

SECRETS OF SUCCESSFUL B2B LEAD GENERATION

Features Presenter:

Robert W. Bly

Center for Technical Communication

www.bly.com

(201) 505-9451

rwbly@bly.com

Twitter: @robertbly



Before We Start

Questions

- Please ask questions in question panel
- We will work questions into presentation
- Post questions on Twitter to: **@Pinpointe**

Additional Information

- Webinar is being recorded
- Email to On-demand webinar, slides in 3-4 days

Please share! LinkedIn, Twitter, FB

For Today's Attendees

- **Bob Bly:**
 - 4 free marketing reports worth over \$100
 - Download at <http://www.bly.com/reports>

- **Pinpointe:**
 - Free - 1 month Service (\$42 ~ \$500 value)
 - <http://www.pinpointe.com/get-started>
 - Coupon code: **PPTWEBNR** (Limited Time)

About Pinpointe

Need more than email marketing, *but...*

Not ready for the complexity and cost of marketing automation?

Pinpointe fills the gap between email marketing + marketing automation

6,000+ companies using Pinpointe platform

About Bob Bly

- **Internet Strategist, Copywriter**
- **Author of 80 books**
- **Appeared on TV, and radio**
- **Clients include IBM, Medical Economics, AT&T, BOC Gasses, and others**
- **Helps a wide range of clients with email marketing, copy, direct marketing & more.**



What We Will Cover

- **The 3 hottest trends in B2B lead generation today.**
- **The secret to generating real leads with free content offer.**
- **Does direct mail still work FOR B2B lead generation?**
- **How to increase conversion rates on your lead capture landing pages.**
- **6 steps to creating irresistible B2B offers.**
- **Using the Agora Model for B2B lead generation.**

GLOSSARY

- **Suspect** -- anyone in the universe who could possibly buy your product.
- **Prospect** -- someone with the money, authority, and desire to buy your product
- **Inquiry** -- a contact from a suspect
- **Lead** -- a contact from a prospect
- **Lead generation** -- marketing whose objective is to produce leads

Response Mechanisms

- Business reply mail
- Telephone
- Fax
- Web site
- Landing page
- PURLs

Source: "Step by Step Lead Generation and Lead Nurturing: McCarthy & King

Lead Generation Methods


- Banner advertising
- Pay-per-click advertising
- Print advertising
- Direct mail
- Trade shows
- Social Networking
- PR
- Article writing
- Public Speaking
- E-mail marketing

Free Offer

Today you need a “bait piece” to generate leads.

Don't miss this important *FREE* guide!
Call 1-800-722-6234 for your personal copy!

- How to unlock the full power of your ERP system!
- Five ways to speed up the ROI on ERP!
- How to turn your supply chain into a competitive advantage!
- What every manufacturer needs to know about the "E-commerce" revolution!
- The manufacturing "wave of the future" and how you can ride it now!
- And lots more!



symbol

Date _____
Mr. John Sample
Company Name _____
Street Name _____
City, ST Zip _____

Dear Mr. Sample:

It's amazing, isn't it? It seems that every day, manufacturers have to meet a new challenge, reinvent their operation, or master a new technology.

ERP . . . supply chain integration . . . the internet . . . e-business.

It's enough to make *any* manufacturer's head spin!

That's why it's so important for you to request your FREE guide titled, "How To Meet The New Manufacturing Challenge — A guide to improving your ERP, Supply Chain, and e-business operations."

This fact-filled guide was designed to provide you with time-tested, *practical* ideas for meeting the endless challenges you face — today *and* tomorrow.

Our complimentary guide will show you how cutting-edge wireless network and bar code data capture solutions give users the ability to enter and access real-time, accurate data right from the manufacturing or warehouse floor. And how this ability can leverage the enormous investment you've made in your ERP system. And that's just one of the many topics covered!

(over please)

Get Your FREE Guide Today
"How to Meet the New Manufacturing Challenge –
A guide to improving your ERP, Supply Chain and e-business operations"

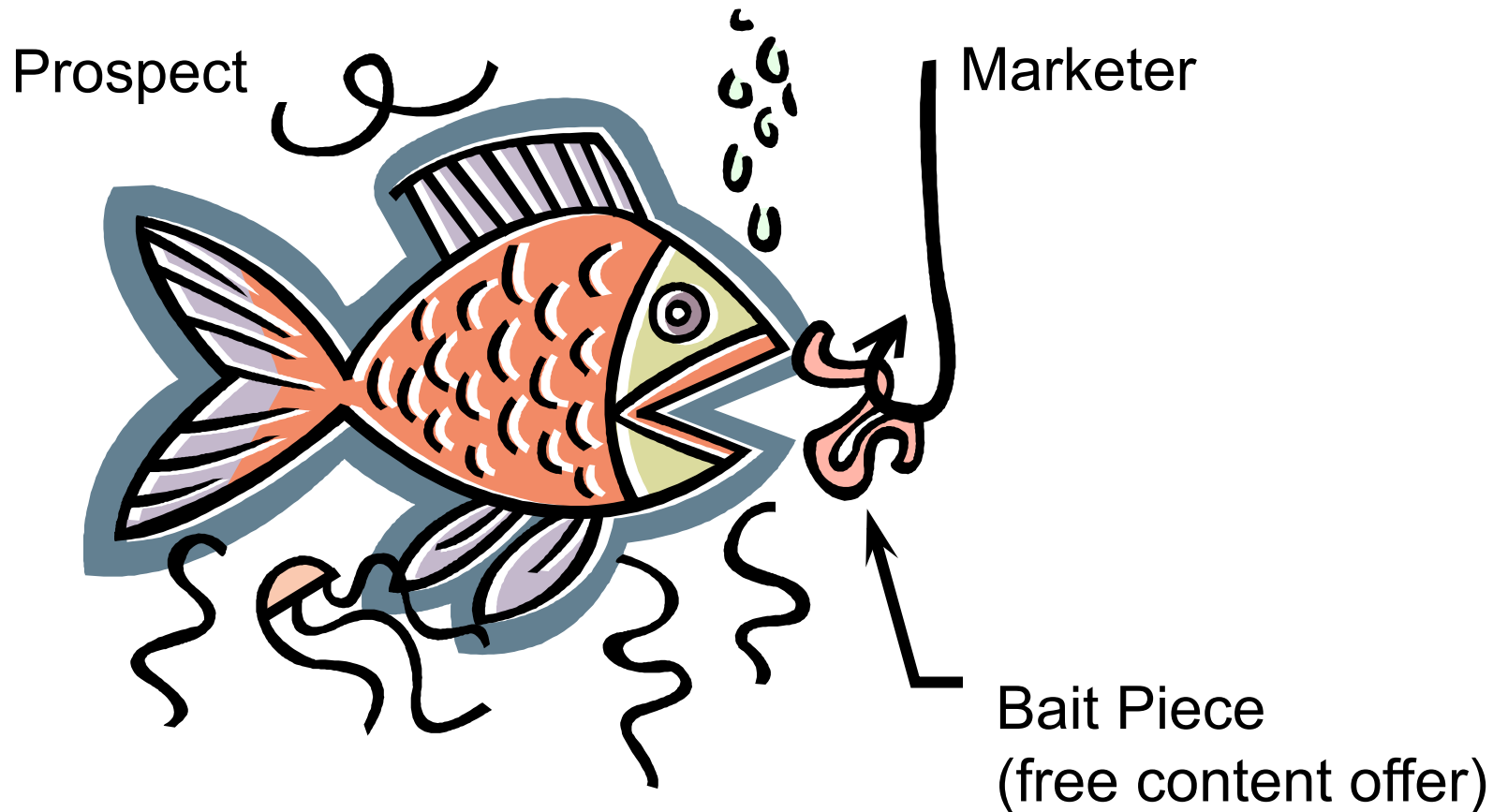
Fax this side of the letter to: 800-511-6513 • Call toll free: 800-722-6234
Or mail this letter in the postage-paid envelope

