

Monday, 2 March 2009

Hansel and Gretel Timbuk
Timbuktu Hot Springs
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Hansel and Gretel, what is your number one goal for your hot pool?

Is it to get more customers through the gate today, and even more through tomorrow until the point where you become so popular you have to put up a sign that turns people away?

Imagine this sign out on your driveway:



If your goal is to get more customers through the gate today, and even more through tomorrow, then NZHotPools.co.nz can help you achieve that goal.

There are 3 ways that NZHotPools.co.nz can help you make more revenue:

1. By finding new customers for you

- Because hundreds of people visit the NZHotPools website every day who have never heard of **Timbuktu Hot Springs**, or never considered visiting you. NZHotPools will tell them all about you and convince them to give you a try

2. By encouraging existing customers to spend more every time they visit you

- Because you can put an exhaustive list of everything you sell and every service you offer on NZHotPools so it makes it easy for you to up-sell when they come in the door because they have already heard about the extras

3. By encouraging existing customers to visit more often

- Because NZHotPools highlights your facility above others on the website, and can remind them to come back via email newsletters (more about this later...)

Since your free web page on NZHotPools.co.nz was put in place 3.5 years ago, it has been looked at **4321** times.

If you haven't had a look at your free webpage lately, just do a search in Google for "**Timbuktu Hot Springs**" and it should be at the top of the results – or very close to it.

I'm sure you will notice that your free page doesn't have very much detail on it – just a phone number, a map pinpointing your location and maybe a photo or two that your customers have contributed, and some reviews.

When visitors come to your webpage on NZHotPools they are expecting a lot more information. You and I have disappointed them. I get emails all the time that say "I wish you would put more information on there! What's the cost? How do I get there?"

Well, I apologise **Hansel and Grete!** I'm apologise that **4321** people have looked at the free webpage about **Timbuktu Hot Springs** on NZHotPools over the last 3.5 years and felt disappointed because they couldn't find the information they were looking for. But here's the good news **Hansel and Grete!**, you and I can work together so the next **4321** find exactly the information they need to make a decision to come and visit you!

On the next page: We'll find out what potential customers really want to know about **Timbuktu Hot Springs**

12 things potential customers really want to know about Timbuktu Hot Springs

1. All your **contact details**, phone number, mobile, website address, and email address, so when they want to make a booking, they can contact you
2. A **link to your official Timbuktu Hot Springs website** so they can see for themselves that you are professionals
3. **Lots of photos** that provide a virtual tour of your fine facility
4. **Driving directions** so they don't have to call you up and ask for them over the phone. So that no matter which direction they are coming from, they will be able to find you
5. An **interactive Google map**, so they can pinpoint your exact location
6. A list of **all your extra products and services** so they know exactly what is available before they get there (For example, they are less likely to pack a picnic lunch if you let them know there is a café on site or at least some snacks). And **they want you to up-sell them** to a private spa, or an ice-cream, cold drinks or coffee, because that means they will have a better time

This will help you to make an extra couple of dollars on every customer, which adds up to \$1000s of dollars over time

7. **Your logo** featured prominently so it helps them to recognise your brand, and your name sticks in their heads for next time

If you don't have one, I'll design you a simple one for free

8. **Open hours**. Many people don't want to bother you by calling you on the phone just to ask such a simple question. How many phone calls do you get a day just asking that question **Hansel and Gretel**? Visitors want you to display your open hours and public holiday hours on your NZHotPools web page.

And this can free up time for your front desk staff for other tasks and serving today's customers better

9. **Prices**. There is nothing more annoying for a potential customer than not knowing upfront how much a visit is going to cost them. For most people it is the number one thing on their mind "how much is it going to cost me?"
10. Details, details, details. **They want to know the details**. If your water is high in minerals or silica, they want to know. Describe to him how it will feel on their skin when they first immerse themselves. If your water is thermal and comes from an ancient reservoir 2km below the earth surface, where the tectonic plates converge and white hot magma heats it under pressure to 400 degrees, **they want to know!** If your place has been around for 100 years and has an interesting history, **they want to know!**
11. An **online suggestion box** so that they can share an idea for an improvement (or make a complaint). Most people are too shy to tell you these things face to face.

