

Triple Your Sales
Octopus
Marketing



Triple Your Sales with Octopus Marketing



by Linda Hollander, the Wealthy Bag Lady

What people are saying about the Wealthy Bag Lady...

“Take it from someone who has gone from living in my car to living in a 5,000 sq. ft home, Linda Hollander knows what she is talking about. She cleverly guides you into unlocking your sleeping powers and getting rid of your hidden fears, helping you to achieve goals far beyond your expectations. This is must read for all women!”

--Georgia Durante, author of *The Company She Keeps*, owner of The Performance Two Driving Team www.performancetwo.com

“Linda Hollander never ceases to amaze me. She must have been born inside an atomic bomb! There seems to be no end to her energy and brilliant ideas. She has made the world a better place to live by helping women. Thank god she had the courage to do it. Way to go, girl!”

--Cordell Vail, CEO, Golden Mailbox



“Linda's wise words and personal stories have empowered me to begin my 4th career at the age of 66! The Wealthy Bag Lady gives you a road map to entrepreneurial success. Watch out world, here comes a Daring Dame!”

--Sandra Schrif, The Business Professional's Speech Coach
Author, *Speak Like a Pro for Profit* (e-book) www.schrift.com

“Linda Hollander is one of the most astute businesswomen I have ever met. She is a rare combination of beauty and brilliance. Her passion is empowering women in their business and personal lives. She helps women and the men who love them”

--Joel Christopher, CEO, www.MasterListBuilder.com

“Linda Hollander is a genius and a woman of pure brilliance. The Wealthy Bag Lady has personally assisted us in creating the company we have today. She goes the extra mile to help you achieve your success. She truly is one of the greatest gifts to walk this earth.”

--Joan Ambrose and Joan Marie Whelan, authors and lecturers
www.joanmariewhelan.com/index.html

Wealthy Bag Lady
4214 Glencoe Avenue · Marina Del Rey, CA 90292 · 888-286-0602
Email: Success@WealthyBagLady.com
Free business tips at WealthyBagLady.com

© 2003 Linda Hollander. All rights reserved.

Triple Your Sales with Octopus Marketing



by Linda Hollander, the Wealthy Bag Lady

ABOUT THE AUTHOR

Linda Hollander is known as the “Wealthy Bag Lady”. She started out worse than broke. She was buried in debt and couldn’t find a way out of the poverty trap.

She and her best friend, Sheryl Felice, used their girl-power to the max. They launched a packaging business called “The Bag Ladies” which sells custom-printed paper and plastic bags to leading-edge companies. She has become the industry leader in teaching entrepreneurial women how to go from *Bags to Riches*.



Linda talked to the nation’s leading business experts and decided to create her own success formula for starting and running a successful business. Her powerful success strategies will change your life forever.

Her company, The Bag Ladies, was formed in 1988. She devised a sales and marketing plan which made the fledgling business profitable in a very short amount of time. Disney, Cisco Systems, Mattel, Universal Studios, Nissan, Yamaha, Sony, Revlon, CBS, Robinson’s May, Edison, Variety, Ocean Spray, Sears and Infiniti are some of her clients.

Having written the book, *Bags to Riches by the Wealthy Bag Lady*, she is a popular international speaker and has learned from the nation’s top business experts. Her passions are business, investing, promotion and packaging (she is a “Bag Lady”, after all).

As the founder of the *Women’s Small Business Expo*, she has engineered massive empowerment events that take place every year all over the country. Linda has over 20 years of business experience in sales, marketing, design, promotion and creating lifetime customers.

Linda Hollander owes her success to the wonderful people in her life: Her parents, Bob and Blossom Hollander, Rhoda and Howard Goldie, and her best friend, Sheryl Felice. She lives in Los Angeles, California with her husband, Leslie Greenfield, and their two cats, Carmella and Sneakers.

Wealthy Bag Lady
4214 Glencoe Avenue · Marina Del Rey, CA 90292 · 888-286-0602
Email: Success@WealthyBagLady.com
Free business tips at WealthyBagLady.com

© 2003 Linda Hollander. All rights reserved.

Triple Your Sales with Octopus Marketing



by Linda Hollander, the Wealthy Bag Lady

The Octopus is Mightier than the Elephant

The elephant uses her trunk to get what she wants, but she is clumsy, slow, and inefficient. Her skin also needs a good moisturizer, but that's another story. The octopus uses her many tentacles to get what she wants. She is able to do many things at one time. The octopus is streamlined, graceful, and competent.

Many women business owners, if they do any marketing at all, do elephant marketing. Elephant marketing is a weak, clumsy, one-prong approach to attracting customers. Grabbing peanuts one at a time is not an efficient way to sustain life.

Elephant marketing is like a house of cards that can blow away with the slightest wind. If a hungry new competitor moves into your territory, you can be knocked out of the game. If the economy goes into a downturn, you have no backup methods of acquiring new accounts. With elephant marketing you are not keeping up with business trends or technological advances. If you don't move ahead, you are left behind.

Octopus marketing is elegant and efficient. Just as the octopus use her many tentacles to get what she wants, octopus marketing is a multi-pronged approach for acquiring and retaining customers. Octopus marketers do high-tech, low-tech, and no tech marketing all at the same time. High-tech marketing includes your company website, e-mail campaigns, newsgroup, and chat-group postings. Low tech includes direct mail, display ads, directory listings, articles, news releases, information products, booklets, free reports, radio, even television ads. No-tech marketing includes high-touch methods such as networking, trade shows, speeches, seminars, and promotional gifts.

Wealthy Bag Lady
4214 Glencoe Avenue · Marina Del Rey, CA 90292 · 888-286-0602
Email: Success@WealthyBagLady.com
Free business tips at WealthyBagLady.com

© 2003 Linda Hollander. All rights reserved.

Triple Your Sales with Octopus Marketing



by Linda Hollander, the Wealthy Bag Lady

The Lure of Marketing

Every company, no matter what it does, is a sales and marketing company. Or make that marketing and sales. The familiar expression you've heard so often is actually backwards. Marketing—everything you do to attract customers—comes first. Then comes sales, which is everything you do to close the deal. The more effective your marketing, the easier your sales.

Marketing is one of the noblest endeavors in the world. Your clients are out there searching for you, and marketing helps them find you and your product or service. The law of attraction says that what you are searching for is also trying to find you.

According to Nancy Michaels and Debbie Karpowicz, authors of *Off the Wall Marketing Ideas*, you should “Put aside any tendencies to downplay your strengths for the sake of appearing modest when you are self-marketing, especially when your budget is small and the competition is fierce. Self-promotion does not mean bragging, and boring others with how great you are. It simply means making others aware of your business and the services and advantages that it offers.”

Small business experts say to spend anywhere from 20 to 50 percent of your time, at least in the early days, on drumming up business. It may just be a matter of working the phones to remind people that you're out there—calling your contacts, calling your contacts' contacts, and cold-calling hot prospects. Your marketing will become more sophisticated as your business becomes more established.

[Denise Michaels](#), author of *Testosterone Free Marketing for Women*, told me in an interview, “Many women get into the ‘Field of Dreams’ school of marketing, which is no marketing at all. Subconsciously, they think, ‘If I build it, they will come.’ Honey, the world is not waiting to beat a quick path to your door.”

Marketing cannot be just a one-shot deal. A successful campaign must include many coordinated exposures to current and potential customers. Octopus Marketing works because you need at least five hits—anything from a word-of-mouth referral to a splashy ad on TV—before a sale is made.

Triple Your Sales with Octopus Marketing



by Linda Hollander, the Wealthy Bag Lady

Target Your Market

Defining your target market is an important component of Octopus Marketing. Your target market is the specific segment of the population who can use your product or service. Don't tell me your product is for everyone. It's not. You're actually better off if you narrowly identify your target market and niche your business. Your niche will make you rich. You can always expand a narrow niche to include more types of customers.

One way to look at your target market is in terms of demographics and psychographics. Demographics are external socioeconomic factors such as age, income, sex, occupation, education, and family size. These factors are easy to measure. Psychographics are internal factors—what makes people tick and how they view themselves in relation to the world. Both are essential in your marketing plan.

Victoria's Secret offers a marvelous example of a defined target market. Demographically, the typical Victoria's Secret customer is a 26-year-old single female earning under \$40,000 a year. She is a college graduate with a bachelor's degree. This woman drives a Toyota Camry and works at an advertising agency. She reads *Cosmopolitan*, *Vogue*, and *Glamour* magazines and romance novels.

Psychographically, the Victoria's Secret customer wants to be beautiful, sexy, desirable, and loved. This woman wants to be taken seriously in her career and to express her sensual side and playful spirit. She is in touch with her femininity, but is also very strong and independent. Because the target customer for Victoria's Secret is a romantic who wants to be beautiful and desirable, the company uses fantasy imagery in its advertising.

Victoria's Secret is marketed to a younger demographic, so you won't find any control-top underwear in their line. Young women don't need to pull anything in or pick anything up off the floor. When Victoria's Secret came up with a line of cosmetics, they didn't include any line preventers, age-defying creams, or products for "mature skin."

You're probably thinking, "But my 60-year-old mother shops at Victoria's Secret" or, "My 15-year-old niece buys lingerie at Victoria's Secret." This proves that target marketing really works. By tightly defining their market, they have broadened their appeal. Your mother or niece shops at Victoria's Secret because she wants to feel like the 26-year-old woman with the glamorous lifestyle.

Wealthy Bag Lady

4214 Glencoe Avenue · Marina Del Rey, CA 90292 · 888-286-0602

Email: Success@WealthyBagLady.com

Free business tips at WealthyBagLady.com

© 2003 Linda Hollander. All rights reserved.

Triple Your Sales with Octopus Marketing



by Linda Hollander, the Wealthy Bag Lady

For effective marketing, you need to know the age, sex, ethnicity, income level, family size, geographic location, and education of your target market. More importantly, you need to know their motivations, challenges, problems, core values, and desires. Remember, people buy emotionally to eradicate their pain and solve their problems. What is the problem that you are the solution to? What makes your perfect customer get up in the morning? What makes their heart sing?

Once you've targeted your market, you can start deciding how best to reach them.

Word of Mouth

Most people are exposed to 200 to 1,000 sales communications a day, and act on very few of them. They develop a "propaganda radar." Word of mouth is a way to break through this radar. Imagine that a friend calls you to recommend a movie, book, or product. You may not take every recommendation, but you'll probably take one or two out of five. In other words, you're much more likely to act on a recommendation from a friend, colleague, or trusted adviser than a commercial communication.

Absolutely nothing beats word of mouth as a marketing tool. It relies on the spoken word, rather than the premeditated sales strategy. Not only is it free of cost, but it's free of any perceived manipulation by the company offering the product or service. It's this independent credibility that gives word of mouth its awesome power.

Most people believe that word of mouth is pure happenstance, something they cannot control. In fact there's a science to word of mouth marketing. As [George Silverman](#) says in *The Secrets of Word of Mouth Marketing*, "The idea that word of mouth cannot be harnessed is probably the most dangerous and costly marketing oversight."

Endorsements and testimonials from satisfied customers are one of the most persuasive forms of Octopus Marketing. They enhance your credibility and make your message more believable. Your assignment is to become an avid collector of testimonials. When a client gives you a compliment, ask them if they will put their kind words in writing or if you can quote them. When you have your collection of testimonials, you have a powerful arsenal.

Triple Your Sales with Octopus Marketing



by Linda Hollander, the Wealthy Bag Lady

Key influencers who have high name recognition make the most compelling testimonials. If you have worked with people who are held in high esteem or represent highly respectable corporations, by all means quote them in your literature. Always use the person's full name, company (if appropriate), and where they are from. Don't use initials or an initial for the last name. The endorsement will lose power and credibility.

Here are some ways of harnessing word of mouth:

- Provide a superior product
- Give speeches, teach seminars and workshops
- Create a referral selling program
- Reach key influencers in your marketplace
- Provide a direct, low-risk experience with your product, such as a demo or trial sample
- Provide an iron-clad guarantee

Whenever someone does you the word-of-mouth favor of referring a new customer, call and thank him or her. Scott, the owner of a catalog-printing company, referred an excellent customer to me. I called Scott, thanked him personally, and told him that if I came across customers who need beautiful four-color brochures I would send them his way. I even got an added bonus for making the call—Scott referred another prospect to me, named Helen. I called Helen and closed another sale. The payoff for the short thank-you call was thousands of dollars.

Insights and Wit

“Even those deaf to the bragging cries of the marketplace will listen to a friend.”

—Dr. Paddi Lund, author, *Building the Happiness Centered Business*

Wealthy Bag Lady
4214 Glencoe Avenue · Marina Del Rey, CA 90292 · 888-286-0602
Email: Success@WealthyBagLady.com
Free business tips at WealthyBagLady.com

© 2003 Linda Hollander. All rights reserved.

Triple Your Sales with Octopus Marketing



by Linda Hollander, the Wealthy Bag Lady



Learn From the Stars: The Power of Word of Mouth

When Celestial Seasonings first began to sell herbal teas, the company was so small it couldn't afford to advertise. So the company president, Mo Siegel, enclosed a note in each box of tea asking people tell their friends how good it was, or better yet, to serve it whenever they could.

Because Celestial Seasonings produces a quality product with marvelous packaging, its satisfied customers eagerly shared the news with their friends. Starting with word of mouth, the company has grown into one of the largest distributors of herbal tea in America.

Free Publicity

Media coverage is one of the most powerful Octopus Marketing tools available. Not only does it spread the word about your company, it also enhances your credibility, improves your image, and has the potential to boost your business. Positive press coverage may not guarantee fame and fortune, but it can offer swift passage from obscurity to prominence. No other medium carries the weight of the independent press.

Publicity does have its drawbacks. You get immediate and long-term results, but you have very little control—you can't target your market. Exposure is directed toward a broad audience, who may not be your potential customers. You may also have to share the spotlight with a competitor or those with opposing views.