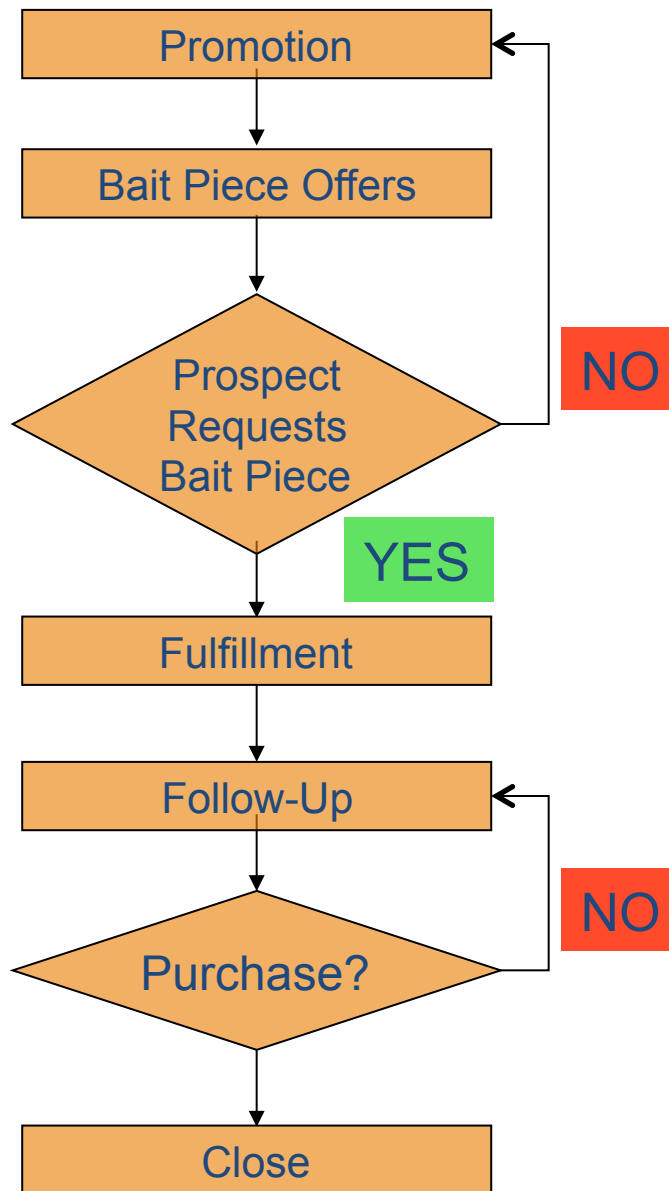
Send the free guide to (Please make address changes below only if different than name and/or address above):

Your name (if different than the name above): _____ Title: _____
Address: _____
Fax: _____ Phone: _____ E-mail: _____

Symbol Technologies, Inc. ■ One Symbol Plaza ■ Holtsville, NY 11742-1300 ■ 1-800-722-6234/1-516-738-2400 ■ Fax: 1-516-738-5990

What is a Bait Piece?