I will forward them to you as soon as they arrive so you get the chance to

respond to them and thank them for their input and make improvements based on their suggestions.

12. They want the opportunity to **share their experience with others online** – both the good times and the bad.

You will get a copy of that comment immediately by email. If it's a positive comment, that's great! If it's a negative comment, even better!

Yes, **I just said that negative comments are even better!** Why is getting a negative comment a good thing? Because it's your chance to really shine. Read the article on the right: *"Hansel and Gretel, here's how to turn a negative comment into a positive that is 10 times more powerful"*

Hansel and Gretel, with a PREMIUM listing, all this information will be available to your potential customers so it is easy for them to make the decision to visit you

Hansel and Gretel here's how to turn a negative comment into a positive that is 10 times more powerful

1. Your first reaction will be to make an excuse "That only happened because blah blah blah". They don't want to hear your excuses. Fight the urge to make excuses, because making excuses is starting a fight. It tells the customer that you're not listening and that you don't care. Getting into a fight with a customer either online or face to face is a really bad idea, so don't make excuses.
2. Realise that they are just upset because they were expecting to have a good time, but something went wrong and now they are lashing out in frustration, and, unfortunately, you are the easiest target. Don't take it personally. They're just having a bad day, give them some slack.
3. They really want just 3 things from you. And if you give them these 3 things they will **love** you for it. They will love you because most of the time they complain, no-one listens to them. So here are the 3 things they want from you: A) Acknowledgement, B) Apology, C) A promise of Action.
 - A. So first, acknowledge them; "thank you for your feedback Joe Bloggs". Easy.
 - B. Next, apologise for their negative experience. But it wasn't your fault was it? It doesn't matter whose fault it was, apologise anyway. You can say "I'm sorry you had such a disappointing experience when xyz happened".
 - C. Next, address their issue or concern and describe the changes you are going to make (or even better "have made") so it won't happen again. Like this "We are making changes this week to ensure this doesn't happen again to you or anyone else"

Trust me, if you do these 3 things you will blow their minds. They will think "Wow, they really cared about what I had to say!" "They are true professionals!" "I helped make that place better" and they feel a warm glow.

But the real magic happens afterwards: Hundreds of other people will read their complaint and then read your professional response. They will think "Wow, look at the way Hansel and Gretel and the team responded to that whinger, they really listen and care! I'm going for a swim there!"

I will ensure you get the opportunity to respond quickly to comments both positive and negative, by emailing them directly to you as they happen.

Hansel and Gretel, are you happy with the Return On Investment you get from your advertising?

Which of these advertising mediums have you tried?:

- TV? I'm sure that if you've tried TV advertising you got lots more customers that week! It's just a shame it costs \$5000 to make a commercial, and \$5000 to get airtime for two weeks.
- Radio? The radio representatives keep telling you "you need something catchy and have to repeat it again and again and again, sign up a 12 month contract!" You give it a shot, and the results are disappointing for the first 3 months and you can't get out of the contract!
- Daily newspapers, community newspapers?
- Flyers?



How effective are these advertising mediums for you?

Do these mass marketing techniques work for you?

Do they **guarantee** more business for you? Do they **offer your money back** if the advertising doesn't work?

No!

Why not?

Why do you have to take all the risk Hansel and Gretel?

Maybe they do work for you, but only for a short time before you have to get out your wallet and pay again.

And sometimes they only make your busy times busier (to the point where you might have to turn people away, like during Easter).

What you really want is advertising that works for you 365 days a year.

Advertising that doesn't cost very much. That keeps a flow of visitors in the door through-out the year, so it's easy for you to plan staffing and revenue and expenses. That is guaranteed to work or you get your money back. Am I right?

The trouble with mass marketing like TV, Radio and Newspapers that is that it is **interruption advertising** – you are trying to interrupt people in the middle of their busy lives. Only a small fraction of them are actually receptive to your message at any one point in time



(research says 3%). If they are busy or distracted at the moment your message is delivered, you get ignored.

Don't you wish you could hold their attention so you get a chance to tell them how wonderful **Timbuktu Hot Springs** is?

Don't you wish you could tell them that they can leave their troubles at the door and soak their cares away in your deliciously smooth and soothing hot water?