Look for the news value in your story, and don't confuse a news story with an advertisement. Do your homework on the "target demographic." This is the audience for the radio show, magazine, or newspaper. Remember that the media like controversy. You could be part of a trend or anti-trend. Community involvement can get you publicity. You can also be one of the experts that they call on a particular story.

Whenever you pitch for media coverage, be sure to have a hook. Nancy Greystone, a radio producer in Los Angeles, the biggest radio market in the United States, recalls an accountant who called to pitch her. He obviously had never listened to the show or bothered to think of a hook. If this guy had any media savvy, he would have suggested that he could be on the show near April 15th to tell listeners how they could save on their taxes.

Wealthy Bag Lady
4214 Glencoe Avenue · Marina Del Rey, CA 90292 · 888-286-0602
Email: Success@WealthyBagLady.com
Free business tips at WealthyBagLady.com

© 2003 Linda Hollander. All rights reserved.

Triple Your Sales with Octopus Marketing



by Linda Hollander, the Wealthy Bag Lady

Radio and television interviews can be unnerving, but they are great free publicity. People who tune in to talk radio actively listen to the subjects being discussed. These listeners are good consumers, and talk radio is skewed to an audience over 30 years old. Radio is probably the most publicity-friendly medium. The host will usually let you mention your company name and contact information or, better yet, they can mention it for you.

Television appearances are considered the pinnacle of publicity, but in fact television has its drawbacks. If you appear on a popular morning show like *Today* or *Good Morning America*, good for you, though the producers may look askance at your mentioning the name and contact information of your company. They're looking for good consumer information and entertainment, not advertising. Also, the viewers who watch morning television are usually rushing to get started with their day and paying only selective attention. With radio or print advertising, the readers and listeners are more focused on you and your message.

When seeking out free publicity, start with your local newspapers. They are easier to break into than national newspapers like *USA Today*, or large metropolitan papers like the *New York Times*. For radio interviews, you can cut your teeth in small markets like the Midwest and then graduate to the large and crowded markets like Los Angeles, New York, and Chicago.

After you get publicity, promote it like crazy. Mention it when you pitch other media outlets. Include magazine and newspaper articles about your business with catalogs to prospective customers.

Debbie Hobar, founder of Precious Places, a shop-at-home children's room decorating service in Fairfax Station, Virginia, succeeded in getting a mention in *Glamour*, *Entrepreneur*, and *Home Office Computing*. "As soon as you're on one national publication, it snowballs," says Hobar. "As soon as you hit a national publication, your business takes a whole new approach."

Be ready to pounce on opportunities for publicity. If you can link your business to breaking news, call the media—quick! Joel Roberts is a former Los Angeles radio talk show host and media consultant par excellence. I attended a seminar of his, in which he talked about working with Steven Covey, author of the *Seven Habits of Highly Effective People* and a college professor. Covey was uncomfortable with the media culture of hype and sound bytes. Joel said, "A book is about light for all time, but the media is about the heat of the moment." I've never forgotten that. Your media message needs to contain heat and immediacy. If your energy and life force scream out at producers and editors—and the consumers they serve—the sheer force of your power will be magnetic, and wonderful things will happen for you.

Wealthy Bag Lady
4214 Glencoe Avenue · Marina Del Rey, CA 90292 · 888-286-0602
Email: Success@WealthyBagLady.com
Free business tips at WealthyBagLady.com

© 2003 Linda Hollander. All rights reserved.

Triple Your Sales with Octopus Marketing



by Linda Hollander, the Wealthy Bag Lady



Hazardous to Your Wealth: Publicity Versus Trade Secrets

You may feel a conflict of interest between getting publicity and protecting your ideas. You want as many people as possible to know about your business, but you don't want them to steal your ideas or trade secrets. My partner Sheryl Felice and I were approached early in our entrepreneurial careers to be the subject of articles in newspapers and magazines. The story of our business, The Bag Ladies, was very newsworthy. Unfortunately, we were victims of fear mentality and worried that if we broadcast our business story other people would rip off our ideas. We also rationalized that ours was a business-to-business service, and the readers of the articles would not be our target market. Big mistake! By turning down free publicity, we left a lot of opportunities and money on the table.

News releases and media kits

A news release is a straightforward document you send to editors of print and online media to call their attention to a newsworthy aspect of your business. It should be two or three pages double-spaced, with your contact information in the upper right-hand corner. Your goal is not to write the story for them, but to encourage them to write the story about you.

Another tool for gaining publicity in your Octopus Marketing Plan is the media kit. Editors and producers get lots of media kits every day, so package yours in a provocative way and make it compelling.

Wealthy Bag Lady
4214 Glencoe Avenue · Marina Del Rey, CA 90292 · 888-286-0602
Email: Success@WealthyBagLady.com
Free business tips at WealthyBagLady.com

© 2003 Linda Hollander. All rights reserved.

Triple Your Sales with Octopus Marketing



by Linda Hollander, the Wealthy Bag Lady

Your media kit could contain:

- A cover letter
- A fact sheet about your business
- News releases
- Photocopies of articles that have been written about you
- Photographs: black and white and glossy head shots
- Brochures and other related materials
- Biographical information
- Product samples
- Books you've written
- Suggested interview questions
- Audio tapes of radio interviews
- Video tapes of television appearances
- Wild promotional give-aways

Be creative in sending and packaging your media kit. Most media seekers send their press kit in a folder. I send mine in a shopping bag with lots of goodies. Some publicity seekers put their media kit on their website and suggest that editors and producers log on. This cuts down on phone tag and lag time, and may accelerate decisions. According to [Alex Carroll](#) of Radio Publicity, even if you have an online media kit, be sure to also send the radio station a hard copy. That way the show producer can take it into a meeting with other colleagues.

Wealthy Bag Lady
4214 Glencoe Avenue · Marina Del Rey, CA 90292 · 888-286-0602
Email: Success@WealthyBagLady.com
Free business tips at WealthyBagLady.com

© 2003 Linda Hollander. All rights reserved.

Triple Your Sales with Octopus Marketing



by Linda Hollander, the Wealthy Bag Lady

Winning Women: A Media Kit with Wit



Debbie Karpowicz wrote a humorous dating book called *I Love Men in Tasseled Loafers*. She also created a special drink, the “Tasseled Loafer,” which was served at her book-signing parties at hotels. Karpowicz sent her book, the recipe for the drink, and a shoehorn to the media in shoe boxes. Her news release was rolled up and tied with actual tasseled leather laces. She also concocted chocolate loafer lollipops, and included them in her media kit.

In response, Karpowicz received scores of calls from curious local and national media. Editors proclaimed that her presentation was one of the wittiest they had ever seen.

Creative events

Events are a great way of attracting media. This could be anything from a grand opening of your store to participating in a public charity fundraiser. Some companies do monthly events tied to holidays—Valentine’s Day, St. Patrick’s Day, Easter, Back to School, Thanksgiving, and Christmas are great for promotions.

Debbie Allen, author of *Secrets of Shameless Promotion*, gave me an absolute gem. You can create special events such as conferences, award shows, luncheons, or parties and register them with Chases Directory of Events (www.chases.com). You can even register your own holiday.

The catchier your event is, the more likely it is to attract attention. At an animal rights’ group event, a young lady had her nude body painted like a tiger complete with stripes and whiskers and put herself inside a cage. The group was protesting the use of these magnificent big cats in the circus. Outrageous? Controversial? Gutsy? Sure it was, but the media was there in droves.

Wealthy Bag Lady

4214 Glencoe Avenue · Marina Del Rey, CA 90292 · 888-286-0602

Email: Success@WealthyBagLady.com

Free business tips at WealthyBagLady.com

© 2003 Linda Hollander. All rights reserved.

Triple Your Sales with Octopus Marketing



by Linda Hollander, the Wealthy Bag Lady

Advertising

The main difference between advertising and publicity is that advertising is costly—often very costly—and publicity is free or low cost. Additionally, free publicity is more believable; paid advertising doesn't always make it past people's "propaganda radar."

With advertising, you control the content, target your audience, and you are the sole focus of the ad. The life span of an ad will depend on where it's placed; a yellow-pages ad lasts a year, while a TV spot is gone in fifteen or thirty seconds. Most advertising must be repeated to be effective. A one-time newspaper or radio ad is like throwing your money away.

The impact of your ad will depend, to a great extent, on its design. The best ads are brief and focused on special products or services. If you have design experience, you're in like flint. If not, consider hiring a professional to help you; I discuss graphic designers and artists in the "Look Good in Print" section of chapter 7.

Insights and Wit

"Success is not to be pursued. It is to be attracted by the person you become."

—Jim Rohn, international speaker on success

Print advertising

With all print advertising—yellow pages, newspapers, magazines—contact the salespeople and inquire about the demographics. To compare apples with apples, figure out your "audience delivery" in cost per thousand, or CPM (yes, it seems like it should be CPT, but the "M" stands for the Roman numeral for one thousand). Always contact the publication you are thinking about and ask for a media kit. Remember that ad rates are negotiable, especially if you do repeat advertising.

Consider the shelf life of the publication. If you buy enough print advertising, ask the publication to do an article on your business. Articles plus display ads are a powerful mix of exposure and believability.

Wealthy Bag Lady
4214 Glencoe Avenue · Marina Del Rey, CA 90292 · 888-286-0602
Email: Success@WealthyBagLady.com
Free business tips at WealthyBagLady.com

© 2003 Linda Hollander. All rights reserved.

Triple Your Sales with Octopus Marketing



by Linda Hollander, the Wealthy Bag Lady

- **Yellow Pages.** The yellow pages ad is usually the first type of display advertising a business purchases. The positive side is that it is highly directed to your target market. The downside is that you are next to all your competitors. A display ad has more impact than an in-column listing. The yellow pages sales representative may even help you design the ad.
- **Business Directories.** There are many excellent trade directories that your target customer may also keep around for an entire year. Prospects consult directories whenever they need your product or service. Although you will be sharing the page with your competitors, these directories are powerful marketing tools.
- **Classified Ads.** These ads are good for testing the demand for a new product. Many entrepreneurs advertise for a product, even before they have produced it or purchased it. If enough people show interest, they know they can make the investment in the new goods. Classified ads are also good for testing ad copy. You can put a few different ads in the same section of the paper with different verbiage and see which one pulls in the most responses.
- **Newspapers.** This form of print advertising is easy to get in quickly. However, newspapers usually have a shelf life of only 24 hours. With newspaper ads, you need to budget for repeat exposure. This helps build recognition and credibility.
- **Magazines.** The advantage of magazines is that they are aimed at special interests and easy to target. Additionally, readers spend more time browsing magazines than newspapers. Magazines have a shelf life of one to six months, which helps justify the expense.

Wealthy Bag Lady
4214 Glencoe Avenue · Marina Del Rey, CA 90292 · 888-286-0602
Email: Success@WealthyBagLady.com
Free business tips at WealthyBagLady.com

© 2003 Linda Hollander. All rights reserved.

Triple Your Sales with Octopus Marketing



by Linda Hollander, the Wealthy Bag Lady

Broadcast advertising

Most small business owners believe that radio and television advertising is way beyond their means and not really targeted to their customers, but you may find it's well worth the investment. Establish your target market and set a rough budget. Contact the salespeople and find out the CPM, but also get references and talk to other businesspeople about their results with advertising on broadcast media. As with print advertising, repeat exposure works well. Plan on running ads for at least three months.

- **Radio.** This is usually the better medium for entrepreneurs, because it's less expensive and easier to break into. If you've never worked with broadcast media, you may want to consider hiring a consultant or advertising agency to guide you. According to advertising agency owner Gene Murray, "If the businessperson tries to do it on their own, they may get confused because every radio station in the country says they're number one in a certain time spot or with a certain audience." Some radio stations will put your ad together for free, and maybe even provide a well-known broadcast personality to be the "voice" of your business.
- **Television.** A magic medium called cable television has made it possible for small businesses to pinpoint a small geographical area and target audience. The industry standard is for 30-second spots on television. An example of a great fit is a sporting goods store who can advertise locally during the national broadcast of Monday Night Football carried by the local affiliate of ESPN. At one time, automobile tire ads were placed in the Sports section. Excuse me, don't women need tires for their cars?

Wealthy Bag Lady
4214 Glencoe Avenue · Marina Del Rey, CA 90292 · 888-286-0602
Email: Success@WealthyBagLady.com
Free business tips at WealthyBagLady.com

© 2003 Linda Hollander. All rights reserved.

Triple Your Sales with Octopus Marketing



by Linda Hollander, the Wealthy Bag Lady

Direct Mail

Even in the digital age, direct mail is still one of the most powerful forms of marketing. There's nothing quite like sending your sales letter, brochure, post card, or catalog directly to the home or business of your prospective customer.

The trick is to determine where to send the direct mail. Some businesses, such as restaurants or retail stores, are particularly suited to direct-mail marketing, because they can simply target the neighborhood where the business is located. More likely, you will need to make use of a mailing list.

The best mailing lists are the ones you create yourself, consisting of existing customers as well individuals and companies that have shown interest in your product. You can also purchase mailing lists directly from the likes of catalog companies, magazine publishers, or manufacturers. A list broker can help you decide on the best list for your business.

Sales letters

Sales letters are text-intensive direct-mail pieces that produce marketing magic for your business. People still love to read letters. When sending your sales letters, try to make them look as personal as possible. Anything that looks like a mass mailing is more likely to get tossed in the trash. If you can, hire people to hand-address the envelope, or use a computer program that simulates the look of hand-written addresses. You can also put the letter in a card-sized envelope. When sending mailings for the Wealthy Bag Lady, I put them in brown paper bags so they stand out from all those other white business-sized envelopes.

If possible, use a stamp instead of metered postage. The prettier the stamp, the more likely the letter will be opened. Don't just put your company name and the address of the recipient on the envelope. Include some scintillating teaser copy to be sure the letter isn't thrown in the round file before the recipient opens it. The teaser copy could be a great testimonial, a challenge, a provocative question, or your special limited-time offer.

Wealthy Bag Lady
4214 Glencoe Avenue · Marina Del Rey, CA 90292 · 888-286-0602
Email: Success@WealthyBagLady.com
Free business tips at WealthyBagLady.com

© 2003 Linda Hollander. All rights reserved.