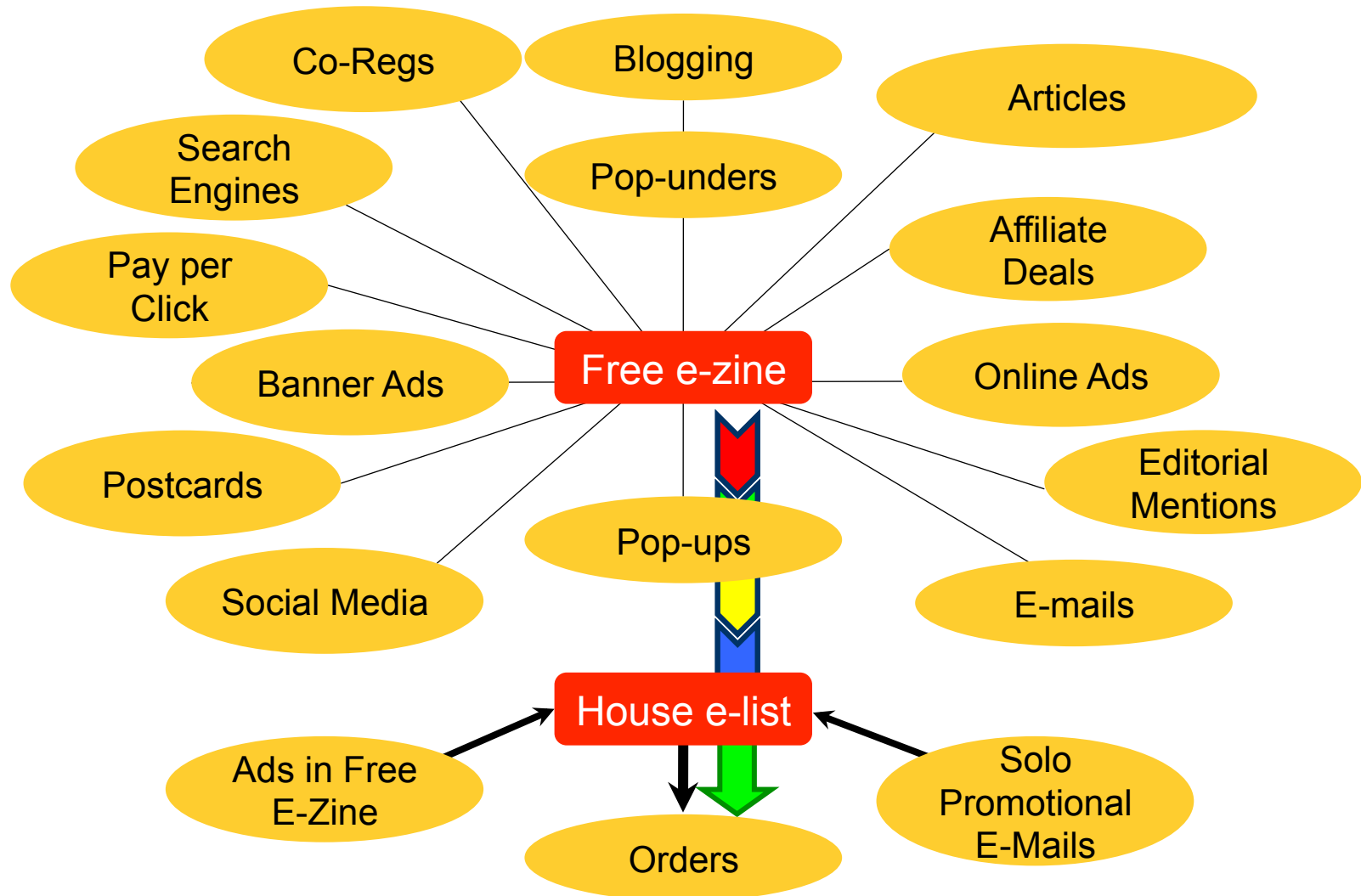


The Role of the Bait Piece in the Sales Cycle

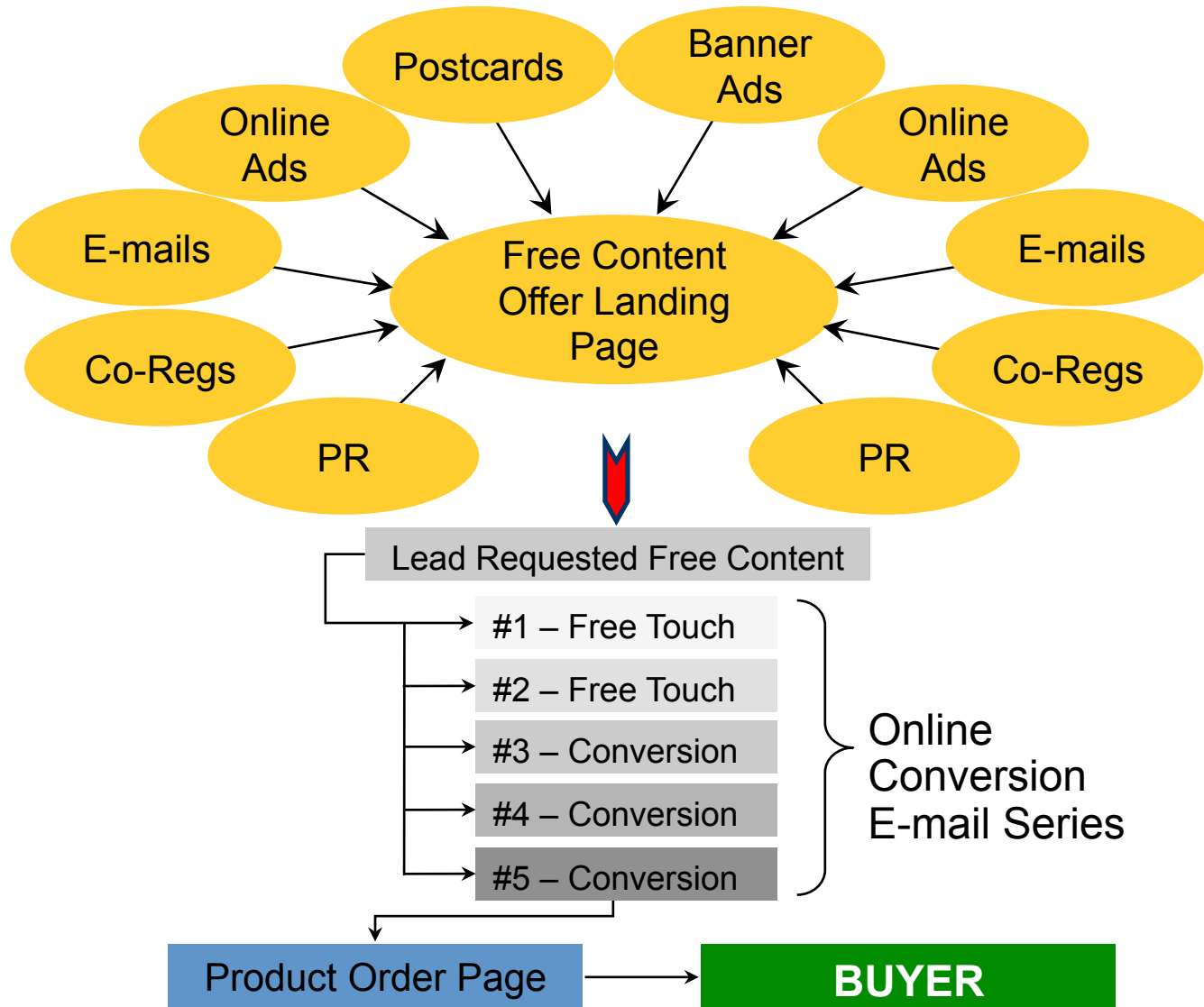
THE AGORA (“ORGANIC”) MODEL

- **“Marketers have to enter that emerging inner circle of trusted companies from whom people are willing to keep reading e-mails.”** — *QurisInc. Survey, reported in DM News*
- **The Inner Circle and the “Rule of 16”**
- **“Stop using e-mail to acquire new customers”**
— *Rob Cosinuke and Chuck DeSynder, DM News*

The Agora Model



Online Conversion Model



OFFERS

Response = $f(\text{Offer})$

- High Perceived Value
- Unique
- Relevant
- Desired
- Easy
- Risk-Free

THE SOVEREIGN SOCIETY

EXECUTIVE COMMITTEE
John A. Pugsley, U.S. BVI.
Mark Nestmann, U.S.
Erika Nolan, U.S.

TAX ADVISOR
Vernon Jacobs, CPA, U.S.

MEDICAL ADVISOR
Jonathan Wright, M.D. U.S.

BOARD OF ADVISORS
Mary Anne Aden, Costa Rica
Pamela Aden, Costa Rica
Douglas P. Carey, U.S.
Julia Guth, U.S.
Adrian Hartmann, Canada
Belgium
U.K., Barbados
Jurg Lattmann, Switzerland
Pierre Lemieux, Canada
David S. Lesperance, Canada
Leon Louw, South Africa
Vince Miller, U.S., Canada
Brian O'Kane, Ireland
Humberto Pacheco, Costa Rica
Dr. Jose V. Pascar, Uruguay
Kathleen Peddicord, Ireland
Norman Rentrop, Germany
Eric Roseman, Canada
Dr. Erich Stoeger, Austria
Jack Sturgis, Luxembourg
Frank Trotter III, U.S.
Ben Vernazza, U.S.
Robert Vrijhof, Switzerland
Peter Zipper, Austria

NOT just for millionaires anymore...

*A private Swiss, Austrian
or Luxembourg bank
account is waiting for you*

All you have to do is say the word
to activate it...and you'll immediately
enjoy the freedom, privacy, and unique
asset protection benefits that were
once the exclusive province
of the world's wealthiest families.

Dear Friend,

Congratulations on being selected to receive this very exclusive offer.

Less than one person in 40,000 will be contacted by us — because only a handful of individuals are truly qualified to take advantage of what we're offering.

We have reason to believe that you're one of them. But if you're not, please excuse the intrusion and accept our sincere apologies.

*For those who seek financial privacy and
protection of their wealth*

Right now, a secure, private bank account is being reserved for your personal use, in each of three countries with some of the strongest bank privacy laws on earth: Austria, Luxembourg and Switzerland.

You can activate one or all three of them just by giving us your approval.

Each is a "dry" account. That means you don't need to put money into the account right away. You can keep it tucked away "just in case," if you'd like. Even your spouse or closest associates don't need to know about it.

You get to decide when to put money into it, and how much. And every transfer will be carried out with complete confidentiality, security, and privacy.

But perhaps you're wondering — why would I *want* such an account? Have I reached the level of wealth and sophistication where I need a private

over, please

THE SOVEREIGN SOCIETY + 5 CATHERINE STREET + WATERFORD, IRELAND

Top B2B Content Marketing Tactics

- 87% of B2B content marketers use social media (other than blogs)
- 83% of B2B content marketers use articles on their website
- 78% of B2B content marketers use eNewsletters
- 77% of B2B content marketers use blogs
- 71% of B2B content marketers use case studies
- 70% of B2B content marketers use videos
- 70% of B2B content marketers use articles on other websites
- 69% of B2B content marketers use in-person events
- 61% of B2B content marketers use white papers
- 59% of B2B content marketers use webinars or webcasts
- 44% of B2B content marketers use research reports
- 40% of B2B content marketers use micro sites

B2B Content Marketing Tactics (Cont)

- 38% of B2B content marketers use infographics
- 38% of B2B content marketers use branded content tools
- 33% of B2B content marketers use mobile content
- 32% of B2B content marketers use eBooks
- 31% of B2B content marketers use print magazines
- 29% of B2B content marketers use books
- 28% of B2B content marketers use virtual conferences
- 27% of B2B content marketers use podcasts
- 26% of B2B content marketers use licensed or syndicated content
- 26% of B2B content marketers use mobile apps
- 25% of B2B content marketers use digital magazines
- 24% of B2B content marketers use print newsletters

Do White Papers Work?*

- Survey of 1,400 IT professionals whether content influences their purchase decisions.
- 89% content has an impact on their preference of technology vendor.
- The respondents also said that they were more likely to download and read white papers than product literature.
- 69% who like your white paper will pass it on to colleagues.
- 57% of IT professionals said white papers influenced their buying decisions.
- 71% prefer white papers to other marketing content.

