

Nina Hershberger's
MEGABUCKS

Yipee!!
It's fall time

MARKETING Letter



Cashflow Strategies. Samples. Trivia. Opinion...
and anything else I want to throw in

FEBRUARY 2010 Marketing "Wonder Woman"



When we build our business marketing is the power. All other aspects of business revolve around what you do with your marketing. As you grow your company and you expand your divisions if you've done your marketing correctly you'll enter the place where all successful businesses go- capacity. A capacity issue means this- there is not enough time in the day, hours in the year, energy in the

THIS IS A GREAT YEAR TO CREATE A CAPACITY PROBLEM IN YOUR BUSINESS!

universe for you to perform the work coming in. Many business owners actually fear this position so much that it will never happen. To them a capacity issue means loss of life as they know it, no more fun, working long hours 8 days a week and it's not what they want. Sadly, that is not how capacity should be viewed.

The successful business owner who desires to go into multiple 6 and 7 figures understands that leverage and outsourcing are the key ingredients of capacity. When your business has grown so much that you can no longer do all the tasks required this is when you become the honored business owner who now can provide jobs for others. This is a great place to get to. This is also the place for major

personal growth to begin.

You see the biggest hindrance to your business growth is your personal growth as a business owner. We might want to think in our little tiny minds that it's the assistant's fault, the economy, our unsupportive spouse but the cold hard fact is this- it's our fault if we're not growing.

With over \$30 billion dollars being spent online in the month of Dec 2009 what is the real reason some businesses are failing and others are thriving and going into capacity? It's a personal growth issue on the part of the business owner.

The business owner who has to be in control of all things, do all things and has to have

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Did The Expectation Of Loss Or The Recession Come First

I have a client in my Marketing & Copywriting business who recently showed a 47% decline in traffic and worse in sales during the last 10 months. Their first response to this was, "Well we're in a famine so we're grateful to still be alive!"

Now without creating a lot of self-induced hate mail and worse yet someone slandering my name and saying things I didn't mean let me make myself very clear. I am very very sorry for the losses that so many families and businesses are

experiencing. The point of this article is not to show any lack of compassion. I am simply attempting to make a point.

My client also changed their entire brand, marketing message, efforts, evaluations, did staff changes, relinquished what was working to people who are unqualified and didn't even consider that possibly, just maybe, they had created their own little recession.



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THE **Brain** IS NOT SOMETHING to take **LIGHTLY**

I have been taught over and over again by my mentors that you will receive whatever you expect. So if that is true my question to my client was, "Did the expectation that a famine and loss was coming create the decline in business or did the actions you took because you expected this loss create the problem?"

You see if you live in anxiety that a heart attack could occur at any moment, that someone might rob you, mistreat you, persecute you and harm you eventually you'll most likely experience that which you fear.

Fear is a powerful thing and it is NOT a friend of faith. It actually kills faith. Did you hear me? It doesn't make faith sick, it kills it. Fear and faith cannot live together. One will kill the other.

Has Fear Been Killing Your Online Business

So my first question to my client was this, "Why did you change your branded message when it wasn't broken?"

They replied, with the typical excuses. I am not used to hearing such excuses from this client however because they have been hugely successful in the past. The list went like this

- We want a broader reach (hmmm, just getting 100,000 new leads and closing 5000 into full paying customers wasn't enough?)
- We want to get into other niches (the one you were in

was creating \$ 25 million dollars, you didn't think to triple that ?")

• We think our new ideas will be innovative in this recession (creating new things isn't the answer as far too many believe)

Sadly my client had bought into the lie that the media had pitched them. "Change things. Change. Make Change." They were already successful and would have been able to hold that success if a so-called recession hit. But there was something more critical here.

You see if you expect a recession AND you change all of your marketing efforts at the same time you could deceive yourself into thinking you are 'surviving a down turn' when in fact you are 'surviving' your own stupidity!

It's not a wise thing to constantly change what isn't broken. It is a wise move to improve and refine what is acquired in mastery. Otherwise we'll get driven into what the rest of the ego-centric society falls for. More more more, change change change and then broke broke broke!

So my client had made some mistakes, we are on task to picking up the pieces.



It's a **LESSON LEARNED** in the **BOOK OF SUCCESS**

Where are you today my friend? Have you been EXPECTING a recession just like you're expecting to die of the Swine Flu? I'm sorry but the swine flu is no worse than the influenza that hits every year. More people have it because it's man-made and manipulated.