Triple Your Sales with Octopus Marketing



by Linda Hollander, the Wealthy Bag Lady

Here are some elements of a great sales letter:

- **Headline.** Just as compelling headline in a newspaper will make you read the article, a good headline will cajole your prospect into reading your sales letter. “Ten Mistakes Most Business Owners Make and How to Avoid Them” and “How to Have a Hollywood Body Without Dieting” are good examples of provocative headlines that promise important information the reader wants to know.
- **Photograph.** People’s eyes are drawn to photographs. It could be of you—to show you’re not a faceless corporation—your product, or the benefit of using your service. Research shows that people respond to illustrations or photos showing the product in use, more than to those that show it just sitting there. A house-cleaning service could show a photograph of a couple escaping the tyranny of house cleaning and running with the kids and the dog at the beach.
- **Body.** Don’t be afraid of long copy. If people are interested, they will read a long letter. Don’t just tell the reader about your company and how great it is. Let them know what’s in it for them. State the problem, and then show the reader how you provide solutions and benefits they need. People buy benefits and solutions to their problems.
- **The P.S.** Many people read the headline of a letter, then glance at the photograph, and then read the P.S. before committing to the body of the letter. This is your chance to summarize your message, create a sense of urgency, and draw your reader in.

Brochures, flyers, and catalogs

These printed marketing pieces are more polished and immediate than sales letters. The format is more visual and less text intensive, but the rules of good copy are the same. If you’re mailing the brochure or flyer, you should also enclose a cover letter that has all the elements of the sales letter.

The winning formula for brochures and flyers is to state the problem, then tell the reader why your company is the solution. Make the solution simple and straightforward. Your company name and contact information should be prominent. But nobody cares about a company name until they’re already interested in the product or service. And nobody is interested in a product or service until they have a sense that it can solve their problem and ease their pain.

Wealthy Bag Lady
4214 Glencoe Avenue · Marina Del Rey, CA 90292 · 888-286-0602
Email: Success@WealthyBagLady.com
Free business tips at WealthyBagLady.com

© 2003 Linda Hollander. All rights reserved.

Triple Your Sales with Octopus Marketing



by Linda Hollander, the Wealthy Bag Lady

As with print advertisements, you might want to hire a professional to help you polish the design, but you'll certainly want to offer some input, since you know your business better than anyone else.

- **Concept Phase.** Start a design file. When you see a great advertising piece, cut it out and put it in a file. Print out good visuals from the internet for inspiration. Bring in your success team for a brainstorming session.
- **Layout.** Sketch out layouts for your piece. The overall layout is what people will see first. People read from the top left of the page to the bottom right, so either of these quadrants would be good for your logo and ordering information. I like to layout my designs on computer, but you can also do freehand drawings. Many publishing programs have style sheets that you can use. You choose the layout and then fill in your headlines, body copy, and graphics. These templates are good, but should be used as a starting off point only. You don't want your layout to look like everyone else's.
- **Headline.** Headlines are extremely important with brochures and flyers. Make sure they communicate your most important message. Limit the headline to three lines or less of text. Unless your headline is only a few words, caps and lower case is easier to read than all capital letters.
- **Copy.** Usually less is more. The shorter the paragraph, the more likely it will be read. Limited bullets, good use of color, lots of white space—all these elements enhance your message by making the copy easy to read. A few strong, brief points are far more effective than dozens of weak ones or strong ones hampered by excess verbiage. Flush left and ragged right is the best paragraph style. This gives an informal look and doesn't create awkward spaces between the words.
- **Typefaces.** Serif fonts (such as Times New Roman) have little tails finishing off the main strokes of the letters. Sans serif fonts do not. Sans Serif type is best for headlines and subheads, and serif font is best for your body copy. Decorative fonts are sometimes effective, but you don't want to use too many typefaces in a given marketing piece—it's not a ransom note!

Wealthy Bag Lady
4214 Glencoe Avenue · Marina Del Rey, CA 90292 · 888-286-0602
Email: Success@WealthyBagLady.com
Free business tips at WealthyBagLady.com

© 2003 Linda Hollander. All rights reserved.

Triple Your Sales with Octopus Marketing



by Linda Hollander, the Wealthy Bag Lady

- **Psychology of color.** Colors are everywhere. They affect our brains, our attitudes, even our nervous systems. The brighter the color, the stronger the emotional response. Green, brown, and red are the most popular food colors. Blue is an appetite suppressant, and it's also associated with business and success. IBM has been known as "Big Blue." Yellow is a thought color; that's why most Post-it notes are yellow. Black gives a feeling of authority and elegance. If your budget only allows you to print your advertising pieces in one color, black on white is usually your best bet. Color can be a great tool for bringing your marketing efforts to life.

Learn from the Stars: Barbie Pink



If you want to understand the importance of color in marketing, just look at the Barbie doll. Barbie was born in a small garage in Hawthorne, California in 1959 (she really looks good for being over forty years old, and her breasts are still perky).

Ruth Handler, Mattel's co-founder and Barbie's creator, saw her young daughter Barbara and her friends playing with teenage and adult cut-out dolls rather than baby dolls. With the adult dolls, the girls could project their grown-up fantasies and try on roles for adulthood. Handler created the curvy plastic statuette and named it Barbie after the nickname of her real daughter. "I believed it was important to a little girl's self-esteem," she has said, "to play with a doll that has breasts."

Pink is the most feminine and romantic color and it was a natural for Barbie's marketing. Pink was part of her packaging, clothes, even her dream houses from the beginning. I've done bags for Mattel and mostly everything is in their signature Barbie pink.

Barbie has become a powerhouse that has changed the entire toy industry and generated millions of dollars worldwide. Over one billion Barbies have been sold and the doll is the flagship of Mattel Toys.

If you sell by mail order, a catalog will be crucial to your business. This doesn't mean it has to be fancy. You could start with something as simple as a black-and-white four-page fold-over and graduate to more sophisticated catalogs as your business grows.

Look at catalogs you like to get an idea of how you want yours to look. As with

Wealthy Bag Lady

4214 Glencoe Avenue · Marina Del Rey, CA 90292 · 888-286-0602

Email: Success@WealthyBagLady.com

Free business tips at WealthyBagLady.com

© 2003 Linda Hollander. All rights reserved.

Triple Your Sales with Octopus Marketing



by Linda Hollander, the Wealthy Bag Lady

brochures and print ads, you can come up with a lot of your own great ideas before you turn to professional designer or printer.

If you produce expensive, four-color catalogs, send them only to customers who you know want them. You can include a response card, your website address, or a fax-back sheet in a less expensive mailing, and send catalogs when they're requested.

Internet Marketing

Internet marketing is another tentacle of Octopus Marketing. E-mail allows you to communicate with people all over the world, sending not only written messages but complex "attached" graphics. A website allows your customers to learn about your products and services twenty-four hours a day. Even if you don't use the internet directly for marketing purposes, it's an indispensable research tool for many aspects of your business.

The internet is a multi-faceted, fast-changing world, and I'll barely scratch the surface in the paragraphs that follow. In the end, the same rules apply to internet marketing and low-tech marketing strategies. The internet is just another outreach and communications tool for solving your customers' problems and alleviating their pain. Start with small steps to integrate the internet into your marketing plans.

Internet service providers

I discussed the basics of computer choice in the "Systems and Equipment" section of chapter 6. The next step is to choose an Internet Service Provider, or ISP. Different ISPs offer different services, but the basic idea behind all of them is to offer data transfer to and from the internet, and allow you to access information and send and receive communications. Services are provided for a monthly fee, a rate based on use, or both.

Research a range of ISPs before you make your choice. Ask friends and business associates what service they use. An important function of an ISP is the storage and handling of your website, so your choice of an ISP will depend, among other considerations, on whether you have a website, and how large it is. You'll also want to know if the ISP provides services such as e-mail forwarding and "autoresponders" that automatically respond when people e-mail you.

I highly recommend choosing an ISP that allows you to talk to a live human being. I'll gladly pay more for a provider with good customer support.

Triple Your Sales with Octopus Marketing



by Linda Hollander, the Wealthy Bag Lady

Your website

A website allows you to present far more information to your potential clients and customers than any brochure or advertisement. With a website, you can describe your services, show your wares in glorious detail, and even sell online.

Registering your domain name should be one of the first steps you take in starting your business. Once you're ready to get your website up and running, you won't be disappointed to learn the name has been grabbed by someone else.

The best way to decide on the basic design and content of your website is to look at other websites. Notice their layouts. Notice how many pages are included in the website, and how the various pages are linked. Is the site easy to navigate? Is it pleasing to the eye? If you sell a product, look at sites that sell products. If you offer a service, study the websites of similar businesses.

Numerous programs are now available for designing and maintaining your own website, with new ones appearing all the time. Large online services such as America Online also offer tools for website design and maintenance. If your website is at all complex, however, you'll probably want to bring in a professional. A good strategy is to hire a designer to give the website a professional look, but insist on a program you can learn yourself so you can update the site without professional assistance.

The look of your website should reflect your basic brand strategy and benefit statement. The design should be pleasing, but fancy bells and whistles are usually not necessary. The website is a branding device and marketing tool. The same basic rules of business communication are true here: It's not about you, it's about the benefits you can offer your customer.

Once your website is designed, executed, and onto the internet through your ISP, people all around the world will be able to access it. How exciting! Unfortunately, they can also access more than a billion other sites, so you'll need to put some effort into drawing "traffic."

Triple Your Sales with Octopus Marketing



by Linda Hollander, the Wealthy Bag Lady

Here are some keys:

- **Search engines.** The first step is to submit to “search engines,” navigational tools that allow internet users to type in a word or phrase and get a list of websites containing that word or phrase. It is estimated that search engines bring 84 percent of traffic to most websites. The submission process can be a challenging and time-consuming task, so you might want to ask a pro to help you out.
- **Internet advertising.** There are a couple of ways you can alert internet users to your Web presence. AOL, Yahoo, and other large portals sell classified ads for under \$20. The way to win with these ads is to have a killer headline and something that makes your ad stand out from the crowd. A more expensive proposition is to put a banner ad on a related site. The effectiveness of a banner ad will depend on how good the fit is between your company and the host site.
- **Links to related sites.** A win-win strategy is to trade links with other website owners. Find a complementary website and call the owner personally. Don’t e-mail them or you may be a victim of “delete, delete, delete.” If someone e-mails you to do a link exchange, call them personally to see if it’s a good fit. Ask them to write their own description of their site as they would like it explained to your web visitors. You could also do a web search for “linking services” to help you find a good match.
- **Low-tech tools.** Don’t forget to use your low-tech marketing strategies to alert your potential clients and customers to your website. Be sure your email address is on all your correspondence and marketing pieces. Take out a classified ad. Send postcards mentioning your site has just been launched or has some great new features.

Wealthy Bag Lady
4214 Glencoe Avenue · Marina Del Rey, CA 90292 · 888-286-0602
Email: Success@WealthyBagLady.com
Free business tips at WealthyBagLady.com

© 2003 Linda Hollander. All rights reserved.

Triple Your Sales with Octopus Marketing



by Linda Hollander, the Wealthy Bag Lady

E-mail marketing

Even if you don't have a website, you can still make use of the internet for marketing. You can send e-mail sales letters much like the ones you send through the postal service. You can use e-mail to distribute your newsletter, or inform people about special offerings. To get the most benefit from your e-mail marketing pieces, encourage people to forward them to their friends.

The first element in a successful e-mail marketing campaign is to collect the e-mail address of every person you talk to. Train your staff to ask for e-mail addresses along with the contact information of everyone who expresses an interest in your business. If you meet someone and she hands you her business card, write down her e-mail address if it isn't listed.

Don't abuse your e-mail privileges. Never even consider sending spam. Assure people that you will not slime them with too many messages. If you have a policy of never selling their names, let people know. Always provide a way for people to remove themselves from your e-mail list. You can even preface the e-mails by telling people that they are receiving the e-mail because they are a subscriber who requested the information.

Here are some considerations for drafting your e-mail messages:

- **ALL CAPS.** When sending e-mail, don't use all capital letters. It looks like you're shouting at the reader.
- **Emoticons.** Emoticons such as :-) give the message a friendly feeling. For more professional correspondence, you may want to leave them off.
- **Length.** The average line length is 55 to 65 characters. Longer lines of type create breaks in awkward places within the sentence.
- **White space.** Leave white space between the lines, so the message will be easy to read. Separating important thoughts and sections with the underline key will also heighten the visual appeal of your message.
- **"From" box.** Put your full name or the name of your business in the "from" box, rather than your e-mail address. Most people would rather open up e-mail from "Mary Jones" than "Mjones@earthlink.net."

Wealthy Bag Lady
4214 Glencoe Avenue · Marina Del Rey, CA 90292 · 888-286-0602
Email: Success@WealthyBagLady.com
Free business tips at WealthyBagLady.com

© 2003 Linda Hollander. All rights reserved.

Triple Your Sales with Octopus Marketing



by Linda Hollander, the Wealthy Bag Lady

Whenever you send e-mail, put a “signature” on the bottom of the correspondence. The e-mail signature is a mini-commercial, and can include elements such as your tag line or a reason to go to your website. Depending on your ISP, the e-mail signature can also include a direct link to your website. Remember to write the words, “Click Here”—when people get a directive, they’re more likely to click through. Use the underline key to make a line before and after the signature to separate it from the body of the e-mail.

Here’s the signature I use on my e-mails:

Wealthy Bag Lady – Tel 888-286-0602
To Get Free Reports on Small Business Success for Women,
Click Here:
<http://www.WealthyBagLady.com>

A final tip: Once you register your domain name, use it in your e-mail address. Instead of Joan@aol.com, use Joan@MyCompany.com. The last time I checked, America Online was not paying you to promote their company, and there are plenty of benefits to promoting your own business. You don’t even need a website to do this. All you need to do is register the domain name with a service that provides this feature. You can even set up a forwarding system so you don’t need to get rid of your old e-mail address.