*Sources: Maddox, Kate, “Study looks at value of online content,” BtoB, p. 3; Huff, Dianna, “How to Syndicate Your White Papers,” MarketingSherpa; Knowledge Storm/MarketingSherpa Study

Content Marketing: Benefits to the Marketer

1. Sets the specs.
2. Makes the prospect beholden (reciprocity).
3. Generates more inquiries.
4. Establishes you as the expert.
5. Educates the market.
6. Drives sales.

Offer = 10x higher response

Brand = lower response

Performance Degradation as Brand Content Increases and Offer Content Decreases

Copy Platform	Brand Content	Offer Content	Approximate Cost Per Sale
Primarily Offer-Driven	10%	90%	\$50 - \$100
Offer Leads—Brand Follows	25%	75%	\$200 - \$250
Brand Leads—Offer Follows	75%	25%	\$400 - \$600
Primarily Brand-Driven	90%	10%	\$800 - \$1,000

Source: Target

The Response Formula

Bacon's

[Click Here](#) To download your **FREE** copy of

"Perfect Pitch: How To Get Heard in a 24/7 News Cycle"

It's a simple fact. The 24/7 news cycle means it's **tougher than ever to pitch the media**. In fact, even seasoned PR professionals are struggling to keep pace with the media's huge appetite for the hottest news and the freshest story angle.

That's why you need to download Bacon's must-read Tip Sheet right now. It's loaded with practical ideas you can use today. Don't miss it!

We want you to know that "Perfect Pitch: How To Get Heard in a 24/7 News Cycle" is made available to you by the creators of Bacon's Express Monitoring service. It's a unique, affordable service that's on the job 24/7 making sure you'll be the first to know when news hits, whether it's in the newspaper, on TV, or across the Web.

Bacon's Express Monitoring service provides timely updates throughout the day, delivered to your online portal via instant email notification. It provides coverage of:

- ▶ **Over 5,000** magazines, newspapers and trade journals
- ▶ **8,000 influential** news websites and blogs
- ▶ **More than 7,000 daily news programs**, covering over 90% of the Nielsen TV viewing audience, nationwide
- ▶ **Media in 70 countries** spanning 5 continents

If you want to win in today's tough new media environment, [download](#) your free copy of "Perfect Pitch: How To Get Heard In a 24/7 News Cycle." And, while you're at it, find out more about Bacon's Express Monitoring service. It's just what you've been looking for!

Download and learn...

- ✓ The single most important fact about media relations you need to remember
- ✓ The worst "sin" you can commit when talking with an editor
- ✓ When it's actually smart NOT to call your contacts
- ✓ The vital personal quality you need to develop (If you don't have it, fake it!)
- ✓ Three facts about "viral marketing" every PR pro needs to know
- ✓ How to turn a simple phone call into a PR victory

[Click Here](#)

To download your copy of "Perfect Pitch: How To Get Heard in A 24/7 News Cycle"

Bacon's Information
332 S. Michigan Avenue, Suite 900 Chicago, IL 60604
www.bacon.com phone: 800.639.5087

Bacon's Information Inc. does not intend to send unsolicited email. You are receiving this message as a valid client or interested party of Bacon's Information and our services and products. Periodically, we have special offers, useful information, or news regarding our products and services we believe will be of interest to you. If you choose not to receive any electronic communication from Bacon's Information, Inc., please click the following e-mail link and send a message with or without any text: [Click here to opt out: Unsubscribe](#). You will receive one additional email message confirming your removal.

THE FORMULA



LGM + BPO

=

2x RRR

White Papers



white
paper

v-go

The Death of Passwords

3 Easy steps to increasing user productivity, enhancing authentication, and lowering password reset costs with Enterprise Single-Sign On.

Webinars

A banner image showing a person's hands holding a laptop. Overlaid on the image is a dark semi-transparent box containing the text "Adobe® Connect™ & Marketing Webinars".

Adobe® Connect™ & Marketing Webinars

[Event Info](#) | [Speaker Info](#) | [Event Registration](#) | [Event Catalog](#)

Secrets of B2B Marketing Lead Generation Webinars

Thursday, August 8, 2013 1:00:00 PM EDT - 2:00:00 PM EDT

Ken Molay, president of Webinar Success, presents tips to help you plan and execute effective marketing webinars. You set a tone for interaction with your prospects from initial promotion and marketing of an event through registration and pre-event communications. Your presentation content and the way you deliver it determine whether your audience will advance along the sales cycle or drop out of your opportunity list. And post-event communications reinforces the impression they have of your company and competence.

Learn how to prepare, produce, and deliver marketing webinars that build enthusiasm among your target prospects. Find out what mistakes companies often make in their marketing webinars and discover easy ways to avoid them. Enjoy greater responsiveness and participation by your prospects, leading to easier sales communications and higher conversion percentages.

This seminar is appropriate for producers and presenters of

The logo for Direct Marketing News. "DIRECT" is in large, bold, black letters. "MARKETING" is in large, bold, red letters. "NEWS" is in smaller, bold, black letters below "MARKETING". Below "NEWS" is the tagline "The Independent Authority for Direct and Digital Marketers" in a smaller, black font.

DIRECT
MARKETING
NEWS The Independent Authority for Direct and Digital Marketers

White Papers – Alternative Names

Purpose/Audience	Description
Senior Management high-level overview	Executive Briefing
Instructions	Manual
How to specify or choose a product	Consumer Awareness Guide; Buyer's Guide; Selection Guide
Information, tips, technical data	Special Report
Quick tips	Tip Sheet
Technical or research data	Monograph
Printed multi-page saddle-stitched document, 4x9-inch page size	Booklet
Printed multi-page document, folded	Pamphlet



THE 3 BIGGEST TRENDS IN B2B MARKETING

**IDC estimates social networking for business
will be \$10.5 billion by 2016**

Trend #1. Social Media

How **Social Media** Can Make You Richer, More Famous, and More Successful This Year

Order Now

Affiliate Program

Free Newsletter



Now you can double or triple your exposure, clicks, and revenues by marketing your product or service – **virtually for free** – on traffic-rich social networking sites including Facebook, LinkedIn, and Twitter.