This recession everyone says we're in is NOT AS BAD as what many states saw in 1982, but who is thinking about that?

You will receive what you expect. What are you expecting? Just check what you're receiving!



Your **Brain** Could Be Your **Biggest Asset**

The brain is something that deserves more care & tune up than even your trusted laptop or computer. You see far too many business owners believe they can't operate without their phone, they can't live without their email, their business would go broke without their website. But the sad fact remains that your BRAIN is an asset that is far too often overlooked.

If you put cheap oil into a Mercedes it will certainly tell you. Make Filet Mignon & add frozen onions and cheap spices and your guests might think it's an overstuffed pot roast!

In the same way what goes 'In the insa' comes 'Out the outsa'. Take a look at what you are feeding your brain. What are you exposing yourself to on a daily basis. Are you more thrilled with the latest conspiracy theory or break thru methods to increase your profits online thru Social Media Marketing?

This year, feed yourself well. Feed that brain of your life, joy, peace, belief, hope, creativity, bigger expectation and just WATCH what happens in your business!



Hair Care & Recession Profits



are tight so they can get their hair done?
• How do you think what you do today differs from what ladies did say 40 years ago?

Dawn was more than willing to oblige my incessant interview! By this time I was typing notes on my trusty iPhone and I knew I'd be telling you all about it!

What was the most challenging time period as a stylist?

Dawn told me that as with any industry there are ups and downs, ins and outs. But she went on to say that if you, the business owner, remain creative, give discounts, reward clients for referrals and have an excellent attitude with your clients you really won't have to worry about finances even when things get rough in the economy. She stated she was very thankful to be in an industry that people were consistent in. "People will pay their gas bill late before they let their roots or hair color get unbearable! Funny I guess but hey, it keeps me in business long term!"

Did you ever fear losing your job?

The answer Dawn gave me really surprised me and I think it will you as well. She went on to tell me that the economy was never any indication of her longevity in this business. As she shared previously being creative, staying in the game, giving promotions and having a great attitude so that people can't wait to 'be in your chair' all gave her a lot of personal job security. But she did say that not everyone in this industry thought that way. She has worked with salon owners (she rents a booth in someone else's successful business) who throw in the towel, pull back their advertising, get negative and before you know it you are personally affected. So the risk of losing her job had very little to do with the economy in general and was more influenced by the people around her who owned the salon she was working at.

During challenging financial times there are industries that do not suffer as greatly or even at all. Hair salons and barbershops are one of these amazing industries that we can glean tips and strategies from to keep our profits flowing and momentum humming.

I was recently speaking to a gal who was doing my hair and asking her how long she's been in this line of work. "19 years and I enjoy every minute of it!" was Dawn's reply. Immediately, probably because I'm a marketer 24/7 and my business mind never sleeps, I began to mentally track through the time periods she has lived and worked through. 19 years presents several clips of time that definitely weren't a bed of roses for some business owners. There were several down turns in the 70's and again in the 80's. Many remember the challenges that put hundreds of thousands of people out of work in the 90's. So this was a gal who had seen several challenging times. BINGO! My marketing mind went into over drive and my greatest skill set came out. ask questions!

Let me digress here for a moment. I believe that if you ask questions you'll find out information you never even thought of before. Asking questions is nonthreatening, it's a great way to 'lead' a conversation and it can be extremely beneficial for your business as a marketer. So I began to ask questions as Dawn continued doing my hair. Lots of questions!

- What was your most challenging time period as a stylist?
- Did you ever fear losing your job?
- Do most of your clients somehow seem to come up with the money even when things

Do most of your clients somehow seem to come up with the money even when things are tight so they can get their hair done?

I was excited to hear what Dawn had to say and when she chuckled I knew it would be in this month's newsletter. "You see, I believe people will always have money. Even broke people have money. None of my clients are so poor they can't eat and I don't see people who are homeless coming into my salon. I see regular everyday middle class and even some lower class folks who value their appearance. So the way that I have found I can say in business is to help them value their appearance more than focusing on how many clients have money or don't have money." WOW. She said a mouth full. She knew who her clientele were, she expected them to have the money, she also knew how to create a valuable service so they would find the money. As she stated before some clients even paid their utilities late just to be sure they 'felt' good about their appearance. You could even call hair salon services a 'consumable' product because of the repeat business that comes in. If people feel great, love how you treat them, enjoy the value you provide once their hair grows out, 'consumed' just like with a liquid supplement or a coffee product, they will naturally come back.

