

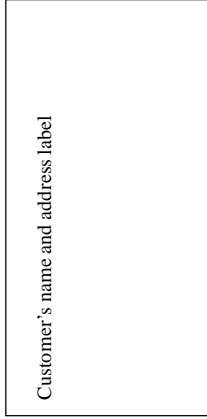
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Customer's name and address label



60-Second Newsletters

It only takes a
minute

NEWSLETTERS work because people read them ~ and they spend more time reading them than your brochure, advertisement or web site.

60-Second Newsletters - just like the one you're holding - enable you to maintain contact with your customers, re-engage with 'lost' customers and reach new ones.

Send them monthly and they become a soft sell communications tool through-



out the year that will keep your company name in your prospect's mind until they are ready to purchase - and it only takes a minute.

What you get

~ a low-cost effective little sales tool that keeps your business name in your customers' minds.

What your customer gets

~ an informative, entertaining and brilliantly written read about *you and your products and services.*

Keep it regular



Your prospects and existing customers will get used to hearing from you each month.

Sooner or later they will need your product or service and you will be the first they turn to.

Why choose a mini?

60-Second and 2-Minute Newsletters are great alternatives to a full-size publication (although Inkwell do those as well).

These publications are great P. R. and sales tools but are not appropriate for all kinds of business.

60-Second Newsletters are inexpensive enough for small businesses to send each month, so you get 12 chances a year to make a sale.

By the end of the first year your customers will come to expect that friendly little nugget of news in the post.

Best of both worlds

Why not get the best of both worlds and send a monthly 60-Second Newsletter and a full-size version at the year-end.

Get the most from your 60 seconds

10 ways to maximise your newsletter's effectiveness

- Fold and staple your newsletter, then apply an address label and stick a second class stamp on the back page.
- Send your newsletter on the same day each month
- Make sure your mailing list is up to date.
- Include all prospects, not just existing clients.
- Ensure the decision maker's name - not just the business name - is correct.
- Send your suppliers a copy.
- Send a copy with



invoices, correspondence or promotions.

- Keep a stack in reception or workplace for visitors.
- Ensure staff read your 60-Second Newsletter so they are informed when the customer calls.
- Encourage prospects to pass them on. Go on, pass this one on - or better still give us a call at Inkwell.