Technology versus humanity

I went from thinking that computers were for nerds with glasses and pocket protectors, to embracing high-tech and becoming a female nerd (minus the glasses and pocket protector). I love technology, but I don’t let it replace good old-fashioned human conversation. When someone e-mails me with a question, instead of e-mailing them a reply, I call them personally. If someone goes to my site and requests information, I may call them and ask them what they are looking for and how they heard of my company. Websites and e-mail communication are great, but people still buy, sell, and form relationships with other people.

Wealthy Bag Lady
4214 Glencoe Avenue · Marina Del Rey, CA 90292 · 888-286-0602
Email: Success@WealthyBagLady.com
Free business tips at [WealthyBagLady.com](http://www.WealthyBagLady.com)

© 2003 Linda Hollander. All rights reserved.

Triple Your Sales with Octopus Marketing



by Linda Hollander, the Wealthy Bag Lady

Trade Shows

Trade shows exist for virtually every industry, and are a tremendous Octopus Marketing resource. Some trade shows are ordering shows and others are informational. At informational shows, the exhibitors hand out literature, introduce new products, and give out product samples. At ordering shows you can write orders on the spot; if you're exhibiting, this helps recoup your costs.

Whether you're attending or exhibiting, make sure the show is a good match for your product mix or services. The trade show organizer can give you information about the number of attendees from the previous year, who the exhibitors are, who the attendees are, and what they are looking for. Talk to other people who have attended and exhibited at the show.

Attending trade shows

Going to trade shows as an attendee is one of the best ways to learn about your industry, monitor trends, negotiate the best pricing, and form relationships. Attending is a piece of cake next to exhibiting.

Have a plan of attack for the show. Set goals. Get the trade show information in advance and make notes on which exhibitors to talk to. Check out the networking events—seminars, dinners, and mixers are great for learning about industry trends and forming alliances and contacts. Bring a note pad, notebook computer, or portable tape recorder for notes. Take down the information on the people and companies you want to follow up with at the show. If you want to see a key influencer who isn't at the booth, get the contact information of the booth worker and use their name when asking for the target key influencer in the company.

Don't forget to have fun. Being an entrepreneur is your passport to travel, meeting fascinating people, and experiencing life to its fullest. Plan a few fun tourist days at the show location. Traveling is an adventure, and you should take the opportunity to experience the sounds and sights of every destination you visit for business. Go ahead and create some fabulous memories.

Exhibiting at trade shows

A great way to attract new customers, cement relationships with current customers, and monitor trends in your industry is to exhibit at a trade show. Most trade show exhibitors, however, need a course in Selling 101. If you have a great presentation, you will rise above the mediocrity. Exhibiting at a trade show can get expensive, so here are some helpful tips for getting the most out of your trade-show investment.

Wealthy Bag Lady
4214 Glencoe Avenue · Marina Del Rey, CA 90292 · 888-286-0602
Email: Success@WealthyBagLady.com
Free business tips at WealthyBagLady.com

© 2003 Linda Hollander. All rights reserved.

Triple Your Sales with Octopus Marketing



by Linda Hollander, the Wealthy Bag Lady

- **Stay in the hotel where you are exhibiting.** A great deal of trade show sales are made outside of the trade show floor. Being at the sponsor hotel puts you in the middle of a powerful arena, with admittance to all the action.
- **Make your booth friendly.** When designing the layout of your booth, try not to place tables at the front. These tables act as physical barriers, and people become reticent about actually walking into your booth. Make eye contact and greet people in the aisles, so that they feel comfortable about approaching you.
- **Have plenty of brochures and order forms.** I've attended trade shows where exhibitors ran out of literature on the first day. Bring more literature than you think you'll need so that you don't run out at the show. You can even ship your business cards, literature, order forms, samples, and company information to the show location so you don't have to carry it in your luggage.
- **Prepare your presentation.** Better yet, prepare two different trade show specials. Instead of asking, "Can I help you?" ask, "Have you ordered from our company before?" When prospects say no, show them the line and offer them your trade-show special for new customers. If they've ordered from you before, show them your new products and services and give them your trade-show special for preferred VIP customers.
- **Have at least two people working the booth.** Unless the attendance of your show is low, it's very hard to work a booth with only one person. If you're a solo operator, you can bring a friend or family member. Some trade shows offer an option of hiring an additional salesperson to work your booth or you can place a classified ad in a local newspaper prior to the trade show.
- **Give free gifts and promotional items.** Hand out branded gifts and advertising specialties with your business name on them. Customers who receive free company gifts are more likely to order, place orders more often, feel better about your company, and refer other customers.
- **Create a great trade-show bag.** Go for the "billboard effect." Order a larger bag than you think you'll need and make the graphics as dynamic as possible. The way to win here is to have the other exhibitor's bags placed inside yours. Make the design of the bags universal and not show-specific, so you can use any extra bags at another show or for your product literature, samples, and products.

Wealthy Bag Lady
4214 Glencoe Avenue · Marina Del Rey, CA 90292 · 888-286-0602
Email: Success@WealthyBagLady.com
Free business tips at WealthyBagLady.com

© 2003 Linda Hollander. All rights reserved.

Triple Your Sales with Octopus Marketing



by Linda Hollander, the Wealthy Bag Lady

The most important aspect of your trade show experience takes place when you get home. Many businesses exhibit at trade shows, collect names of interested people, and then don't follow up on those leads. If you do a trade show, make a full commitment. After the show, send out an e-mail thanking the attendees for visiting your booth and put in some kind of special offer to them. Mail information to people who requested it. If you think follow-up mailings and offers are too expensive, you shouldn't be exhibiting at the show.

The best follow-up is by telephone. A few years ago, I went to a trade show where one of the exhibitors was a very enterprising young lady named Randi. She used the show as the ultimate lead generator. Her company personally called everyone who had visited their booth and asked if they could make a presentation in person. I accepted the offer, and when Randi showed me her line of corporate gifts I saw many wonderful things that I didn't have time to notice during the hectic atmosphere of the trade show. Because Randi was a master at follow up, I placed many orders with her company.

Measure Your Results

An important key to Octopus Marketing is to keep track of what works and what doesn't. When people call to inquire about your products or place an order, always ask how they heard about your company. Find out where each and every lead comes from. Put a special code on each mailing and ad that you do. When people call to get information or to order, ask them to read the source code so that you can track which marketing pieces and ads are pulling better than others.

Other ways of source coding are special e-mail addresses for different ads, special phone numbers or extensions, and special mailbox addresses or department codes. For example, if you have an ad running in Health Magazine, encourage people to write to your address, Dept. H. Another way to track your ad responses is a special suffix pointer on your website. In the Health magazine example, readers could respond to the website address www.MyCompany.com/healthmagazine.

Most people with websites have no information about who has visited their site. Big mistake! Your website is a robust way to pump up your database. Always have e-mail capture on your website. Don't just provide a guest book. Offer free stuff—such as a free report of valuable information—to get visitors to fill out forms and give their contact information.

Women, as natural multitaskers, are uniquely suited to Octopus Marketing. Put out those tentacles, and watch your business grow.

Wealthy Bag Lady
4214 Glencoe Avenue · Marina Del Rey, CA 90292 · 888-286-0602
Email: Success@WealthyBagLady.com
Free business tips at WealthyBagLady.com

© 2003 Linda Hollander. All rights reserved.

Triple Your Sales with Octopus Marketing



by Linda Hollander, the Wealthy Bag Lady

NOTE FROM THE AUTHOR

I would love to hear from you...



I hope you were elevated and inspired by this special report. I've dedicated it to the winning spirit of women just like you.

Please don't copy or give away this special report. Many hours of my personal time were put into writing it. If you have associates who are interested in the Wealthy Bag Lady special reports on small business success, please refer them to my site: www.WealthyBagLady.com.

If you have any comments, questions, insights, breakthroughs and stories that you would like to share, please e-mail me at info@WealthyBagLady.com. You can also call 1-888-286-0602 or write to Wealthy Bag Lady, P.O. Box 83639, Los Angeles, CA 90083. Please note that any stories submitted may be used in a future publication. Individual stories may or may not be acknowledged. However, as in this publication, names and other details will be camouflaged to protect your privacy.

The entrepreneurial passion has been enflamed. You've got outrageous goals and visions. You've researched your business, thought about it...dreamed about it. Now it's time to take action. Go for it, girl!

I wish you the best of luck with your business. Live well, have fun, discover your greatness, and share your gifts with the world!

Linda Hollander
Wealthy Bag Lady
info@WealthyBagLady.com
888-286-6062

Wealthy Bag Lady
4214 Glencoe Avenue · Marina Del Rey, CA 90292 · 888-286-0602
Email: Success@WealthyBagLady.com
Free business tips at WealthyBagLady.com

© 2003 Linda Hollander. All rights reserved.

Triple Your Sales with Octopus Marketing



by Linda Hollander, the Wealthy Bag Lady

RESOURCES

Education for Women on Raising Capital

American Women's Economic Development Corporation (AWED)

216 E. 45th Street, 10th Floor

New York, NY 10017

www.awed.org

Capital Connection

www.capital-connection.com

Springboard

Springboard Enterprises, www.springboard2000.org

c/o GWU at Mt. Vernon College/Somers

2100 Foxhall Road, NW

Washington, DC 20007

Tel 202-242-6282

www.springboardenterprises.org

Women's Business Development Center (WBDC)

8 South Michigan, Suite 400

Chicago, IL 60603-3306

Tel 312-853-3477

www.wbdc.org

U.S. Small Business Administration (SBA)

800-8-ASK-SBA

www.sba.gov

SBA Women's Business Center

www.sba.gov/womeninbusiness

To Find the Nearest SBA Small Business Development Center

www.sba.gov/sbdc

Wealthy Bag Lady

4214 Glencoe Avenue · Marina Del Rey, CA 90292 · 888-286-0602

Email: Success@WealthyBagLady.com

Free business tips at WealthyBagLady.com

© 2003 Linda Hollander. All rights reserved.

Triple Your Sales with Octopus Marketing



by Linda Hollander, the Wealthy Bag Lady

Business Publications

Barrons
Business 2.0
Business Week
Entrepreneur
Fast Company
Forbes
Fortune
Inc.

Business Training for Women

Wealthy Bag Lady
P.O. Box 83639
Los Angeles, CA 90083
888-286-0602
<http://www.WealthyBagLady.com>

Women's Small Business Expo
www.WomensSmallBusinessExpo.com

Copyrights, Trademarks and Patents

Patent and Trademark Office (USPTO)
www.uspto.gov

Getting Your Press Releases on the Web

www.prweb.com

Linking Partners for Your Web Site

<http://www.LinkLeads.com>

Learning by Phone

<http://www.Teleclass.com>

Sending Personalized Group Email with Attachments

www.group-mail.com

Wealthy Bag Lady
4214 Glencoe Avenue · Marina Del Rey, CA 90292 · 888-286-0602
Email: Success@WealthyBagLady.com
Free business tips at [WealthyBagLady.com](http://www.WealthyBagLady.com)

© 2003 Linda Hollander. All rights reserved.

Triple Your Sales with Octopus Marketing



by Linda Hollander, the Wealthy Bag Lady

Internet Marketing and Ecommerce

www.1shoppingcart.com/app/default.asp?pr=1&id=40826

World Wide Web Hosting

www.Internexions.com

Wealth Training for Women

<http://www.MillionaireWomen.com>

<http://www.WealthyWomen.com>

Women Online

www.Ivillage.com

www.Oxygen.com

www.Women.com

Women's Associations

American Business Women's Association (ABWA)

<http://www.abwa.org>

eWomenNetwork

www.eWomenNetwork.com

National Association of Female Executives (NAFE)

www.nafe.com

National Association of Women Business Owners (NAWBO)

www.nawbo.org

Wealthy Bag Lady

4214 Glencoe Avenue · Marina Del Rey, CA 90292 · 888-286-0602

Email: Success@WealthyBagLady.com

Free business tips at WealthyBagLady.com

© 2003 Linda Hollander. All rights reserved.

Triple Your Sales with Octopus Marketing



by Linda Hollander, the Wealthy Bag Lady

What people are saying about the Wealthy Bag Lady...

“Take it from someone who has gone from living in my car to living in a 5,000 sq. ft home, Linda Hollander knows what she is talking about. She cleverly guides you into unlocking your sleeping powers and getting rid of your hidden fears, helping you to achieve goals far beyond your expectations. This is must read for all women!”

--Georgia Durante, author of *The Company She Keeps*, owner of The Performance Two Driving Team www.performancetwo.com

“Linda Hollander never ceases to amaze me. She must have been born inside an atomic bomb! There seems to be no end to her energy and brilliant ideas. She has made the world a better place to live by helping women. Thank god she had the courage to do it. Way to go, girl!”

--Cordell Vail, CEO, Golden Mailbox



“Linda's wise words and personal stories have empowered me to begin my 4th career at the age of 66! The Wealthy Bag Lady gives you a road map to entrepreneurial success. Watch out world, here comes a Daring Dame!”

--Sandra Schrif, The Business Professional's Speech Coach
Author, *Speak Like a Pro for Profit* (e-book) www.schrift.com

“Linda Hollander is one of the most astute businesswomen I have ever met. She is a rare combination of beauty and brilliance. Her passion is empowering women in their business and personal lives. She helps women and the men who love them”

--Joel Christopher, CEO, www.MasterListBuilder.com

“Linda Hollander is a genius and a woman of pure brilliance. The Wealthy Bag Lady has personally assisted us in creating the company we have today. She goes the extra mile to help you achieve your success. She truly is one of the greatest gifts to walk this earth.”

--Joan Ambrose and Joan Marie Whelan, authors and lecturers
www.joanmariewhelan.com/index.html

Wealthy Bag Lady
4214 Glencoe Avenue · Marina Del Rey, CA 90292 · 888-286-0602
Email: Success@WealthyBagLady.com
Free business tips at WealthyBagLady.com

© 2003 Linda Hollander. All rights reserved.

