make sure you are successful in growing your business.

Just by capturing your visitor's information and then following up with them over time can literally DOUBLE your profits in your business. This is a must for any business and it's yours for FREE with membership to our exclusive Co-Op.

Please call: 678-999-4638 or 404-388-4855 today to lock in your membership. Or email me: stacymklesen@gmail.com

Conclusion:

Don't Let Your Co-Op Learning Stop Here.

Now that you've finished reading this guide, don't stop here! This is just the beginning of the opportunities our Local Marketing Co-Op offers as a group. Now, it's time to test out the best practices we've covered and build on them with your own creative ideas to find out how you can start bringing in new business.

What are you waiting for? This is a rare opportunity that won't be back around anytime soon. As far as we know we are the only group of our type in our area that is doing anything as beneficial to our businesses as this.

We'd love to talk with you, answer any questions you may have, and help you become a part of our group today. We appreciate you taking the time to read this guide and we look forward to a rewarding, mutually-beneficial relationship with you soon!

Call us today: 678-999-4638 or 404-388-4855 or email me: stacymklesen@gmail.com to lock in your membership level.