I'm sure there are 100 interesting things about your **hot pool**, don't you wish you could hold their attention just for a few minutes so you could tell them the top 10?

Don't you think that once they hear them they will be customers for life?

Of course they would be!

On the next page: I'm going to tell you about the most effective way to share these messages about your **hot pool** with thousands of hot pool lovers around the world.

5 reasons why NZHotPools is more effective than any other marketing or advertising you have done for **Timbuktu Hot Springs**:

1. Every one of the 250 daily visitors to the NZHotPools website is on a mission

They are on a mission to find a hot pool in New Zealand to have exactly the experience I just described.

They don't have any distractions. They have a purpose.

Will they find information on **Timbuktu Hot Springs** or one of your competitors instead?



No other advertising is more on-target than NZHotPools

2. Every one of the 250 daily visitors is thirsty for details

On NZHotPools you can provide every item of information they need so they can decide to visit your facility.

They want contact details, they want pricing, they want descriptions, they want photos, they want reviews from others.

What they really want is to reduce risk. They want to know "if we pack the car right now, and head for **Timbuktu Hot Springs**, will we have a good time there?"

You can put all of that information at their fingertips so they can decide "Yes, we are going there today!"

3. Supercharger for Word of Mouth advertising and repeat business

Most of your business is probably word of mouth and repeat business, right? That's great! A PREMIUM listing on NZHotPools can **supercharge positive word of mouth** and repeat business for your **hot pool**. Here's how:

Word of mouth advertising is like branches on a tree, each satisfied customer tells 3 friends, and they tell 3 friends, and they tell 3 friends, and the branches get bigger and bigger, and pretty soon you have a huge money tree!

But that takes a long time to grow.

Here's a shortcut: **I promise I can provide you with 90 new customers** as primary branches, that's 90 new customers who tell their friends about the place and bring them along next time. Who said money doesn't grow on trees? It can grow on yours! I'll tell you more about this promise on the next page.

4. Every new visitor NZHotPools sends to your gate is pure profit

If there are 30 people in your **hot pool** or 40, your overhead costs (wages, power, mortgage etc), stay the same, right? So if I can put an extra 5 people in your **hot pool** today, and your ticket price is \$10 per person, that's \$50 profit I just made you, right?



So I promise you this: I will put 90 extra people in your **hot pool** over the next year to earn you an extra \$900, which will cover this investment.

But you don't just want to break even do you?

No, of course not.

I want you to make money hand over fist.

I'm talking about 90 **extra** people. So if you offer them great service and they just love your facility (and I'm sure they will), they are sure to come back. Let's say they come back 3 more times that first year, and they might bring friends with them too, let's say 3 friends. So for each of the **90 extra people I can bring to your cash register**, they may be worth:

$\$10 \times 3 \text{ times a year} \times 4 \text{ people (3 friends + them)} \times 90 = \$10,800.00$. So that \$900 investment has a chance to turn into over \$10,000 of extra business for you!

I'll be telling you more about my guarantee in a moment.

5. There is no risk because I am offering you an cast-iron money back guarantee:

Yes, that's right. If you don't get the **new business I promise you** in the first 6 months i.e. 45 customers, I'll give you all your money back. No risk to you.

How much does it cost?

The cost of a PREMIUM listing is \$900 per annum: \$300 deposit + 12 automatic payments of \$50/month.

Plus, you have the right to renew next year and the year after that. I promise I will fix your price at this level until 2011.

So as the website grows and grows, and the number of customers I send to you grows and grows, I will be putting up the price for a PREMIUM listing, but it won't affect you because I will lock you in at today's price for 2 more years.

On the next page: I make my promise to you that you'll get a positive Return-on-Investment on this offer, or you get all your money back.

Hansel and Gretel, I personally Guarantee a Return-on-Investment, or you get all your money back

I, Sheldon Nesdale, hereby promise you, Hansel and Gretel Timbuk from Timbuktu Hot Springs, that you will get the first 45 of the 90 customers I have promised to send to you, within 6 months, or I will refund every dollar you have paid me.



You may be wondering "How do I keep track of how many customers have come from NZHotPools.co.nz?" Read the article on the side "*How to find out what your Return-on-Investment is*"

Hurry, this offer is only available to the first 10 facilities and expires 5pm Friday 13 March 09.

