

# **PUT YOUR TOUCHPOINT COMMUNICATIONS MARKETING NEWSLETTERS TO WORK!**



The purpose of advertising is no different today than at the time of the public crier. Techniques have changed course. The marketing newsletter is a modern instrument designed to build a respected identity, to make your name and your company's name well known and highly regarded.

Touchpoint Communications wants to help you get the best results from your newsletters. We regard our contact with you as a partnership where we furnish the newsletter and you exploit every opportunity to bring the material repeatedly to all potential clients. Your newsletters will yield returns in direct proportion to the effort and ingenuity you put forth when working with them. Here are some ideas to help you get your newsletters into the right hands.

## **PAST CLIENTS – YOUR PRINCIPLE RESOURCE**

If we have found out anything in the past years about newsletter marketing, it is this. Past customers are a lead source that should never be left untapped. Our subscribers who send them to past clients tell us that they get excellent response every month from this lead source and a high percentage of them turn into new business. In fact, the newsletter is the core marketing strategy for many of them. Everyone likes to do business with people with whom they have had a good experience. But if you fail to maintain continued contact you will soon be forgotten. Do not overlook people with whom you have just finished closing a deal. They are your best referral source because their whole experiences with you is still fresh in their minds.

If you aren't currently sending your newsletters to your past borrowers, we urge you to assign time this week to update your mailing list.

## **REAL ESTATE SALESPERSONS - MORTGAGE LENDERS**

Subscribers should be diligent in sending their newsletters regularly to these important referral sources.

The in-person approach is always best. Don't say you haven't time. One of our top selling and busiest subscribers (20 to 40 loans a month) tells us that he is a strong believer in the handshake. The benefits from the in-person sales call cannot be compared to any other selling method. Handouts of rate sheets and business cards have a dull and unimaginative quality. In contrast, the newsletter will give you a sales tool that stands apart from the material your competitors are handing out. Our subscriber tells us he has no trouble getting all of his newsletters distributed in this manner.

Unlike business cards, rate sheets and flyers, the newsletters have valuable information about your common industry – information the Realtor or other professional will want to look over. They may not have the time to read the newsletter then and there, but they will retain it for later reading. This means your newsletters will have staying power and work for you long after you have driven away from the sales prospect. If the newsletter is on the Realtor's desk with your photo, name and phone number, it is doing exactly what it was designed to do. It also helps to arouse your client's interest in the newsletter by referring to one or more of the articles as being of some interest and importance to him.

Many of you have loyal real estate agents who give you regular referrals. Ask these agents if you can leave some of your newsletters at their open houses for potential buyers to read. You could even go a step further by printing up either a separate flyer supporting the Realtor, inserting it into your newsletter and giving the Realtor several to distribute to prospective buyers, or printing something about the Realtor directly into your own newsletter. You could even feature a different Realtor with each newsletter issue you receive. Touchpoint Communications newsletters offer more space to personalize your newsletters than any other personalized marketing newsletter available to the industry.

## **LOAN APPLICATION SUPPORT**

We have one subscriber who sends the loan application in the mail to borrowers before the appointment. He always encloses his newsletter with the application. He said that two different borrowers have told him they received several applications with their business cards from other lenders, but his was the only application that came

with a newsletter. The borrowers cited the newsletter as the reason they made the loan with our subscriber.

## **PROFESSIONALS IN OTHER FIELDS**

Another fertile sector, easily overlooked, is the group of professional people in or near related business to the real estate industry such as: real estate attorneys, financial planners, escrow companies, title insurance representatives. You may want to be truly adventurous and shoot out at a tangent as did one of our lady subscribers. She set up a stand with her newsletters in her friends pizza store and picked-up a loan the first month.

## **TELEMARKETING SUPPORT**

When a business solicitation is made by telemarketing it would be advantageous to reinforce your approach with your newsletter. One of our subscribers gets most of his business by telemarketing. He told us that whenever he gets someone on the phone who sounds like a genuinely interested prospect, he sends out a newsletter as a follow-up to strengthen his impression.

Another way to use your newsletter as a support in telemarketing is to send the newsletters out first and then follow-up with a sales call. The newsletter helps to introduce you prior to your phone call, transforming it from a cold to a warm call!

## **BUSINESS AND SOCIAL GATHERINGS**

Do you go to real estate board or chamber of commerce breakfasts? Frequently there is a table for members to display and offer their literature. Don't forget your newsletters. Do you belong to any civic, social or business networking clubs and associations? The same thing applies. When it is appropriate, bring your newsletters to these meetings.

## **EASY DISTRIBUTION – MAIL THEM!**

If you want to minimize the work and time involved in newsletter distribution, regular computer generated mailings to your past, existing and targeted accounts is probably the way to go.

One of our long-term subscribers in California was asked if he knew how many loans his newsletters have brought in during the past three years. He answered; he had never looked at that aspect and didn't know. "I just knew I wanted my face out in front and that I was getting loans".

Another subscriber in Phoenix, when asked about the effectiveness of the newsletter, replied that he had never tracked the results but felt that the newsletter established credibility for him and for his company.

You must have a plan for distribution. Newsletters are a tool, and like any tool, they do you no good in the tool box. After you have mailed your newsletters to targeted prospects for a few months, you can follow-up with an introductory phone call. The newsletter is an effective way of breaking the ice with new prospects, thereby virtually eliminating cold call selling and turning that cold call into a warm one.

## **TAKE A WALK!**

You must have a plan for distribution, even if it's a simple one. One of our subscribers said she has her daughter pass them out in the neighborhood where she lives, and that she picked-up two to four loans every month for the past four months this way. I'd call that pretty simple (and effective). Having children pass out the newsletter may not be appropriate for everyone, but it does illustrate the simplicity of the task. Pick a neighborhood that is ripe for refinancing. Take a walk; it will be good for your health as well as your bank account. Don't make the mistake of letting your pride keep you from knocking on doors. No one has improved on the personal approach.

## **FRIENDS AND RELATIVES**

It is amazing how many of us overlook our friends and relations. These people don't think of you in your business capacity and often forget that you are a mortgage lender. People like to do business with their friends and relatives. They feel like they can trust them (and will get a fair deal). Even if these people aren't themselves seeking a loan, they may know others who are planning changes requiring financing. If you remind them that you are in the business by sending them a newsletter each month, they will remember to tell other relatives and their friends about you.

We would like to wish you all luck with your newsletters. In reality though, it takes something more than luck. It takes commitment and initiative and only you can provide that.



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