Triple Your Sales with Octopus Marketing



by Linda Hollander, the Wealthy Bag Lady

ABOUT THE AUTHOR

Linda Hollander is known as the “Wealthy Bag Lady”. She started out worse than broke. She was buried in debt and couldn’t find a way out of the poverty trap.

She and her best friend, Sheryl Felice, used their girl-power to the max. They launched a packaging business called “The Bag Ladies” which sells custom-printed paper and plastic bags to leading-edge companies. She has become the industry leader in teaching entrepreneurial women how to go from *Bags to Riches*.



Linda talked to the nation’s leading business experts and decided to create her own success formula for starting and running a successful business. Her powerful success strategies will change your life forever.

Her company, The Bag Ladies, was formed in 1988. She devised a sales and marketing plan which made the fledgling business profitable in a very short amount of time. Disney, Cisco Systems, Mattel, Universal Studios, Nissan, Yamaha, Sony, Revlon, CBS, Robinson’s May, Edison, Variety, Ocean Spray, Sears and Infiniti are some of her clients.

Having written the book, *Bags to Riches by the Wealthy Bag Lady*, she is a popular international speaker and has learned from the nation’s top business experts. Her passions are business, investing, promotion and packaging (she is a “Bag Lady”, after all).

As the founder of the *Women’s Small Business Expo*, she has engineered massive empowerment events that take place every year all over the country. Linda has over 20 years of business experience in sales, marketing, design, promotion and creating lifetime customers.

Linda Hollander owes her success to the wonderful people in her life: Her parents, Bob and Blossom Hollander, Rhoda and Howard Goldie, and her best friend, Sheryl Felice. She lives in Los Angeles, California with her husband, Leslie Greenfield, and their two cats, Carmella and Sneakers.

Wealthy Bag Lady
4214 Glencoe Avenue · Marina Del Rey, CA 90292 · 888-286-0602
Email: Success@WealthyBagLady.com
Free business tips at WealthyBagLady.com

© 2003 Linda Hollander. All rights reserved.

Triple Your Sales with Octopus Marketing



by Linda Hollander, the Wealthy Bag Lady

The Octopus is Mightier than the Elephant

The elephant uses her trunk to get what she wants, but she is clumsy, slow, and inefficient. Her skin also needs a good moisturizer, but that's another story. The octopus uses her many tentacles to get what she wants. She is able to do many things at one time. The octopus is streamlined, graceful, and competent.

Many women business owners, if they do any marketing at all, do elephant marketing. Elephant marketing is a weak, clumsy, one-prong approach to attracting customers. Grabbing peanuts one at a time is not an efficient way to sustain life.

Elephant marketing is like a house of cards that can blow away with the slightest wind. If a hungry new competitor moves into your territory, you can be knocked out of the game. If the economy goes into a downturn, you have no backup methods of acquiring new accounts. With elephant marketing you are not keeping up with business trends or technological advances. If you don't move ahead, you are left behind.

Octopus marketing is elegant and efficient. Just as the octopus use her many tentacles to get what she wants, octopus marketing is a multi-pronged approach for acquiring and retaining customers. Octopus marketers do high-tech, low-tech, and no tech marketing all at the same time. High-tech marketing includes your company website, e-mail campaigns, newsgroup, and chat-group postings. Low tech includes direct mail, display ads, directory listings, articles, news releases, information products, booklets, free reports, radio, even television ads. No-tech marketing includes high-touch methods such as networking, trade shows, speeches, seminars, and promotional gifts.

Wealthy Bag Lady
4214 Glencoe Avenue · Marina Del Rey, CA 90292 · 888-286-0602
Email: Success@WealthyBagLady.com
Free business tips at WealthyBagLady.com

© 2003 Linda Hollander. All rights reserved.

Triple Your Sales with Octopus Marketing



by Linda Hollander, the Wealthy Bag Lady

The Lure of Marketing

Every company, no matter what it does, is a sales and marketing company. Or make that marketing and sales. The familiar expression you've heard so often is actually backwards. Marketing—everything you do to attract customers—comes first. Then comes sales, which is everything you do to close the deal. The more effective your marketing, the easier your sales.

Marketing is one of the noblest endeavors in the world. Your clients are out there searching for you, and marketing helps them find you and your product or service. The law of attraction says that what you are searching for is also trying to find you.

According to Nancy Michaels and Debbie Karpowicz, authors of *Off the Wall Marketing Ideas*, you should “Put aside any tendencies to downplay your strengths for the sake of appearing modest when you are self-marketing, especially when your budget is small and the competition is fierce. Self-promotion does not mean bragging, and boring others with how great you are. It simply means making others aware of your business and the services and advantages that it offers.”

Small business experts say to spend anywhere from 20 to 50 percent of your time, at least in the early days, on drumming up business. It may just be a matter of working the phones to remind people that you're out there—calling your contacts, calling your contacts' contacts, and cold-calling hot prospects. Your marketing will become more sophisticated as your business becomes more established.

[Denise Michaels](#), author of *Testosterone Free Marketing for Women*, told me in an interview, “Many women get into the ‘Field of Dreams’ school of marketing, which is no marketing at all. Subconsciously, they think, ‘If I build it, they will come.’ Honey, the world is not waiting to beat a quick path to your door.”

Marketing cannot be just a one-shot deal. A successful campaign must include many coordinated exposures to current and potential customers. Octopus Marketing works because you need at least five hits—anything from a word-of-mouth referral to a splashy ad on TV—before a sale is made.

Triple Your Sales with Octopus Marketing



by Linda Hollander, the Wealthy Bag Lady

Target Your Market

Defining your target market is an important component of Octopus Marketing. Your target market is the specific segment of the population who can use your product or service. Don't tell me your product is for everyone. It's not. You're actually better off if you narrowly identify your target market and niche your business. Your niche will make you rich. You can always expand a narrow niche to include more types of customers.

One way to look at your target market is in terms of demographics and psychographics. Demographics are external socioeconomic factors such as age, income, sex, occupation, education, and family size. These factors are easy to measure. Psychographics are internal factors—what makes people tick and how they view themselves in relation to the world. Both are essential in your marketing plan.

Victoria's Secret offers a marvelous example of a defined target market. Demographically, the typical Victoria's Secret customer is a 26-year-old single female earning under \$40,000 a year. She is a college graduate with a bachelor's degree. This woman drives a Toyota Camry and works at an advertising agency. She reads *Cosmopolitan*, *Vogue*, and *Glamour* magazines and romance novels.

Psychographically, the Victoria's Secret customer wants to be beautiful, sexy, desirable, and loved. This woman wants to be taken seriously in her career and to express her sensual side and playful spirit. She is in touch with her femininity, but is also very strong and independent. Because the target customer for Victoria's Secret is a romantic who wants to be beautiful and desirable, the company uses fantasy imagery in its advertising.

Victoria's Secret is marketed to a younger demographic, so you won't find any control-top underwear in their line. Young women don't need to pull anything in or pick anything up off the floor. When Victoria's Secret came up with a line of cosmetics, they didn't include any line preventers, age-defying creams, or products for "mature skin."

You're probably thinking, "But my 60-year-old mother shops at Victoria's Secret" or, "My 15-year-old niece buys lingerie at Victoria's Secret." This proves that target marketing really works. By tightly defining their market, they have broadened their appeal. Your mother or niece shops at Victoria's Secret because she wants to feel like the 26-year-old woman with the glamorous lifestyle.

Wealthy Bag Lady

4214 Glencoe Avenue · Marina Del Rey, CA 90292 · 888-286-0602

Email: Success@WealthyBagLady.com

Free business tips at WealthyBagLady.com

© 2003 Linda Hollander. All rights reserved.

Triple Your Sales with Octopus Marketing



by Linda Hollander, the Wealthy Bag Lady

For effective marketing, you need to know the age, sex, ethnicity, income level, family size, geographic location, and education of your target market. More importantly, you need to know their motivations, challenges, problems, core values, and desires. Remember, people buy emotionally to eradicate their pain and solve their problems. What is the problem that you are the solution to? What makes your perfect customer get up in the morning? What makes their heart sing?

Once you've targeted your market, you can start deciding how best to reach them.

Word of Mouth

Most people are exposed to 200 to 1,000 sales communications a day, and act on very few of them. They develop a "propaganda radar." Word of mouth is a way to break through this radar. Imagine that a friend calls you to recommend a movie, book, or product. You may not take every recommendation, but you'll probably take one or two out of five. In other words, you're much more likely to act on a recommendation from a friend, colleague, or trusted adviser than a commercial communication.

Absolutely nothing beats word of mouth as a marketing tool. It relies on the spoken word, rather than the premeditated sales strategy. Not only is it free of cost, but it's free of any perceived manipulation by the company offering the product or service. It's this independent credibility that gives word of mouth its awesome power.

Most people believe that word of mouth is pure happenstance, something they cannot control. In fact there's a science to word of mouth marketing. As [George Silverman](#) says in *The Secrets of Word of Mouth Marketing*, "The idea that word of mouth cannot be harnessed is probably the most dangerous and costly marketing oversight."

Endorsements and testimonials from satisfied customers are one of the most persuasive forms of Octopus Marketing. They enhance your credibility and make your message more believable. Your assignment is to become an avid collector of testimonials. When a client gives you a compliment, ask them if they will put their kind words in writing or if you can quote them. When you have your collection of testimonials, you have a powerful arsenal.

Triple Your Sales with Octopus Marketing



by Linda Hollander, the Wealthy Bag Lady

Key influencers who have high name recognition make the most compelling testimonials. If you have worked with people who are held in high esteem or represent highly respectable corporations, by all means quote them in your literature. Always use the person's full name, company (if appropriate), and where they are from. Don't use initials or an initial for the last name. The endorsement will lose power and credibility.

Here are some ways of harnessing word of mouth:

- Provide a superior product
- Give speeches, teach seminars and workshops
- Create a referral selling program
- Reach key influencers in your marketplace
- Provide a direct, low-risk experience with your product, such as a demo or trial sample
- Provide an iron-clad guarantee

Whenever someone does you the word-of-mouth favor of referring a new customer, call and thank him or her. Scott, the owner of a catalog-printing company, referred an excellent customer to me. I called Scott, thanked him personally, and told him that if I came across customers who need beautiful four-color brochures I would send them his way. I even got an added bonus for making the call—Scott referred another prospect to me, named Helen. I called Helen and closed another sale. The payoff for the short thank-you call was thousands of dollars.

Insights and Wit

“Even those deaf to the bragging cries of the marketplace will listen to a friend.”

—Dr. Paddi Lund, author, *Building the Happiness Centered Business*

Wealthy Bag Lady
4214 Glencoe Avenue · Marina Del Rey, CA 90292 · 888-286-0602
Email: Success@WealthyBagLady.com
Free business tips at WealthyBagLady.com

© 2003 Linda Hollander. All rights reserved.

Triple Your Sales with Octopus Marketing



by Linda Hollander, the Wealthy Bag Lady



Learn From the Stars: The Power of Word of Mouth

When Celestial Seasonings first began to sell herbal teas, the company was so small it couldn't afford to advertise. So the company president, Mo Siegel, enclosed a note in each box of tea asking people tell their friends how good it was, or better yet, to serve it whenever they could.

Because Celestial Seasonings produces a quality product with marvelous packaging, its satisfied customers eagerly shared the news with their friends. Starting with word of mouth, the company has grown into one of the largest distributors of herbal tea in America.

Free Publicity

Media coverage is one of the most powerful Octopus Marketing tools available. Not only does it spread the word about your company, it also enhances your credibility, improves your image, and has the potential to boost your business. Positive press coverage may not guarantee fame and fortune, but it can offer swift passage from obscurity to prominence. No other medium carries the weight of the independent press.

Publicity does have its drawbacks. You get immediate and long-term results, but you have very little control—you can't target your market. Exposure is directed toward a broad audience, who may not be your potential customers. You may also have to share the spotlight with a competitor or those with opposing views.

Look for the news value in your story, and don't confuse a news story with an advertisement. Do your homework on the "target demographic." This is the audience for the radio show, magazine, or newspaper. Remember that the media like controversy. You could be part of a trend or anti-trend. Community involvement can get you publicity. You can also be one of the experts that they call on a particular story.

Whenever you pitch for media coverage, be sure to have a hook. Nancy Greystone, a radio producer in Los Angeles, the biggest radio market in the United States, recalls an accountant who called to pitch her. He obviously had never listened to the show or bothered to think of a hook. If this guy had any media savvy, he would have suggested that he could be on the show near April 15th to tell listeners how they could save on their taxes.

Wealthy Bag Lady
4214 Glencoe Avenue · Marina Del Rey, CA 90292 · 888-286-0602
Email: Success@WealthyBagLady.com
Free business tips at WealthyBagLady.com

© 2003 Linda Hollander. All rights reserved.

Triple Your Sales with Octopus Marketing



by Linda Hollander, the Wealthy Bag Lady

Radio and television interviews can be unnerving, but they are great free publicity. People who tune in to talk radio actively listen to the subjects being discussed. These listeners are good consumers, and talk radio is skewed to an audience over 30 years old. Radio is probably the most publicity-friendly medium. The host will usually let you mention your company name and contact information or, better yet, they can mention it for you.

Television appearances are considered the pinnacle of publicity, but in fact television has its drawbacks. If you appear on a popular morning show like *Today* or *Good Morning America*, good for you, though the producers may look askance at your mentioning the name and contact information of your company. They're looking for good consumer information and entertainment, not advertising. Also, the viewers who watch morning television are usually rushing to get started with their day and paying only selective attention. With radio or print advertising, the readers and listeners are more focused on you and your message.

When seeking out free publicity, start with your local newspapers. They are easier to break into than national newspapers like *USA Today*, or large metropolitan papers like the *New York Times*. For radio interviews, you can cut your teeth in small markets like the Midwest and then graduate to the large and crowded markets like Los Angeles, New York, and Chicago.

After you get publicity, promote it like crazy. Mention it when you pitch other media outlets. Include magazine and newspaper articles about your business with catalogs to prospective customers.