So fill in the order form on the back page today.

The time is now, as you know as we approach winter our busy season kicks in. So this is your chance to supply all the information that potential visitors to your **hot pool** are looking for.

Can't afford it? Worried about the recession?

People may be cutting back on buying houses and new cars but they will make sure they have enough money for treats. And if some people do want to cut back on the number of hot pools they visit this coming year, wouldn't you prefer they chose yours and not your competitors?

If you are going to cut back on costs, cut back on other forms of advertising that you suspect don't give you an excellent Return-on-Investment. Choose advertising that offers you an excellent, easily measurable Return-on-Investment. Choose advertising that offers all your money back if it doesn't work. Choose NZHotPools. You can't get a better deal than that, don't you agree?

How to find out what your Return-on-Investment is

1. Simple. Ask every customer that walks in through the gate if they heard about you from NZHotPools. (If you don't already ask this question, it's time you started anyway)
2. Keep a list at the front desk with two columns: one with the heading "NZHotPools" and the other column heading "Other".
3. Simply put a tick in the correct column depending on their response. Total up the columns at the end of the day/week/month.

I promise to get you at least 90 new customers over the 12 months to break even on this investment. So if you are getting less than 2 new visitors a week from NZHotPools, please call me and I'll give you all your money back.

Hansel and Gretel, don't miss out, here's how to secure your spot and order today

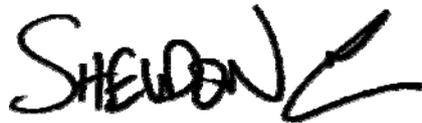
Fill in the order form attached and fax it to me today on (07) 571 4360.

The first 10 orders get their spot. If you are the 11th you will miss out. If you contact me after the cut-off of 5pm Friday 13 March 09, you will miss out.

**** Bonus Offer if you are one of the first 5 to sign up****

If you are one of the first 5 to sign up, you get access to my Hot Pool Fan Club of 535 hot pool enthusiasts who I will ask if they would like to receive special offers from you. Once a month you can email me something newsworthy and I'll send it out to them on your behalf.

Regards



Sheldon Nesdale
NZHotPools.co.nz

P.S. I have some bad news...

This letter took 48 hours to get to you, and in that time nzhotpools.co.nz had 500 visitors, and your facility missed out on converting those hot pool fans into customers. I'm sorry for your loss. But the **good news** is I can have your presence on nzhotpools maximised in just 48 hours from now. If you take action today in the following 7 days you will have $7 \times 250 = 1750$ pairs of eyes exposed to your information and you will be on your way to my promise of 90 extra customers. **So order today by filling in the order form on the next page.**

On the next page: The Order Form and Checklist

Order Form & Checklist

Attention: Sheldon Nesdale, NZHotPools.co.nz



YES! I, Hansel and Gretel Timbuk would like to increase my profitability and get more customers for Timbuktu Hot Springs with a PREMIUM listing on NZHotPools.co.nz.

I confirm that I have Direct Debited your account for the \$300.00 deposit to your KiwiBank Account: 38 9006 0580369 02 in the name of S L & S J Nesdale.

I confirm that I have set up an automatic payment for \$50.00 on the first of every month (for 12 months) to your KiwiBank Account: 38 9006 0580369 02.

I confirm that within the next 7 days I will email you all the following details for my PREMIUM listing:

- A Teaser - A brief introduction between 25 and 30 words
- Directions - Detailed driving directions to explain to visitors how to find us, up to 100 words
- A Description - A full description of our facility, up to 100 words
- A list of services – An exhaustive list in bullet point format
- A high resolution logo
- At least three photos

I would also like to take up your offer of telling the NZ Hot Pools Fan Club more about Timbuktu Hot Springs, and as a powerful incentive to visit us, I want you to design a simple coupon that anybody can download from the NZHotPools website that offers the following item for free:

(eg free ice cream/drink, "bring a paying friend and you get in for free", free towel hire, free upgrade to private spa etc)

I want the condition "one coupon per visitor per day" written on the coupon

I want the expiry date to be 31 December 2009

I will brief my staff to expect this coupon, and ask them to greet the bearer with an especially warm welcome

Signed:

Hansel and Gretel Timbuk on behalf of Timbuktu Hot Springs