About Tracey Minella

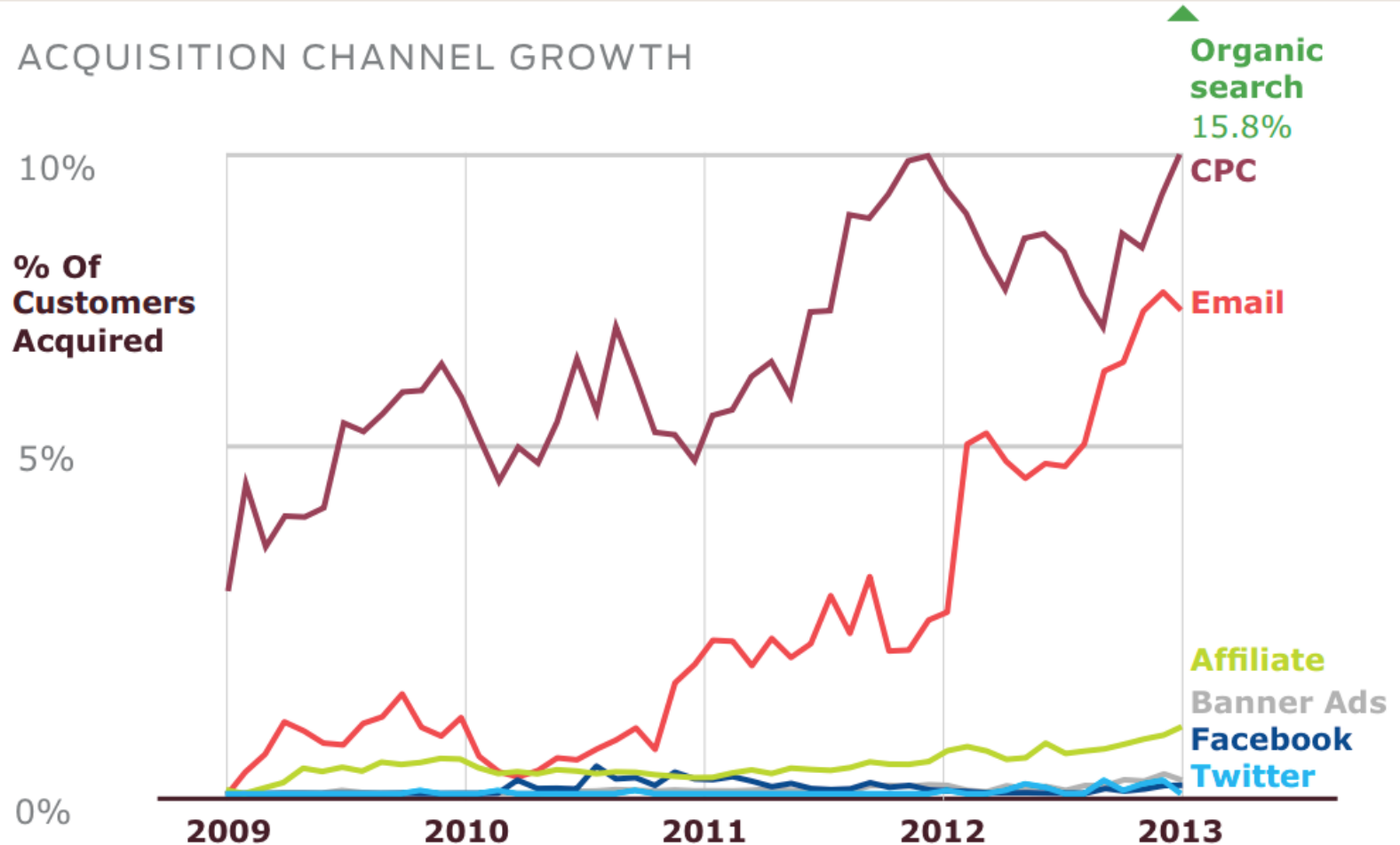
Tracey A. Minella, is an independent social media consultant, copywriter, marketer, and author who writes articles, e-books, press releases, newsletters, website page, landing pages, blogs, and marketing plans for such clients as Lego, Island TV.

Dear Marketer:

Pick up any marketing magazine. You'll quickly see that the bulk of the articles focus on social media.

Like disco and aerobics in decades past, online social networking is the unstoppable juggernaut of marketing trends in the 21st century.

ACQUISITION CHANNEL GROWTH



Custora came up with its figures by analyzing data from 72 million customers shopping on 86 different retailer sites.

B2B Trend #2. Video

Bob Bly, author of 70+ books and the man McGraw-Hill calls "America's top copywriter," reveals....

How to Profit from the New Online Video Craze

Order Now
Affiliate Program
Free Newsletter



REV
SEC
EDITION

It's true what they say: posting even a short, simple, home-made video on your Web site can boost sales 10% to 25% or more.

Do you have videos on your sites yet? If not, here's how to quickly and easily correct that defect - and generate thousands of dollars in increased online revenues this year.

About Bob Bly



Bob Bly is a full-time freelance copywriter

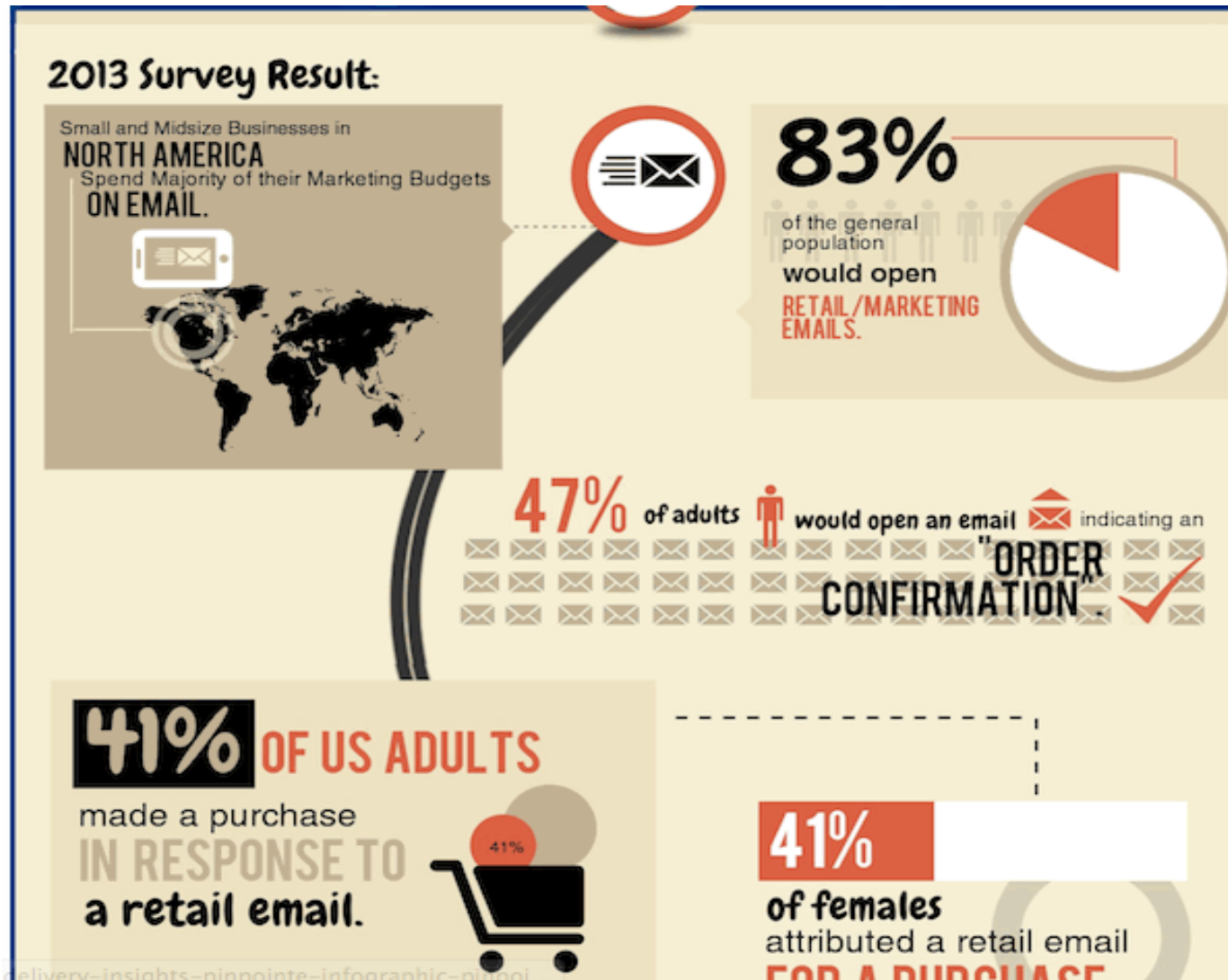
Dear Internet Marketer:

Everywhere you look on the Internet, you see more and more Web sites with videos on them.

You know all these smart marketers wouldn't bother to create and post those videos online ... unless it paid big dividends in improved Web site performance.

And it does: posting even a short, simple, crudely made video on your Web site can boost sales 10% to 25% or

B2B Trend #3. Infographics



Start With the Prospect, Not With the Product

Why are up to **HALF** of your customers and prospects hanging up on you before you even answer your telephone ... costing you thousands of dollars in lost revenues?

Dear Business Owner/Manager:

A recent study found that between 30% and 50% of people who call a business don't leave a message if they get voice mail or an answering machine. Instead, they hang up.

That means by not always having a live person answer your phone, you could be losing up to HALF your calls...HALF your sales leads...HALF your orders...in short, HALF your business and revenues!

Unfortunately, you can't always be there to answer your phone in person. Hiring a full-time receptionist could easily run \$30,000 a year or more—and even then, the phones are only covered during business hours.