Debbie Hobar, founder of Precious Places, a shop-at-home children's room decorating service in Fairfax Station, Virginia, succeeded in getting a mention in *Glamour*, *Entrepreneur*, and *Home Office Computing*. "As soon as you're on one national publication, it snowballs," says Hobar. "As soon as you hit a national publication, your business takes a whole new approach."

Be ready to pounce on opportunities for publicity. If you can link your business to breaking news, call the media—quick! Joel Roberts is a former Los Angeles radio talk show host and media consultant par excellence. I attended a seminar of his, in which he talked about working with Steven Covey, author of the *Seven Habits of Highly Effective People* and a college professor. Covey was uncomfortable with the media culture of hype and sound bytes. Joel said, "A book is about light for all time, but the media is about the heat of the moment." I've never forgotten that. Your media message needs to contain heat and immediacy. If your energy and life force scream out at producers and editors—and the consumers they serve—the sheer force of your power will be magnetic, and wonderful things will happen for you.

Wealthy Bag Lady
4214 Glencoe Avenue · Marina Del Rey, CA 90292 · 888-286-0602
Email: Success@WealthyBagLady.com
Free business tips at WealthyBagLady.com

© 2003 Linda Hollander. All rights reserved.

Triple Your Sales with Octopus Marketing



by Linda Hollander, the Wealthy Bag Lady



Hazardous to Your Wealth: Publicity Versus Trade Secrets

You may feel a conflict of interest between getting publicity and protecting your ideas. You want as many people as possible to know about your business, but you don't want them to steal your ideas or trade secrets. My partner Sheryl Felice and I were approached early in our entrepreneurial careers to be the subject of articles in newspapers and magazines. The story of our business, The Bag Ladies, was very newsworthy. Unfortunately, we were victims of fear mentality and worried that if we broadcast our business story other people would rip off our ideas. We also rationalized that ours was a business-to-business service, and the readers of the articles would not be our target market. Big mistake! By turning down free publicity, we left a lot of opportunities and money on the table.

News releases and media kits

A news release is a straightforward document you send to editors of print and online media to call their attention to a newsworthy aspect of your business. It should be two or three pages double-spaced, with your contact information in the upper right-hand corner. Your goal is not to write the story for them, but to encourage them to write the story about you.

Another tool for gaining publicity in your Octopus Marketing Plan is the media kit. Editors and producers get lots of media kits every day, so package yours in a provocative way and make it compelling.

Wealthy Bag Lady
4214 Glencoe Avenue · Marina Del Rey, CA 90292 · 888-286-0602
Email: Success@WealthyBagLady.com
Free business tips at WealthyBagLady.com

© 2003 Linda Hollander. All rights reserved.

Triple Your Sales with Octopus Marketing



by Linda Hollander, the Wealthy Bag Lady

Your media kit could contain:

- A cover letter
- A fact sheet about your business
- News releases
- Photocopies of articles that have been written about you
- Photographs: black and white and glossy head shots
- Brochures and other related materials
- Biographical information
- Product samples
- Books you've written
- Suggested interview questions
- Audio tapes of radio interviews
- Video tapes of television appearances
- Wild promotional give-aways

Be creative in sending and packaging your media kit. Most media seekers send their press kit in a folder. I send mine in a shopping bag with lots of goodies. Some publicity seekers put their media kit on their website and suggest that editors and producers log on. This cuts down on phone tag and lag time, and may accelerate decisions. According to [Alex Carroll](#) of Radio Publicity, even if you have an online media kit, be sure to also send the radio station a hard copy. That way the show producer can take it into a meeting with other colleagues.

Wealthy Bag Lady
4214 Glencoe Avenue · Marina Del Rey, CA 90292 · 888-286-0602
Email: Success@WealthyBagLady.com
Free business tips at WealthyBagLady.com

© 2003 Linda Hollander. All rights reserved.

Triple Your Sales with Octopus Marketing



by Linda Hollander, the Wealthy Bag Lady

Winning Women: A Media Kit with Wit



Debbie Karpowicz wrote a humorous dating book called *I Love Men in Tasseled Loafers*. She also created a special drink, the “Tasseled Loafer,” which was served at her book-signing parties at hotels. Karpowicz sent her book, the recipe for the drink, and a shoehorn to the media in shoe boxes. Her news release was rolled up and tied with actual tasseled leather laces. She also concocted chocolate loafer lollipops, and included them in her media kit.

In response, Karpowicz received scores of calls from curious local and national media. Editors proclaimed that her presentation was one of the wittiest they had ever seen.

Creative events

Events are a great way of attracting media. This could be anything from a grand opening of your store to participating in a public charity fundraiser. Some companies do monthly events tied to holidays—Valentine’s Day, St. Patrick’s Day, Easter, Back to School, Thanksgiving, and Christmas are great for promotions.

Debbie Allen, author of *Secrets of Shameless Promotion*, gave me an absolute gem. You can create special events such as conferences, award shows, luncheons, or parties and register them with Chases Directory of Events (www.chases.com). You can even register your own holiday.

The catchier your event is, the more likely it is to attract attention. At an animal rights’ group event, a young lady had her nude body painted like a tiger complete with stripes and whiskers and put herself inside a cage. The group was protesting the use of these magnificent big cats in the circus. Outrageous? Controversial? Gutsy? Sure it was, but the media was there in droves.

Wealthy Bag Lady

4214 Glencoe Avenue · Marina Del Rey, CA 90292 · 888-286-0602

Email: Success@WealthyBagLady.com

Free business tips at WealthyBagLady.com

© 2003 Linda Hollander. All rights reserved.

Triple Your Sales with Octopus Marketing



by Linda Hollander, the Wealthy Bag Lady

Advertising

The main difference between advertising and publicity is that advertising is costly—often very costly—and publicity is free or low cost. Additionally, free publicity is more believable; paid advertising doesn't always make it past people's "propaganda radar."

With advertising, you control the content, target your audience, and you are the sole focus of the ad. The life span of an ad will depend on where it's placed; a yellow-pages ad lasts a year, while a TV spot is gone in fifteen or thirty seconds. Most advertising must be repeated to be effective. A one-time newspaper or radio ad is like throwing your money away.

The impact of your ad will depend, to a great extent, on its design. The best ads are brief and focused on special products or services. If you have design experience, you're in like flint. If not, consider hiring a professional to help you; I discuss graphic designers and artists in the "Look Good in Print" section of chapter 7.

Insights and Wit

"Success is not to be pursued. It is to be attracted by the person you become."

—Jim Rohn, international speaker on success

Print advertising

With all print advertising—yellow pages, newspapers, magazines—contact the salespeople and inquire about the demographics. To compare apples with apples, figure out your "audience delivery" in cost per thousand, or CPM (yes, it seems like it should be CPT, but the "M" stands for the Roman numeral for one thousand). Always contact the publication you are thinking about and ask for a media kit. Remember that ad rates are negotiable, especially if you do repeat advertising.

Consider the shelf life of the publication. If you buy enough print advertising, ask the publication to do an article on your business. Articles plus display ads are a powerful mix of exposure and believability.

Wealthy Bag Lady
4214 Glencoe Avenue · Marina Del Rey, CA 90292 · 888-286-0602
Email: Success@WealthyBagLady.com
Free business tips at WealthyBagLady.com

© 2003 Linda Hollander. All rights reserved.

Triple Your Sales with Octopus Marketing



by Linda Hollander, the Wealthy Bag Lady

- **Yellow Pages.** The yellow pages ad is usually the first type of display advertising a business purchases. The positive side is that it is highly directed to your target market. The downside is that you are next to all your competitors. A display ad has more impact than an in-column listing. The yellow pages sales representative may even help you design the ad.
- **Business Directories.** There are many excellent trade directories that your target customer may also keep around for an entire year. Prospects consult directories whenever they need your product or service. Although you will be sharing the page with your competitors, these directories are powerful marketing tools.
- **Classified Ads.** These ads are good for testing the demand for a new product. Many entrepreneurs advertise for a product, even before they have produced it or purchased it. If enough people show interest, they know they can make the investment in the new goods. Classified ads are also good for testing ad copy. You can put a few different ads in the same section of the paper with different verbiage and see which one pulls in the most responses.
- **Newspapers.** This form of print advertising is easy to get in quickly. However, newspapers usually have a shelf life of only 24 hours. With newspaper ads, you need to budget for repeat exposure. This helps build recognition and credibility.
- **Magazines.** The advantage of magazines is that they are aimed at special interests and easy to target. Additionally, readers spend more time browsing magazines than newspapers. Magazines have a shelf life of one to six months, which helps justify the expense.

Wealthy Bag Lady
4214 Glencoe Avenue · Marina Del Rey, CA 90292 · 888-286-0602
Email: Success@WealthyBagLady.com
Free business tips at WealthyBagLady.com

© 2003 Linda Hollander. All rights reserved.

Triple Your Sales with Octopus Marketing



by Linda Hollander, the Wealthy Bag Lady

Broadcast advertising

Most small business owners believe that radio and television advertising is way beyond their means and not really targeted to their customers, but you may find it's well worth the investment. Establish your target market and set a rough budget. Contact the salespeople and find out the CPM, but also get references and talk to other businesspeople about their results with advertising on broadcast media. As with print advertising, repeat exposure works well. Plan on running ads for at least three months.

- **Radio.** This is usually the better medium for entrepreneurs, because it's less expensive and easier to break into. If you've never worked with broadcast media, you may want to consider hiring a consultant or advertising agency to guide you. According to advertising agency owner Gene Murray, "If the businessperson tries to do it on their own, they may get confused because every radio station in the country says they're number one in a certain time spot or with a certain audience." Some radio stations will put your ad together for free, and maybe even provide a well-known broadcast personality to be the "voice" of your business.
- **Television.** A magic medium called cable television has made it possible for small businesses to pinpoint a small geographical area and target audience. The industry standard is for 30-second spots on television. An example of a great fit is a sporting goods store who can advertise locally during the national broadcast of Monday Night Football carried by the local affiliate of ESPN. At one time, automobile tire ads were placed in the Sports section. Excuse me, don't women need tires for their cars?

Wealthy Bag Lady
4214 Glencoe Avenue · Marina Del Rey, CA 90292 · 888-286-0602
Email: Success@WealthyBagLady.com
Free business tips at WealthyBagLady.com

© 2003 Linda Hollander. All rights reserved.

Triple Your Sales with Octopus Marketing



by Linda Hollander, the Wealthy Bag Lady

Direct Mail

Even in the digital age, direct mail is still one of the most powerful forms of marketing. There's nothing quite like sending your sales letter, brochure, post card, or catalog directly to the home or business of your prospective customer.

The trick is to determine where to send the direct mail. Some businesses, such as restaurants or retail stores, are particularly suited to direct-mail marketing, because they can simply target the neighborhood where the business is located. More likely, you will need to make use of a mailing list.

The best mailing lists are the ones you create yourself, consisting of existing customers as well individuals and companies that have shown interest in your product. You can also purchase mailing lists directly from the likes of catalog companies, magazine publishers, or manufacturers. A list broker can help you decide on the best list for your business.

Sales letters

Sales letters are text-intensive direct-mail pieces that produce marketing magic for your business. People still love to read letters. When sending your sales letters, try to make them look as personal as possible. Anything that looks like a mass mailing is more likely to get tossed in the trash. If you can, hire people to hand-address the envelope, or use a computer program that simulates the look of hand-written addresses. You can also put the letter in a card-sized envelope. When sending mailings for the Wealthy Bag Lady, I put them in brown paper bags so they stand out from all those other white business-sized envelopes.

If possible, use a stamp instead of metered postage. The prettier the stamp, the more likely the letter will be opened. Don't just put your company name and the address of the recipient on the envelope. Include some scintillating teaser copy to be sure the letter isn't thrown in the round file before the recipient opens it. The teaser copy could be a great testimonial, a challenge, a provocative question, or your special limited-time offer.

Wealthy Bag Lady
4214 Glencoe Avenue · Marina Del Rey, CA 90292 · 888-286-0602
Email: Success@WealthyBagLady.com
Free business tips at WealthyBagLady.com

© 2003 Linda Hollander. All rights reserved.

Triple Your Sales with Octopus Marketing



by Linda Hollander, the Wealthy Bag Lady

Here are some elements of a great sales letter:

- **Headline.** Just as compelling headline in a newspaper will make you read the article, a good headline will cajole your prospect into reading your sales letter. “Ten Mistakes Most Business Owners Make and How to Avoid Them” and “How to Have a Hollywood Body Without Dieting” are good examples of provocative headlines that promise important information the reader wants to know.
- **Photograph.** People’s eyes are drawn to photographs. It could be of you—to show you’re not a faceless corporation—your product, or the benefit of using your service. Research shows that people respond to illustrations or photos showing the product in use, more than to those that show it just sitting there. A house-cleaning service could show a photograph of a couple escaping the tyranny of house cleaning and running with the kids and the dog at the beach.
- **Body.** Don’t be afraid of long copy. If people are interested, they will read a long letter. Don’t just tell the reader about your company and how great it is. Let them know what’s in it for them. State the problem, and then show the reader how you provide solutions and benefits they need. People buy benefits and solutions to their problems.
- **The P.S.** Many people read the headline of a letter, then glance at the photograph, and then read the P.S. before committing to the body of the letter. This is your chance to summarize your message, create a sense of urgency, and draw your reader in.

Brochures, flyers, and catalogs

These printed marketing pieces are more polished and immediate than sales letters. The format is more visual and less text intensive, but the rules of good copy are the same. If you’re mailing the brochure or flyer, you should also enclose a cover letter that has all the elements of the sales letter.

The winning formula for brochures and flyers is to state the problem, then tell the reader why your company is the solution. Make the solution simple and straightforward. Your company name and contact information should be prominent. But nobody cares about a company name until they’re already interested in the product or service. And nobody is interested in a product or service until they have a sense that it can solve their problem and ease their pain.

Wealthy Bag Lady
4214 Glencoe Avenue · Marina Del Rey, CA 90292 · 888-286-0602
Email: Success@WealthyBagLady.com
Free business tips at WealthyBagLady.com

© 2003 Linda Hollander. All rights reserved.