How do you think what you do today differs from what ladies did say 40 years ago?

Dawn reminded me of the blue hair and purple hair days. Those were the days when toners and colors were not as

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Matty

The Online and Offline
World To Birth Bigger Profits!

Many direct response marketers say that the internet world is a ballpark of a different color, a cooler with a different liquid, a bucket with a different kind of muck. How on earth can this be true?

Let's look through this objectively now. People read your direct mail pieces offline. People read your direct mail pieces online. People are the ones with the money. People are who you sell your products or services to. People. It's ALL about people!

I am not an online queen. However, I plugged in with someone who is, a track record that proves she 'gets' that world to the tune of 7-figures over and over again! But it wasn't necessary for me to 'can' all that I know when we began to partner together on things. Actually... my skillset began to expand when we worked together and HER skillset also began to expand in working with me! You see, she hasn't done much work offline. The online world is her territory. So when we write offline sales letters that drive to an online website rather than a mailing address and a phone number we are complimenting each other beautifully!

Create a website (or have us do it for you!) that not only displays you beautifully but it can be the 'hub' that all of your offline, Wallet Mailer, Tear Sheet marketing is driven to. This is now a 24/7 employee who doesn't require benefits, doesn't get sick kids AND can speak multiple languages with the click of a mouse.

Imagine the possibilities if this is your sifting and sorting tool. If you dread talking on the phone - no worries! This is your answer! Have your website do all the talking for you!

If you marry the online and offline world together rather than trying to run them isolated of each other- you could possibly BIRTH a whole new division for your company and profits that you never dreamed were possible!

Here are just a few of my most recent "Case Studies" bringing these two worlds together.

STORY
STORY
STORY

Let Sandi and I 'birth' some profits for you!

Picture of me? Picture of you - together but separate images



YOUR voice- do you hear what I hear?



I was talking to a client recently about the 'voice' of his direct mail pieces. We got to talking about the 'voice' on his website. In case you didn't realize this a website is read just like a sales letter is read but at an unbelievably fast pace. And the 'voice' on that website needs to be identical to your offline brand and image.

Recently I got some email campaigns from a company I've been watching. It has been my desire to assist them with some of their online marketing. I've been following them long enough to know their 'voice' and what they sound like in the marketplace.

So when I began getting emails that say, "Dude! Check this out it RAWWWWKKS!" I really felt disoriented. I had to check the 'from' section because you see, this is a financial planner and he does NOT have a habit of calling anyone dude nor does he CARE what rawks!

Case of a misplaced campaign and a switch in copywriters. The copy is written with a voice in mind, with a voice 'in the head' if you will. If you make changes to your copy or you hire new writers- always remember that the voice cannot and should not change.

Your clients might think you've been taken over by some party-hardy hooligans. Not a good image for a prestigious hundred million dollar financial expert. Not at all.

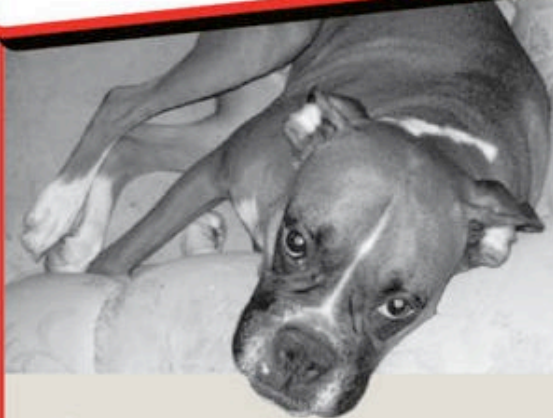
Keep the voice consistent. Keep the grammar the same.

Just for the record- if a young hip business is soaring to \$ 20 million and it's emails are ALL filled with 'dude' and 'rawks' and 'give me a frickin' break!' it would be equally out of place to now present this successful business image with a Harvard Grad voice.

Keep the voice consistent and your profits will do the same!

NIKKI'S BLOG

Winter Olympics



I know the whole world will be watching the Winter Olympics from Vancouver, but I still haven't made up my mind. I'm miffed that my fellow canines are never allowed to participate.

Sled-dog races were held in Lake Placid as a demonstration event in 1932, but that's the extent of it. I guess the Olympic officials are still smarting from the time they had to use the Jaws of Life to get the Jaws of Rex off that sub-zero Frisbee, but accidents happen.