Now there is an easy, affordable solution to ensuring that your phone is always answered by a real human being with a pleasant personality: Hudson Valley Answering.

For over 25 years, we've helped thousands of businesses improve customer loyalty...and prevent missed calls...with professional, personalized, live telephone on-call receptionist services.

Unlike voice mail or an answering machine which can frustrate callers, we act as part of your own staff promptly answering all calls, at any time of the day or night, in a polite, courteous, and helpful fashion. Callers don't hang up on us. So you don't miss important messages or sales opportunities—or frustrate your valued customers.

What's the next step? Call Hudson Valley Answering today for a FREE Telecom Audit, described in the brochure enclosed. We'll analyse your current phone procedures and business operations...and recommend the best solution for answering your telephone, both during and after business hours.

There's no cost for the Telecom Audit—and no obligation. To

Motivating Sequence

- 1. Attention**
- 2. Problem**
- 3. Solution**
- 4. Proof**
- 5. Action**

Motivating Sequence

1. Attention



2. Problem



Do you need a hand-held computer that operates at the same temperature as Cherry Berry Fudge Chunk ice cream, -22°F?

Bringing ice cream and frozen desserts to consumers is a tough undertaking. It requires tough equipment for tough environments like the cold storage facilities you rely on.

We're good at tough. We build wireless-computing solutions for the ice cream industry. Never again experience operational freeze-ups due to poorly functioning wireless-computing equipment. We have the [case studies](#) (and the frozen backsides) to prove it.

3. Solution



[Introducing the 7530 hand-held computer](#)

Our new 7530 wireless hand-held computer functions smoothly where most mobile computers fail. Your employees gather, enter and share data at the point of work - whether it's an indoor freezer or a refrigerated truck. A tough device for a tough environment:

4. Proof



- Frost-free scanning capability. [Learn More](#)
- Frost-free condensing environment capability. [Learn More](#)
- IP rating of 67. [Learn More](#)
- Drop rating of 6.5 feet to concrete. [Learn More](#)
- RFID ready. [Learn More](#)

5. Action



[Get the cold, hard facts here](#)

Watch video case studies and read white papers that prove how the new Psion Teklogix 7530 hand-held computer empowers your cold chain environment. Review product specs. Even view an online demo of the 7530 in action. No commitment or mittens necessary. Visit the [Cold Storage Microsite](#).

[Download a FREE Cold Storage Kit!](#)

If you would like to unsubscribe from ALL future emails, send an email to subscriptions@psionteklogix.com with

Sponsored Newsletters Work

advertisement



Your Daily Dose of Tips, Trends, News and Insight

Follow us on Twitter Find us on LinkedIn Forward to a Friend Advertising Info

7 Copy-Starters Tricks Every Marketer Should Know

Pat Friesen



Openers can be onerous. Which may be why registrations for last week's webinar, "Copy Starters: 48+ Ideas for Letter and Email Openers" were some of the highest ever for Target Marketing. The hour-long session was based on a column I wrote for *Target Marketing* magazine in March 2012 that still attracts online readers. Couldn't attend? Here's a short recap of... [more »](#)

[More On Online Marketing](#)

Today's Featured Resources

Optimizing Lead Generation - Turn More Leads Into Customers



Join noted Internet strategist Bob Bly and Pinpointe on Jan 29. Bob will show you a time-proven "blueprint" to get more prospects into your sales funnel and convert more prospects into sales. With Bob's advice, you'll generate twice the leads at half the cost. Limited seating—register now.... [more »](#)

Email for Customer Acquisition: 5 Great Ways to Expand Your List, and Your Profits!

Email is one of the most effective direct marketing channels, but it can also be one of the most difficult to expand without

[More On Online Marketing](#)

If Subscribers are the Primary Goal -> Make Sign-Up Box Prominent

**Signup to Receive the FREE Report:
"How to Double Your Response Rates
At Half The Cost"**

Free Content Offer

The less info you ask for, the more sign-ups you get!

Name:

Email:

Subscribe

Click [here](#) to Unsubscribe

If you don't rent or swap your names, say so!

Type in your email address today to receive the Bob Bly Direct Response Letter.
[Privacy Statement](#)

Post an archive of all back issues

Click [here](#) for Newsletter Archive

**Bob Bly's Direct Response Letter
Free tips for doubling your response rates**

E-Zine Title Benefit & Offers

Use Surveys

Is Your Business Taking the Right Steps to Survive the Recession?

*Required Question(s)

Take this quick business evaluation online now to discover ways to get the phone ringing again, fill your lead pipeline to overflowing, and replace lost revenues during the recession. You'll get a FREE copy of our best-selling special report, Recession-Proof Business Strategies (list price: \$29)

* Since the downturn began in December 2007, are your sales up ... down ... or the same?

- UP
 - Down
 - The same
-

* For the coming year are you spending more or less on marketing vs. last year?

- More
 - Less
 - The same
-

* Are you worried about the effect the recession will have on your business and sales?

- Very worried
 - Somewhat worried
 - A little worried
 - Not at all worried
-

*
In what year do you think the recession will end and the U.S. economy will recover?

- 2012
- 2013
- 2014

Use Widgets

Copy Critique

Consultation

Seminars

Bio

Portfolio

Clients

Case Studies

Testimonials

Methodology

 **Free
DM ROI
Calculator**

Instantly calculates DM
response rates

Bob Bly

It's not just social networking ... or mobile marketing ... or Big Data ... or list segmentation as effective as those marketing tools may be.

It's powerful, persuasive direct response copywriting: knowing how to write potent, compelling copy for landing pages, squeeze pages, web sites, e-mails, sales letters, drive clicks, conversions, and sales through the roof - and make more money online.

That's why some of the biggest and most successful direct marketers ... as well as the smallest ... call on freelance direct response copywriter and Internet marketing consultant Bob Bly when they need direct response copywriting that sells.

With a 30-year track record as a top freelance copywriter, Bob Bly -- dubbed "America's Best Copywriter" by McGraw-Hill and praised by legendary ad man David Ogilvy - offers a combination of proven direct response copywriting skills and Internet marketing expertise unduplicated in the industry.

While today Bob is widely known as a control-beating direct response copywriter and marketing specialist, his background in chemical engineering and IT prompted his career in industrial marketing, where he continues to put his technical knowledge to work helping high-tech and B2B clients generate more leads and sales.

Unlike many top direct response copywriters today, Bob Bly does not hire junior copywriters. He is a top performer himself. He is a top performer himself.

Enter the list price of the product you are selling \$
Enter the cost of goods per unit \$
Net Revenue per Order (NR) \$

Cost in Postage per Mail Piece \$
Postage Cost per Thousand (PO) \$
Printing Cost per Thousand (PR) \$
Mailing Rental Fee per Thousand (LR) \$
Letter Shop Cost per Thousand (LS) \$
Total Cost per Thousand \$