Triple Your Sales with Octopus Marketing



by Linda Hollander, the Wealthy Bag Lady

As with print advertisements, you might want to hire a professional to help you polish the design, but you'll certainly want to offer some input, since you know your business better than anyone else.

- **Concept Phase.** Start a design file. When you see a great advertising piece, cut it out and put it in a file. Print out good visuals from the internet for inspiration. Bring in your success team for a brainstorming session.
- **Layout.** Sketch out layouts for your piece. The overall layout is what people will see first. People read from the top left of the page to the bottom right, so either of these quadrants would be good for your logo and ordering information. I like to layout my designs on computer, but you can also do freehand drawings. Many publishing programs have style sheets that you can use. You choose the layout and then fill in your headlines, body copy, and graphics. These templates are good, but should be used as a starting off point only. You don't want your layout to look like everyone else's.
- **Headline.** Headlines are extremely important with brochures and flyers. Make sure they communicate your most important message. Limit the headline to three lines or less of text. Unless your headline is only a few words, caps and lower case is easier to read than all capital letters.
- **Copy.** Usually less is more. The shorter the paragraph, the more likely it will be read. Limited bullets, good use of color, lots of white space—all these elements enhance your message by making the copy easy to read. A few strong, brief points are far more effective than dozens of weak ones or strong ones hampered by excess verbiage. Flush left and ragged right is the best paragraph style. This gives an informal look and doesn't create awkward spaces between the words.
- **Typefaces.** Serif fonts (such as Times New Roman) have little tails finishing off the main strokes of the letters. Sans serif fonts do not. Sans Serif type is best for headlines and subheads, and serif font is best for your body copy. Decorative fonts are sometimes effective, but you don't want to use too many typefaces in a given marketing piece—it's not a ransom note!

Wealthy Bag Lady
4214 Glencoe Avenue · Marina Del Rey, CA 90292 · 888-286-0602
Email: Success@WealthyBagLady.com
Free business tips at WealthyBagLady.com

© 2003 Linda Hollander. All rights reserved.

Triple Your Sales with Octopus Marketing



by Linda Hollander, the Wealthy Bag Lady

- **Psychology of color.** Colors are everywhere. They affect our brains, our attitudes, even our nervous systems. The brighter the color, the stronger the emotional response. Green, brown, and red are the most popular food colors. Blue is an appetite suppressant, and it's also associated with business and success. IBM has been known as "Big Blue." Yellow is a thought color; that's why most Post-it notes are yellow. Black gives a feeling of authority and elegance. If your budget only allows you to print your advertising pieces in one color, black on white is usually your best bet. Color can be a great tool for bringing your marketing efforts to life.

Learn from the Stars: Barbie Pink



If you want to understand the importance of color in marketing, just look at the Barbie doll. Barbie was born in a small garage in Hawthorne, California in 1959 (she really looks good for being over forty years old, and her breasts are still perky).

Ruth Handler, Mattel's co-founder and Barbie's creator, saw her young daughter Barbara and her friends playing with teenage and adult cut-out dolls rather than baby dolls. With the adult dolls, the girls could project their grown-up fantasies and try on roles for adulthood. Handler created the curvy plastic statuette and named it Barbie after the nickname of her real daughter. "I believed it was important to a little girl's self-esteem," she has said, "to play with a doll that has breasts."

Pink is the most feminine and romantic color and it was a natural for Barbie's marketing. Pink was part of her packaging, clothes, even her dream houses from the beginning. I've done bags for Mattel and mostly everything is in their signature Barbie pink.

Barbie has become a powerhouse that has changed the entire toy industry and generated millions of dollars worldwide. Over one billion Barbies have been sold and the doll is the flagship of Mattel Toys.

If you sell by mail order, a catalog will be crucial to your business. This doesn't mean it has to be fancy. You could start with something as simple as a black-and-white four-page fold-over and graduate to more sophisticated catalogs as your business grows.

Look at catalogs you like to get an idea of how you want yours to look. As with

Wealthy Bag Lady

4214 Glencoe Avenue · Marina Del Rey, CA 90292 · 888-286-0602

Email: Success@WealthyBagLady.com

Free business tips at WealthyBagLady.com

© 2003 Linda Hollander. All rights reserved.

Triple Your Sales with Octopus Marketing



by Linda Hollander, the Wealthy Bag Lady

brochures and print ads, you can come up with a lot of your own great ideas before you turn to professional designer or printer.

If you produce expensive, four-color catalogs, send them only to customers who you know want them. You can include a response card, your website address, or a fax-back sheet in a less expensive mailing, and send catalogs when they're requested.

Internet Marketing

Internet marketing is another tentacle of Octopus Marketing. E-mail allows you to communicate with people all over the world, sending not only written messages but complex "attached" graphics. A website allows your customers to learn about your products and services twenty-four hours a day. Even if you don't use the internet directly for marketing purposes, it's an indispensable research tool for many aspects of your business.

The internet is a multi-faceted, fast-changing world, and I'll barely scratch the surface in the paragraphs that follow. In the end, the same rules apply to internet marketing and low-tech marketing strategies. The internet is just another outreach and communications tool for solving your customers' problems and alleviating their pain. Start with small steps to integrate the internet into your marketing plans.

Internet service providers

I discussed the basics of computer choice in the "Systems and Equipment" section of chapter 6. The next step is to choose an Internet Service Provider, or ISP. Different ISPs offer different services, but the basic idea behind all of them is to offer data transfer to and from the internet, and allow you to access information and send and receive communications. Services are provided for a monthly fee, a rate based on use, or both.

Research a range of ISPs before you make your choice. Ask friends and business associates what service they use. An important function of an ISP is the storage and handling of your website, so your choice of an ISP will depend, among other considerations, on whether you have a website, and how large it is. You'll also want to know if the ISP provides services such as e-mail forwarding and "autoresponders" that automatically respond when people e-mail you.

I highly recommend choosing an ISP that allows you to talk to a live human being. I'll gladly pay more for a provider with good customer support.

Triple Your Sales with Octopus Marketing



by Linda Hollander, the Wealthy Bag Lady

Your website

A website allows you to present far more information to your potential clients and customers than any brochure or advertisement. With a website, you can describe your services, show your wares in glorious detail, and even sell online.

Registering your domain name should be one of the first steps you take in starting your business. Once you're ready to get your website up and running, you won't be disappointed to learn the name has been grabbed by someone else.

The best way to decide on the basic design and content of your website is to look at other websites. Notice their layouts. Notice how many pages are included in the website, and how the various pages are linked. Is the site easy to navigate? Is it pleasing to the eye? If you sell a product, look at sites that sell products. If you offer a service, study the websites of similar businesses.

Numerous programs are now available for designing and maintaining your own website, with new ones appearing all the time. Large online services such as America Online also offer tools for website design and maintenance. If your website is at all complex, however, you'll probably want to bring in a professional. A good strategy is to hire a designer to give the website a professional look, but insist on a program you can learn yourself so you can update the site without professional assistance.

The look of your website should reflect your basic brand strategy and benefit statement. The design should be pleasing, but fancy bells and whistles are usually not necessary. The website is a branding device and marketing tool. The same basic rules of business communication are true here: It's not about you, it's about the benefits you can offer your customer.

Once your website is designed, executed, and onto the internet through your ISP, people all around the world will be able to access it. How exciting! Unfortunately, they can also access more than a billion other sites, so you'll need to put some effort into drawing "traffic."

Triple Your Sales with Octopus Marketing



by Linda Hollander, the Wealthy Bag Lady

Here are some keys:

- **Search engines.** The first step is to submit to “search engines,” navigational tools that allow internet users to type in a word or phrase and get a list of websites containing that word or phrase. It is estimated that search engines bring 84 percent of traffic to most websites. The submission process can be a challenging and time-consuming task, so you might want to ask a pro to help you out.
- **Internet advertising.** There are a couple of ways you can alert internet users to your Web presence. AOL, Yahoo, and other large portals sell classified ads for under \$20. The way to win with these ads is to have a killer headline and something that makes your ad stand out from the crowd. A more expensive proposition is to put a banner ad on a related site. The effectiveness of a banner ad will depend on how good the fit is between your company and the host site.
- **Links to related sites.** A win-win strategy is to trade links with other website owners. Find a complementary website and call the owner personally. Don't e-mail them or you may be a victim of “delete, delete, delete.” If someone e-mails you to do a link exchange, call them personally to see if it's a good fit. Ask them to write their own description of their site as they would like it explained to your web visitors. You could also do a web search for “linking services” to help you find a good match.
- **Low-tech tools.** Don't forget to use your low-tech marketing strategies to alert your potential clients and customers to your website. Be sure your email address is on all your correspondence and marketing pieces. Take out a classified ad. Send postcards mentioning your site has just been launched or has some great new features.

Wealthy Bag Lady
4214 Glencoe Avenue · Marina Del Rey, CA 90292 · 888-286-0602
Email: Success@WealthyBagLady.com
Free business tips at WealthyBagLady.com

© 2003 Linda Hollander. All rights reserved.

Triple Your Sales with Octopus Marketing



by Linda Hollander, the Wealthy Bag Lady

E-mail marketing

Even if you don't have a website, you can still make use of the internet for marketing. You can send e-mail sales letters much like the ones you send through the postal service. You can use e-mail to distribute your newsletter, or inform people about special offerings. To get the most benefit from your e-mail marketing pieces, encourage people to forward them to their friends.

The first element in a successful e-mail marketing campaign is to collect the e-mail address of every person you talk to. Train your staff to ask for e-mail addresses along with the contact information of everyone who expresses an interest in your business. If you meet someone and she hands you her business card, write down her e-mail address if it isn't listed.

Don't abuse your e-mail privileges. Never even consider sending spam. Assure people that you will not slime them with too many messages. If you have a policy of never selling their names, let people know. Always provide a way for people to remove themselves from your e-mail list. You can even preface the e-mails by telling people that they are receiving the e-mail because they are a subscriber who requested the information.

Here are some considerations for drafting your e-mail messages:

- **ALL CAPS.** When sending e-mail, don't use all capital letters. It looks like you're shouting at the reader.
- **Emoticons.** Emoticons such as :-) give the message a friendly feeling. For more professional correspondence, you may want to leave them off.
- **Length.** The average line length is 55 to 65 characters. Longer lines of type create breaks in awkward places within the sentence.
- **White space.** Leave white space between the lines, so the message will be easy to read. Separating important thoughts and sections with the underline key will also heighten the visual appeal of your message.
- **"From" box.** Put your full name or the name of your business in the "from" box, rather than your e-mail address. Most people would rather open up e-mail from "Mary Jones" than "Mjones@earthlink.net."

Wealthy Bag Lady
4214 Glencoe Avenue · Marina Del Rey, CA 90292 · 888-286-0602
Email: Success@WealthyBagLady.com
Free business tips at WealthyBagLady.com

© 2003 Linda Hollander. All rights reserved.

Triple Your Sales with Octopus Marketing



by Linda Hollander, the Wealthy Bag Lady

Whenever you send e-mail, put a “signature” on the bottom of the correspondence. The e-mail signature is a mini-commercial, and can include elements such as your tag line or a reason to go to your website. Depending on your ISP, the e-mail signature can also include a direct link to your website. Remember to write the words, “Click Here”—when people get a directive, they’re more likely to click through. Use the underline key to make a line before and after the signature to separate it from the body of the e-mail.

Here’s the signature I use on my e-mails:

Wealthy Bag Lady – Tel 888-286-0602
To Get Free Reports on Small Business Success for Women,
Click Here:
<http://www.WealthyBagLady.com>

A final tip: Once you register your domain name, use it in your e-mail address. Instead of Joan@aol.com, use Joan@MyCompany.com. The last time I checked, America Online was not paying you to promote their company, and there are plenty of benefits to promoting your own business. You don’t even need a website to do this. All you need to do is register the domain name with a service that provides this feature. You can even set up a forwarding system so you don’t need to get rid of your old e-mail address.

Technology versus humanity

I went from thinking that computers were for nerds with glasses and pocket protectors, to embracing high-tech and becoming a female nerd (minus the glasses and pocket protector). I love technology, but I don’t let it replace good old-fashioned human conversation. When someone e-mails me with a question, instead of e-mailing them a reply, I call them personally. If someone goes to my site and requests information, I may call them and ask them what they are looking for and how they heard of my company. Websites and e-mail communication are great, but people still buy, sell, and form relationships with other people.

Wealthy Bag Lady
4214 Glencoe Avenue · Marina Del Rey, CA 90292 · 888-286-0602
Email: Success@WealthyBagLady.com
Free business tips at [WealthyBagLady.com](http://www.WealthyBagLady.com)

© 2003 Linda Hollander. All rights reserved.

Triple Your Sales with Octopus Marketing



by Linda Hollander, the Wealthy Bag Lady

Trade Shows

Trade shows exist for virtually every industry, and are a tremendous Octopus Marketing resource. Some trade shows are ordering shows and others are informational. At informational shows, the exhibitors hand out literature, introduce new products, and give out product samples. At ordering shows you can write orders on the spot; if you're exhibiting, this helps recoup your costs.

Whether you're attending or exhibiting, make sure the show is a good match for your product mix or services. The trade show organizer can give you information about the number of attendees from the previous year, who the exhibitors are, who the attendees are, and what they are looking for. Talk to other people who have attended and exhibited at the show.

Attending trade shows

Going to trade shows as an attendee is one of the best ways to learn about your industry, monitor trends, negotiate the best pricing, and form relationships. Attending is a piece of cake next to exhibiting.

Have a plan of attack for the show. Set goals. Get the trade show information in advance and make notes on which exhibitors to talk to. Check out the networking events—seminars, dinners, and mixers are great for learning about industry trends and forming alliances and contacts. Bring a note pad, notebook computer, or portable tape recorder for notes. Take down the information on the people and companies you want to follow up with at the show. If you want to see a key influencer who isn't at the booth, get the contact information of the booth worker and use their name when asking for the target key influencer in the company.

