

Sue Almon Pesch

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Subject: Marketing and PR SNIPPETS Vol. 1 No. 2

SNIPPETS

Short & Sweet Marketing & PR Info to Scan On the Run

Word Weight Loss Tips

Seven Words to Leave in the Dictionary



According to Bill Stoller's Publicity Insider, the following six words should be eliminated from press releases. I go a step further and say lose them in your advertising and marketing copy. See if you agree that the puffery really doesn't serve any purpose other than to have your audience say,

"Sure . . .really . . .I'm not impressed with the over-the-top assertion. I need to know what your product or service will do for me."

Lose six pounds of hype by making it your policy to not use: UNIQUE, REVOLUTIONARY, CUTTING EDGE, WORLD CLASS, STATE-OF-THE-ART, CYBER-ANYTHING. Because I want you to look great in your Size 8 copy jeans, lose another pound and make it a total of seven words by eliminating the current new kid on the block "ROBUST."

What's also nifty about doing an e-newsletter like this one -- is that when you see these words in marketing text you're going to think of me (and Source: Bill Stoller, Chief Publicity Insider).

Hmmmm . . . are you sharing your specialty info with clients yet?

SNIPPETS

"ON-line" the Street

What will you market online to 72 million boomers?

As the Baby Boomer segment between the ages of 43 and 61 have: 1) more time on their hands; 2) money from inheritances; 3) desires to make 80 the new 60; and 4) goals to create a business out of their passions, what need will you be able to fill?

As an example a new travel website has been launched for BBs. Called www.boomeropia.com, the site lists interesting trips and tours in 30 categories, from adventure to pet travel to beaches and bed-and-breakfasts. Other categories include cruises, culinary travel, golf, fishing and "glamping" -- which means "glamorous camping" where the tour guide does all the hard work for you, with comfortable tents and catered meals.

Plan now to have products or services you can sell to the Baby Boomer market.

According to Travel Section San Diego

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[Learn why outsourcing is a "best buy" at my Market4Profit website.](#)

Client PL&L's "QuoteActions" e-Sponsorship System

Productive Learning & Leisure takes staying in touch with your clients up a notch.



Over the last nine years I have been fortunate to have a client that continually pushes me to learn another technology tool, read another marketing article, come up with new product names and more. Rick Itzkowich, co-founder of PL&L, has this distinct honor! Last year we launched "QuoteActions" delivered via the phone for a nominal \$9.95 a

month. It's popularity led to a cutting edge (oops, I'm sorry) to a new way for businesses to keep their names in front of their clients and prospects.

Here's the scoop on . . .

"QuoteActions" for YOUR Clients and Prospects

It's easy and affordable. This email campaign system is ideal for entrepreneurs, small business owners, sales representatives -- especially for those in the service industry sector.

How many times have you said to yourself, "I should drop a note to my clients, but I don't have the time," or "I don't have a system to stay in touch with my clients and prospects, but I see my competitors do!" Start today to keep your name in front of those you care about on a regular basis.

The QAe System solves your "I don't have the time" problem + the benefits are many:

- 1) Quality messages consisting of inspiring quotes with recommended actions that bring them to life for your contact.
- 2) Messages come from you – with your contact information, tagline and website included.
- 3) "QuoteActions" go to the email list of contacts you provide – all are verified with double-opt in security. You can continue to add new contacts up to 1,000 at no additional fee. Your list is privacy protected – never sold or traded.

Union Tribune, March 2008

Stats You Can Use

People are making decisions about you in less than 7 seconds.

71% of the purchasing decision is based upon trust between the salesperson and the prospect.

In making a buying decision . . .
 70% of people try to avoid problems.
 30% of the people buy opportunities.

**Create trust with your prospects.
 Next SNIPPETs will cover ways to identify what problems your products or services solve.**

4) There's no need for you to do anything each day or month or year for that matter. Once in place, the campaign system keeps going like the Eveready Bunny delivering your messages.

I asked Rick if I could offer my subscribers a sample of the "QuoteActions" e-Sponsorship Campaign System. After I twisted his blue tooth, he agreed. Click on the below link to test drive this revolutionary (sorry, it slipped into the copy) easy system.

[Click here to sign up for a f*ree sample.](#)

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