NUMBER OF ORDERS YOU NEED TO BREAK EVEN

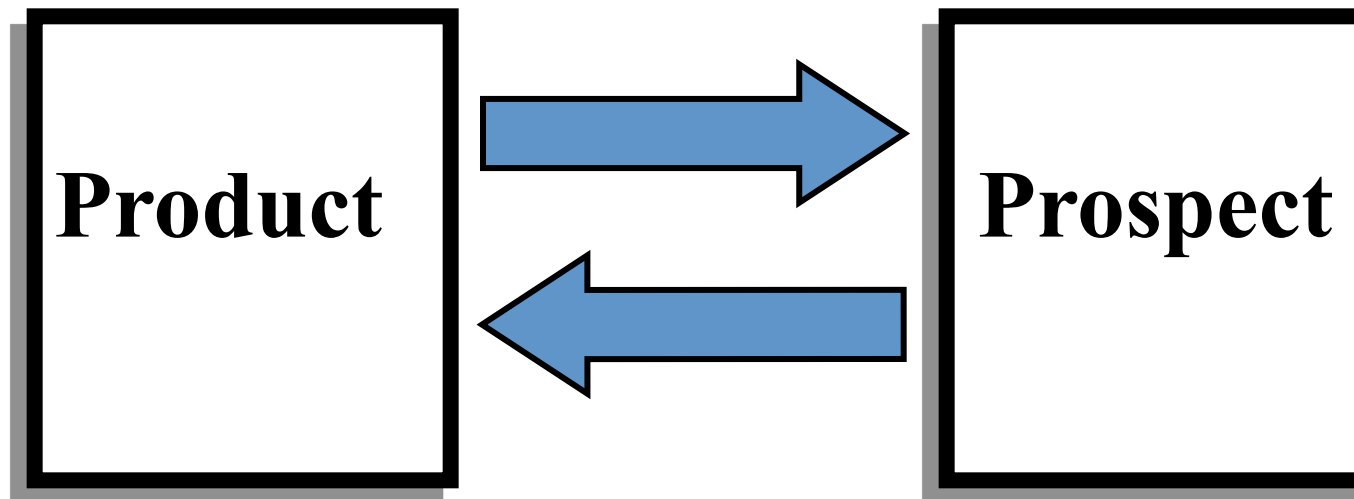
RESPONSE RATE TO THE MAILING YOU BREAK EVEN

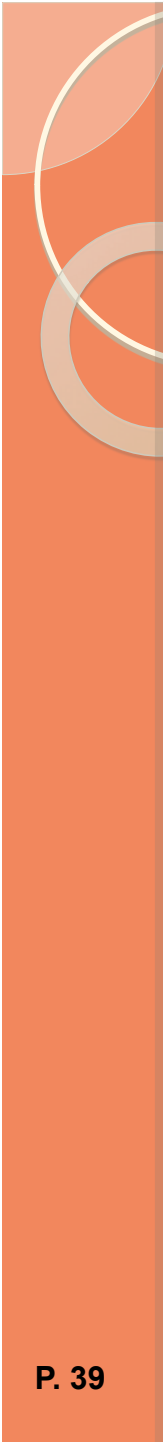
Clear Entry

Print Result

Tell A Friend

Beliefs, Desires and Feelings (BDF)





**Addressing
the core
complex
generated a
huge
response.**

**THE
COMMUNICATION WORKSHOP**

Important news for every systems professional who has ever felt like telling an end-user, "Go to hell..."

Dear ISManager:

It's ironic.

Today's users demand to be treated as customers of IS.

Yet many systems professionals don't have the customer service skills to make the relationship work

Our training program, "Interpersonal Skills for IS Professionals," solves that problem ... by giving IS staff the skills they need to deal effectively with end-users and top management in today's service-oriented corporate environment.

Presented jointly by The Center for Technical Communication and The Communication Workshop -- two leaders in teaching "soft skills" to technical professionals -- "Interpersonal Skills for IS Professionals" quickly brings your team to a new level in listening, negotiating, team work, customer service, and other vital skills for communicating complex systems ideas and technical processes to managers and end users.

Many leading companies ... including IBM, AT&T, Symbol Technologies, Price Waterhouse, Cigna, American Airlines, Lever Brothers, Barnett Technologies, First Union, and Turner Broadcasting ... count on us to help their technical professionals communicate more effectively and work more productively. You can too.

For more information, including an outline of our "Interpersonal Skills for IS Professionals" program, just complete and mail the enclosed reply card. Or call (516) 767-9590. You'll be glad you did.

Sincerely,

Gary Blake, Ph.D., Director

P. S. Reply now and we'll also send you a FREE copy of our new tip sheet, "Me IS Professional's Guide to Improving Listening Skills." It will help everyone in your department gain a quicker, more accurate understanding of what users want, while helping to transform your customers from uninitiated "end users" into "educated consumers" who are easier and more reasonable to deal with.

Position Part of Your Product as a Premium.

Yours FREE!

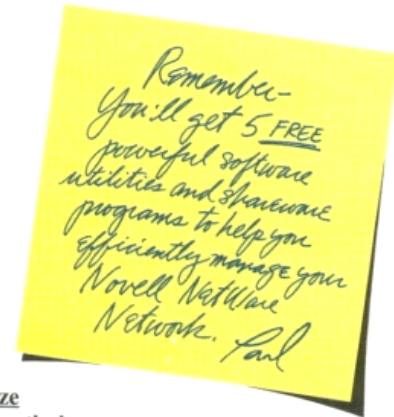
5 Powerful Programs to
Help You Manage Your
**Novell® NetWare
Network**
More Efficiently and Easily.

*See inside for details on this special
time-limited offer...*

Stress the Premium



WEKA Publishing, Inc.
1077 Bridgeport Avenue
Shelton, CT 06484



Now you can maximize
network availability — and optimize
performance — *all year long ...*

Dear NetWare LAN Professional:

You're busy. So I'll get right to the point.

The Novell Companion is a unique resource that will help you run your Novell NetWare system as never before!

Simply put, it's the most comprehensive and valuable reference work on installing, configuring, administering, and troubleshooting NetWare networks ever available. You'll get the latest inside information on all NetWare versions, including straight talk on 4.1 and the pros and cons of upgrading.

The Novell Companion will help you optimize performance, simplify maintenance, and enhance the reliability of your NetWare network ... as it has for thousands of satisfied LAN managers and systems administrators nationwide.

We're so certain of this that we are offering you a shameless bribe just to get you to request a risk-free copy of The Novell Companion on a 30-day trial basis:

Order The Novell Companion on a no-risk trial basis and we will include, at no extra cost, a utility diskette containing 5 utilities and shareware programs that can help you enhance network management and administration. *This valuable utility diskette is yours to keep, regardless of whether you decide The Novell Companion is for you.*

Get software utilities that save you time ...
and make your network run much more efficiently.

Okay. Here are the powerful utilities and nifty shareware programs you'll be getting on your free NetWare utility diskette:

Software Program #1: **Remote Software Update:** Your workstation configurations are stored on servers, right? Well, Remote Software Update automatically copies these configurations from

The USP (Unique Selling Proposition)

1. *Each advertisement must say to the reader: “Buy this product, and you will get this specific benefit.”*
2. *The proposition must be one that the competition either cannot, or does not, offer. It must be **unique** -- either a uniqueness of brand or a claim not otherwise made in that particular field.*
3. *The proposition must be so strong that it can move the mass millions, i.e., pull over new customers to your product.*

--Rosser Reeves,
Reality in Advertising
(Alfred A. Knopf, 1961)

Problem / Solution Scenario

GRAVER CHEMICAL

Division of The Graver Company

2720 U.S. Highway 22
Union, New Jersey 07083
(201) 964-0768
Telex 13-8215

April 22, 1963

Mr. Bob Bly
174 Holland Ave.
New Milford, NJ 07646

Dear Mr. Bly:

Do you have a potable water supply or waste stream that contains organic contaminants? And have you considered activated carbon as the ideal treatment, only to ultimately reject deep-bed activated carbon installations because of the cost?

Ecosorb filter precoats may be the answer for you.

These patented, carbon-containing precoats handle high flow rates, and can be utilized at reasonable cost for many temporary applications where a one-time cleanup of a contaminated water is required. Activated carbon in Ecosorb has an extremely high adsorption capacity, so Ecosorb can readily remove many types of organic compounds.

Ecosorb's unique composition makes it all possible. In an Ecosorb precoat, discrete particles of activated carbon are

Ask an Engaging Question

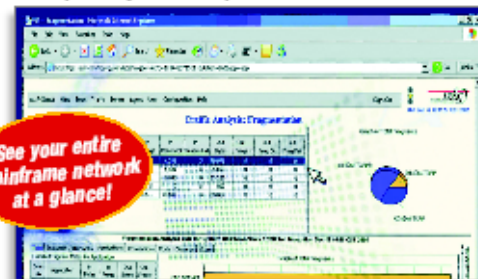
How Can You STOP the 5 Biggest Problems

that wreck productivity and performance
in your mainframe TCP/IP network?