Don't forget to have fun. Being an entrepreneur is your passport to travel, meeting fascinating people, and experiencing life to its fullest. Plan a few fun tourist days at the show location. Traveling is an adventure, and you should take the opportunity to experience the sounds and sights of every destination you visit for business. Go ahead and create some fabulous memories.

Exhibiting at trade shows

A great way to attract new customers, cement relationships with current customers, and monitor trends in your industry is to exhibit at a trade show. Most trade show exhibitors, however, need a course in Selling 101. If you have a great presentation, you will rise above the mediocrity. Exhibiting at a trade show can get expensive, so here are some helpful tips for getting the most out of your trade-show investment.

Wealthy Bag Lady
4214 Glencoe Avenue · Marina Del Rey, CA 90292 · 888-286-0602
Email: Success@WealthyBagLady.com
Free business tips at WealthyBagLady.com

© 2003 Linda Hollander. All rights reserved.

Triple Your Sales with Octopus Marketing



by Linda Hollander, the Wealthy Bag Lady

- **Stay in the hotel where you are exhibiting.** A great deal of trade show sales are made outside of the trade show floor. Being at the sponsor hotel puts you in the middle of a powerful arena, with admittance to all the action.
- **Make your booth friendly.** When designing the layout of your booth, try not to place tables at the front. These tables act as physical barriers, and people become reticent about actually walking into your booth. Make eye contact and greet people in the aisles, so that they feel comfortable about approaching you.
- **Have plenty of brochures and order forms.** I've attended trade shows where exhibitors ran out of literature on the first day. Bring more literature than you think you'll need so that you don't run out at the show. You can even ship your business cards, literature, order forms, samples, and company information to the show location so you don't have to carry it in your luggage.
- **Prepare your presentation.** Better yet, prepare two different trade show specials. Instead of asking, "Can I help you?" ask, "Have you ordered from our company before?" When prospects say no, show them the line and offer them your trade-show special for new customers. If they've ordered from you before, show them your new products and services and give them your trade-show special for preferred VIP customers.
- **Have at least two people working the booth.** Unless the attendance of your show is low, it's very hard to work a booth with only one person. If you're a solo operator, you can bring a friend or family member. Some trade shows offer an option of hiring an additional salesperson to work your booth or you can place a classified ad in a local newspaper prior to the trade show.
- **Give free gifts and promotional items.** Hand out branded gifts and advertising specialties with your business name on them. Customers who receive free company gifts are more likely to order, place orders more often, feel better about your company, and refer other customers.
- **Create a great trade-show bag.** Go for the "billboard effect." Order a larger bag than you think you'll need and make the graphics as dynamic as possible. The way to win here is to have the other exhibitor's bags placed inside yours. Make the design of the bags universal and not show-specific, so you can use any extra bags at another show or for your product literature, samples, and products.

Wealthy Bag Lady
4214 Glencoe Avenue · Marina Del Rey, CA 90292 · 888-286-0602
Email: Success@WealthyBagLady.com
Free business tips at WealthyBagLady.com

© 2003 Linda Hollander. All rights reserved.

Triple Your Sales with Octopus Marketing



by Linda Hollander, the Wealthy Bag Lady

The most important aspect of your trade show experience takes place when you get home. Many businesses exhibit at trade shows, collect names of interested people, and then don't follow up on those leads. If you do a trade show, make a full commitment. After the show, send out an e-mail thanking the attendees for visiting your booth and put in some kind of special offer to them. Mail information to people who requested it. If you think follow-up mailings and offers are too expensive, you shouldn't be exhibiting at the show.

The best follow-up is by telephone. A few years ago, I went to a trade show where one of the exhibitors was a very enterprising young lady named Randi. She used the show as the ultimate lead generator. Her company personally called everyone who had visited their booth and asked if they could make a presentation in person. I accepted the offer, and when Randi showed me her line of corporate gifts I saw many wonderful things that I didn't have time to notice during the hectic atmosphere of the trade show. Because Randi was a master at follow up, I placed many orders with her company.

Measure Your Results

An important key to Octopus Marketing is to keep track of what works and what doesn't. When people call to inquire about your products or place an order, always ask how they heard about your company. Find out where each and every lead comes from. Put a special code on each mailing and ad that you do. When people call to get information or to order, ask them to read the source code so that you can track which marketing pieces and ads are pulling better than others.

Other ways of source coding are special e-mail addresses for different ads, special phone numbers or extensions, and special mailbox addresses or department codes. For example, if you have an ad running in Health Magazine, encourage people to write to your address, Dept. H. Another way to track your ad responses is a special suffix pointer on your website. In the Health magazine example, readers could respond to the website address www.MyCompany.com/healthmagazine.

Most people with websites have no information about who has visited their site. Big mistake! Your website is a robust way to pump up your database. Always have e-mail capture on your website. Don't just provide a guest book. Offer free stuff—such as a free report of valuable information—to get visitors to fill out forms and give their contact information.

Women, as natural multitaskers, are uniquely suited to Octopus Marketing. Put out those tentacles, and watch your business grow.

Wealthy Bag Lady
4214 Glencoe Avenue · Marina Del Rey, CA 90292 · 888-286-0602
Email: Success@WealthyBagLady.com
Free business tips at WealthyBagLady.com

© 2003 Linda Hollander. All rights reserved.

Triple Your Sales with Octopus Marketing



by Linda Hollander, the Wealthy Bag Lady

NOTE FROM THE AUTHOR

I would love to hear from you...



I hope you were elevated and inspired by this special report. I've dedicated it to the winning spirit of women just like you.

Please don't copy or give away this special report. Many hours of my personal time were put into writing it. If you have associates who are interested in the Wealthy Bag Lady special reports on small business success, please refer them to my site: www.WealthyBagLady.com.

If you have any comments, questions, insights, breakthroughs and stories that you would like to share, please e-mail me at info@WealthyBagLady.com. You can also call 1-888-286-0602 or write to Wealthy Bag Lady, P.O. Box 83639, Los Angeles, CA 90083. Please note that any stories submitted may be used in a future publication. Individual stories may or may not be acknowledged. However, as in this publication, names and other details will be camouflaged to protect your privacy.

The entrepreneurial passion has been enflamed. You've got outrageous goals and visions. You've researched your business, thought about it...dreamed about it. Now it's time to take action. Go for it, girl!

I wish you the best of luck with your business. Live well, have fun, discover your greatness, and share your gifts with the world!

Linda Hollander
Wealthy Bag Lady
info@WealthyBagLady.com
888-286-6062

Wealthy Bag Lady
4214 Glencoe Avenue · Marina Del Rey, CA 90292 · 888-286-0602
Email: Success@WealthyBagLady.com
Free business tips at WealthyBagLady.com

© 2003 Linda Hollander. All rights reserved.

Triple Your Sales with Octopus Marketing



by Linda Hollander, the Wealthy Bag Lady

RESOURCES

Education for Women on Raising Capital

American Women's Economic Development Corporation (AWED)

216 E. 45th Street, 10th Floor

New York, NY 10017

www.awed.org

Capital Connection

www.capital-connection.com

Springboard

Springboard Enterprises, www.springboard2000.org

c/o GWU at Mt. Vernon College/Somers

2100 Foxhall Road, NW

Washington, DC 20007

Tel 202-242-6282

www.springboardenterprises.org

Women's Business Development Center (WBDC)

8 South Michigan, Suite 400

Chicago, IL 60603-3306

Tel 312-853-3477

www.wbdc.org

U.S. Small Business Administration (SBA)

800-8-ASK-SBA

www.sba.gov

SBA Women's Business Center

www.sba.gov/womeninbusiness

To Find the Nearest SBA Small Business Development Center

www.sba.gov/sbdc

Wealthy Bag Lady

4214 Glencoe Avenue · Marina Del Rey, CA 90292 · 888-286-0602

Email: Success@WealthyBagLady.com

Free business tips at WealthyBagLady.com

© 2003 Linda Hollander. All rights reserved.

Triple Your Sales with Octopus Marketing



by Linda Hollander, the Wealthy Bag Lady

Business Publications

Barrons
Business 2.0
Business Week
Entrepreneur
Fast Company
Forbes
Fortune
Inc.

Business Training for Women

Wealthy Bag Lady
P.O. Box 83639
Los Angeles, CA 90083
888-286-0602
<http://www.WealthyBagLady.com>

Women's Small Business Expo
www.WomensSmallBusinessExpo.com

Copyrights, Trademarks and Patents

Patent and Trademark Office (USPTO)
www.uspto.gov

Getting Your Press Releases on the Web

www.prweb.com

Linking Partners for Your Web Site

<http://www.LinkLeads.com>

Learning by Phone

<http://www.Teleclass.com>

Sending Personalized Group Email with Attachments

www.group-mail.com

Wealthy Bag Lady
4214 Glencoe Avenue · Marina Del Rey, CA 90292 · 888-286-0602
Email: Success@WealthyBagLady.com
Free business tips at [WealthyBagLady.com](http://www.WealthyBagLady.com)

© 2003 Linda Hollander. All rights reserved.

Triple Your Sales with Octopus Marketing



by Linda Hollander, the Wealthy Bag Lady

Internet Marketing and Ecommerce

www.1shoppingcart.com/app/default.asp?pr=1&id=40826

World Wide Web Hosting

www.Internexions.com

Wealth Training for Women

<http://www.MillionaireWomen.com>

<http://www.WealthyWomen.com>

Women Online

www.Ivillage.com

www.Oxygen.com

www.Women.com

Women's Associations

American Business Women's Association (ABWA)

<http://www.abwa.org>

eWomenNetwork

www.eWomenNetwork.com

National Association of Female Executives (NAFE)

www.nafe.com

National Association of Women Business Owners (NAWBO)

www.nawbo.org

Wealthy Bag Lady

4214 Glencoe Avenue · Marina Del Rey, CA 90292 · 888-286-0602

Email: Success@WealthyBagLady.com

Free business tips at WealthyBagLady.com

© 2003 Linda Hollander. All rights reserved.

Skyrocket Your Success

with *Wealthy Bag Lady* Products



Success in a Bag Audio Program

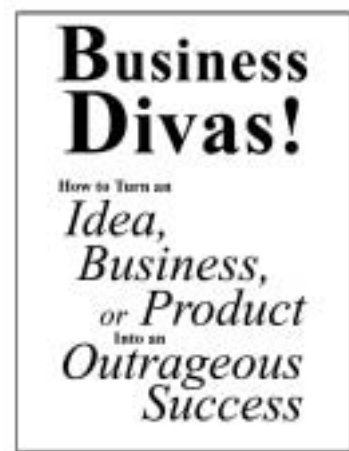
Break through those obstacles that have been holding you back. You'll discover amazing tips and strategies as Linda Hollander, the Wealthy Bag Lady, shares her 7 success secrets to starting and succeeding in your own business. You'll learn how to train your brain for success, pump up your sales, and master Octopus Marketing©, a strategy that will give you the edge over your competition.

2 Tape Set

Order *Success in a Bag* now for only \$39

Business Divas!™ Audio Program & Resource Guide

Create the riches and freedom you deserve. *Business Divas!™* is an unparalleled audio program that brings together Linda Hollander, The Wealthy Bag Lady, and other expert entrepreneurial women who teach you *how to turn your idea, business or product into an outrageous success*. If these women can do it, so can you! Get the the inside secrets and practical knowledge about how to create abundance in your life as a winning entrepreneur!



FREE BONUS CD on *How to Drive Traffic to Your Web Site and Generate Massive Online Sales* (\$29 value)



Millionaire Mentor Series for Women

Mentor your way to success in this high-powered Millionaire Training. The *Millionaire Mentors* tell you how to create wealth, balance and abundance in your life. Jump start your success by learning how to:

- Get freedom and independence by starting and succeeding in your own business
- Use Nurture Selling to achieve your business goals like magic
- Use your feminine power and get customers to call, buy and beg for more
- Accelerate your goals with mentors and success teams
- Get rid of fear, shyness and other stumbling blocks
- Take those frightening first steps and realize your dream

Wealthy Bag Lady

4214 Glencoe Avenue • Marina Del Rey, CA 90292 • Success@WealthyBagLady.com • Fax 310-641-5823 • 866-Women-Biz

Free articles and tips at WealthyBagLady.com

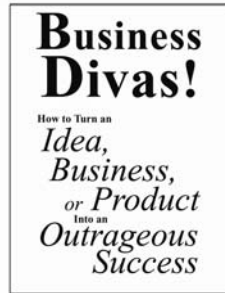
HOW TO BUY

Wealthy Bag Lady Success Products



Click on any of the products to order online or
Fill this out and fax it to 310-641-5823 or mail it with your payment

Call 888-286-0602



BILLING INFORMATION

Name _____
Company _____
Address _____
City _____ State _____ Zip _____
Phone _____ Fax _____
Email _____ Web Site _____

SHIPPING INFORMATION (if different)

Name _____
Company _____
Address _____
City _____ State _____ Zip _____
Phone _____ Fax _____
Email _____ Web Site _____

Quantity	Item#	Description	Price	Extension
	BTR0609	Bags to Riches Book (freight \$4.50 per book)	\$16.95	
	SIBCS02	Success in a Bag 2 Tape Audio (freight \$6.50)	\$39.00	
	BDICD06	Business Divas! 6 CD Audio (freight \$14.99)	\$149.00	
	MMSCS12	Millionaire Mentor Series 12 Tape Audio (freight \$19.99)	\$199.00	

Cal. residents add applicable tax

Sub Total

Freight

Total



PAYMENT METHOD

Check Enclosed Please Charge my Credit Card VISA MASTERCARD AMEX DISCOVER

CREDIT CARD NUMBER _____ EXP. DATE _____

CARD HOLDER SIGNATURE (Required) _____

Wealthy Bag Lady

2414 Glencoe Avenue • Marina Del Rey, CA 90292 • Email: Success@WealthyBagLady.com • Fax 310-641-5823

Free business tips at WealthyBagLady.com • Call 888-286-0602