Yes, I know we pooches can strut our stuff at the annual Westminster Kennel Club Dog Show, but when was the last you heard of the winner getting his picture on a box of Wheaties??? Chew on that one for a while.

I feel certain I could excel as an Olympian, if given the chance. (The human athletes are a bunch of softies. I haven't seen one rolled-up newspaper in the whole so-called "training camp.") I could definitely handle "curling," at least in front of the fireplace. Triple lutz? Ha! I do at least an octuple-lutz every time I lie down.

This is one Golden Retriever who could really bring back the gold. It's just that I have sincere objections to practicing on Sunday. And Monday. And Tuesday and...

The Olympics people are really on thin ice with me. All the alpine skiing events will be held on Whistler Mountain. I understand that it used to be Silent Whistler Mountain, but they changed the name just to diss the dogs.

Even the Olympic mascots irk me. They include Miga (a mythical sea bear) and Quatchi (a young sasquatch). If they wanted to use far-out imaginary characters, why didn't they just go with feline members of Mensa?

Don't get me started on the security budget, which has ballooned from \$175 million to \$900 million. (That would buy a lot of kibble.) I guess the geniuses finally realized that they couldn't convince all the terrorists to keep their Invisible Fence collars on.



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Nina Hershberger
Registered Dental Hygienist

Marketing
MOMENT

New Water Liposuction Washes Away Fat With Instant Contouring



GOSBEN, IN
By Ruth Willis

Everyone has one: an area of your body that no diet or exercise routine has been able to change. You hate looking in the mirror. Clothes don't fit. Frustration and discouragement set in.

For some women, it's a post-baby or menopausal abdomen; others may have great legs—except for the "saddlebags" that a million leg lifts haven't slimmed. The jaw line and neck is another common area of concern, and of course exercise can't give you back the non-existent neck of your youth.

For men, it's most often their love handles. Whatever your problem area, there is hope. Affordable hope.

Cosmetic surgeon Christopher Potts has just announced the most gentle and effective method of liposuction ever. It's called smart water lipo. Special introductory pricing for this breakthrough procedure is being offered for a limited time.

Details at www.SmartWaterLipo.com
Phone: 888-651-9416

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their say in all things is a business owner who might want to consider getting some therapy before they sign up for another information marketing summit. Because ladies and gents, the truth of the matter is this- marketing is so high in demand you can expect capacity if you are really growing as you should be!

Be willing to hire people, train people, work with people and watch what happens!

Your anally retentive perfectionist tendency might be so far beyond what the average clients expect that you'd be surprised to see what people would pay you for what you think "Second best" is. Because really second best is just an excuse for not wanting to try or work harder. Your best, with the influence of many workers is really the only way to get to best. If you are the only one working on everything you do it's already second best and it's really not the full deck of your potential!

Reach for capacity!

Invest into yourself for more skill!

Find good hard working people to work with you!

And when you feel like it's just too much work to do remember this- until your business has so much work that it is completely impossible for you to do it all... your marketing really hasn't hit it's finest hour!



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evolved as they are now and a blue hue or a purple tint was oftentimes the end result. Nowadays you can tell who is going to an outdated salon if you see blue hues or roots and purple tint but that's another topic for a later issue. We discussed how women 40 years ago had their hair done every week at the salon, come rain or shine. It was not a generation of women who craved style, change, multi-color and options but rather it was the 'high end' care of oneself having an 'expert' wash, cut and style their hair once per week. Everyone could joke each other when they saw you must be heading to the salon in a day or two because your hair looked ready for a good wash and dry. In today's culture women not only wash their own hair, many do it daily. It's not uncommon for many women to have multiple curling irons, curling rods, brushes, rollers, clips, etc in their own home. So the need has changed. Women now go to the 'expert' for change, maintenance, management, for a total makeover (in the case of a perm or extensions, changing the natural condition or hair to something they were not born with) and more. Obviously costs are higher and time spent in the salon is definitely frequent but not weekly. When I asked how this affected her business she gave this very relevant comment that I will hope you take to heart. " My biggest asset is who I am, how I make you feel, how happy you are when you leave my chair. That and that alone will bring you back and cause you to refer everyone you know... or it will cause you to never come back at all, period."

Where is your focus this month? Are you looking for creative ways to give special promotions and offers to your clients? Do you take the extra care to make your clients feel special and appreciated? In a recession or any challenging time period these tips alone can give you greater personal job security.