With the “VIP” *mainframe network performance monitoring solution* from Software Diversified Services.

Application failures ... FTP file transfer glitches ...
inoperative remote devices ... unexpected spikes
in resource usage ... degradation in TN3270 and
HTTP response times.

All of these problems can infuriate users. And
destroy their productivity.



See your entire
mainframe network
at a glance!

That's where VIP can help.

By monitoring mainframe TCP/IP network
performance in real time, Vital Signs VisionNet

and easily to complete details for specific resources,
connections, and users.

New! HTTP performance monitoring

VIP Version 4.6 features an automated HTTP
Response Time Monitor that identifies inefficiencies
and slowdowns in network traffic.

VIP keeps tabs on your mainframe IP network by
using multiple collection techniques including direct
cross-memory stack access, SMF, NMI, and packet
analysis—giving you total visibility into the network.

Low CPU

The software always uses the most efficient data
monitoring technique for the task at hand. Result: VIP
consumes significantly fewer CPU resources than other
mainframe network management systems.

With VIP's real-time trace, you can trace entire
packets—headers *and* data—without purchasing a
separate packet tracer. Other VIP tools include
connection analyzer, fragmentation analysis, MTD

Use Reason-Why Copy

7 reasons why production houses and ad agencies nationwide prefer Unilux strobe lighting when shooting important TV commercials:

With the Unilux strobe system, each frame of your commercial video is exposed for 1/1000th of a second to achieve a sharp, crisp and clearly equal to still photography.

Every Frame Sharp and Clear. Unilux strobe lighting makes every frame sharp and clear. Products in motion look true to life and more appealing. Which makes your clients very happy.

Flexed and Spot Capability. Only the Unilux 10000 system has fixed and spot capability. Others don't. The strobe lets you change the width and intensity of the strobe without physically moving light heads — saving time and effort.

Maximum Light Intensity. Unilux manufactures the most powerful strobes in the industry today. Maximum light intensity is achieved with fixed heads, reducing rental costs.

Easy to Monitor. You make how many strobe heads you use — from 1 to 16 or more — adjusting it from behind you from any house digital control console at a single location.

Camera Compatibility. Our strobe system adapts easily to any camera, creating accurate lighting. And the Unilux 10000 is fully compatible with cameras such as Axi, Panasonic, Image 300, Professional 400 and some modified Matras — no extra equipment required. Other cameras can be accommodated.



Answer Relevant FAQs

FREE
Special Offer!
(See coupon for details)



7 QUESTIONS TO ASK BEFORE YOU HIRE A COLLECTION AGENCY... ...AND ONE GOOD ANSWER TO EACH.

American Medical Collection Agency was founded in 1977 for the sole purpose of helping medical providers improve collection efforts and get more of the money they deserve to be paid. Here are some of the questions radiology business managers frequently ask us about collecting overdue accounts... and the answers:

Q: What should I look for in a collection agency?

A: [Text partially obscured]

Q: What about fees?

A: Good question. Fees vary widely

Q: Can a tactful approach be effective in this business?

A: Absolutely. At AMCA, all phone contact is conducted in full accordance with the Fair Debt Collection Practices Act. Our trained staff of collection agents deals with your patients in a courteous, dignified, and professional manner at all times—to ensure

Offer Useful Information (or pretend to)



How to keep your products pure

When you need to be sure that your product is pure, Filterite is the one name you can trust.

When challenged under process conditions, Filterite meets the accepted HIMA standard for prod.

fluids stay filtered. Unlike other membranes, in which changes in flow rate, viscosity, pH, or pressure can

No bacteria grow-through over extended periods of time. Plus the lowest extractable levels in the industry.

Answer FAQs

FREE
Special Offer!
(See coupon for details)



7 QUESTIONS TO ASK BEFORE YOU HIRE A COLLECTION AGENCY... ...AND ONE GOOD ANSWER TO EACH.

American Medical Collection Agency was founded in 1977 for the sole purpose of helping medical providers improve collection efforts and get more of the money they deserve to be paid. Here are some of the questions radiology business managers frequently ask us about collecting overdue accounts... and the answers:

Q: What should I look for in a collection agency?

A:

Q: What about fees?

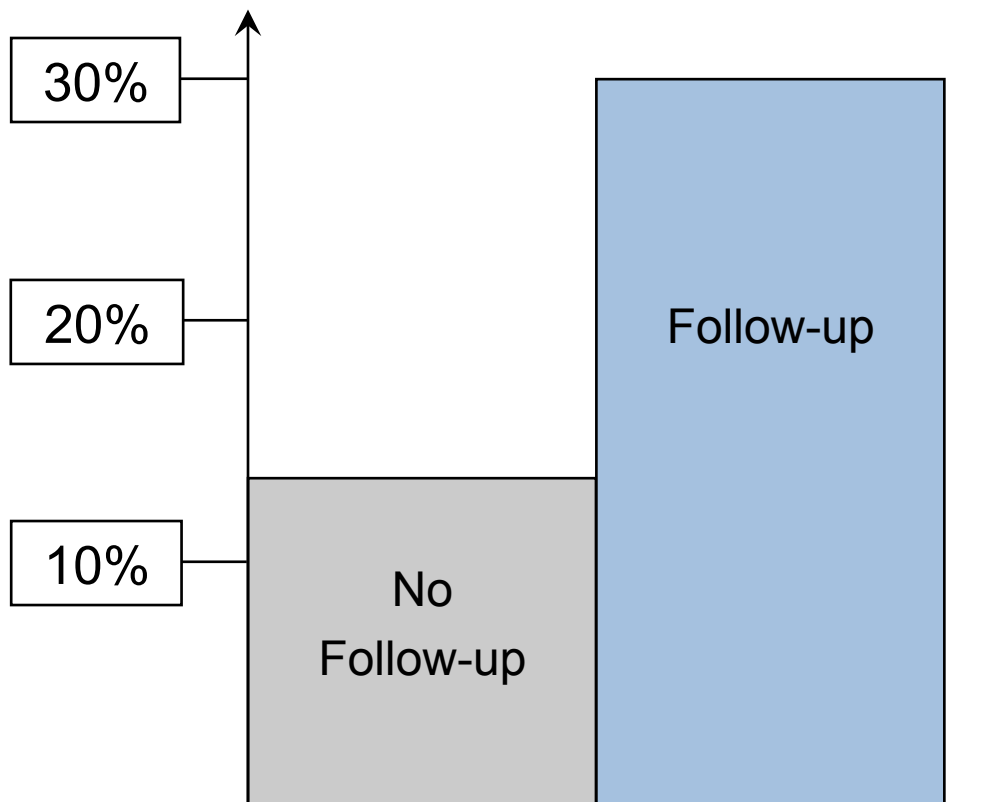
A: Good question. Fees vary widely

Q: Can a tactful approach be effective in this business?

A: Absolutely. At AMCA, all phone contact is conducted in full accordance with the Fair Debt Collection Practices Act. Our trained staff of collection agents deals with your patients in a courteous, dignified, and professional manner at all times—to ensure

Follow-up: Key to Success

Lead Conversion Rate



PERSISTENT FOLLOW-UP

1. Contact managed
2. Automated online
3. Clippings

Thank You

Please ...

Join Us... for future webinars

Share / Tweet

Bob Bly

Copywriter, Internet strategist

Phone: (201) 505-9451

Subscribe to Bob's

“Direct Response Letter”:

www.bly.com/reports

Twitter: [@robertbly](https://twitter.com/robertbly)

Pinpointe

www.pinpointe.com/get-started

(408) 834-7577

Twitter: [@pinpointe](https://twitter.com/pinpointe)

Blog: www.pinpointe.com/blog